



On Message TEMPLATE

Here is the same 2-page template that the Global Partnership for Education uses for their successful “**On Message**” briefing documents (find out more in the “Engage with Impact” book).

Feel free to use this template for a key policy topic or issue that is important for your organization’s external communications.

GET INSPIRED!



www.engagewithimpact.com

SUBJECT:

1/2

ON MESSAGE

Date:

Key Messages

Add key points below:

Fast Facts

Include only the most relevant facts:

Short Definition of the Issue

Use only a few short sentences.

What's New?

What changed? Why is it important?

SUBJECT:

2 / 2

ON MESSAGE

What are we doing about it? Add main points here:

Case Studies / Examples Use examples to illustrate your impact.

Quotes from Management

A couple of quotes from C-suite

Testimonials

Quotes from your stakeholders

THANK YOU!

FIND OUT MORE

If you are interested in developing new advocacy strategies and transforming your digital communications for social impact, check out the book “Engage with Impact” on Amazon.



STAY IN TOUCH

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