

VPSA Messaging

A values-based
communications structure
for advocacy and organizing

V

VALUES

Leading with VALUES creates broad points of agreement and shared goals that will resonate with nearly any audience.

P

PROBLEM

Being explicit about the PROBLEM, and how it threatens shared values, creates a sense of urgency and connects individual stories to broader systems and dynamics.

S

SOLUTION

Offering a SOLUTION gives audiences a sense of hope and motivation. The best solutions are connected directly to the problem offered, and make clear where the responsibility for change lies.

A

ACTION

Assigning an ACTION gives the audience a concrete next step that they can picture themselves doing, and creates a feeling of agency.

