

Broken World

What's the problem you want to solve? What myths or barriers are preventing change? Why would it matter to this audience?

Your Vision

What is the solution? This includes your goal as well as the reason it's important. What is your long term vision and how does achieving this contribute to your vision?

Your Strategy

What needs to change to meet the goal? Who has the power to make that change? Describe how you think change will come about being succinct but not too vague.

Call to Action

What are you asking them to do and how will it help? People need to understand their role in your strategy and how their action will help bring about change.

Movement Story

How does this fit into a larger movement for change? What values do you want to convey and what kind of community do we want to create? How will we know when we've won?