

# Comprehensive Campaign Messaging Guide Template

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## INTRODUCTION

### Campaign Vision

[Use this section to state your overall vision or purpose. Lead with shared values, a unifying goal, and an aspirational tone.]

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## CORE NARRATIVE

### Values → Problem → Solution → Action

#### Values

[State widely shared values—what matters most to your audience.]

#### Problem

[Describe the issue or challenge in clear, relatable terms.]

#### Solution

[Explain the proposed fix in a way that aligns with your values.]

#### Action

[Offer a clear, compelling call to action.]

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## MESSAGE THEME GRID

Category	Message Theme	Sample Language	Why It Works
[Insert Theme]	[Insert Headline Message]	[Insert Sample Line]	[Explain strategic value]

*(Repeat as needed to show 4–6 themes.)*

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## AUDIENCE SEGMENTATION & STRATEGY

Segment	Approach	Rationale
Base	[e.g., Mobilize and amplify]	[Why they matter]
Persuadables	[e.g., Inform and align]	[What they need to hear]
Opposition	[e.g., Neutralize or ignore]	[Why not the focus]
Decision Makers	[e.g., Reinforce and support]	[How they're influenced]
Influencers	[e.g., Seed language and echo]	[Why their voice matters]

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## MESSAGE BOX

Quadrant	Content
<b>Us on Us</b> (Our values and vision)	[What we stand for. Start here in all messaging.]
<b>Us on Them</b> (Their threats or failings)	[What they're doing wrong; contrast with our vision.]
<b>Them on Us</b> (Their criticisms)	[Anticipated attacks and preemptive responses.]
<b>Them on Them</b> (Their self-image)	[How they frame themselves—and where it falls apart.]

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## COUNTER-MESSAGING PLAYBOOK

Opposition Message	Counter Message	Why It Works
[Insert opposition frame]	[Insert response that reframes]	[Strategic rationale]
<i>(Repeat for 6–8 common objections.)</i>		

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# MESSAGE DISCIPLINE DOs & DON'Ts

## ✓ DO:

Principle	Sample Practice
Lead with values	[Begin with a moral or aspirational frame]
Use real people	[Ground arguments in lived experience]
Focus on solutions	[Make the fix as clear as the problem]
Repeat effective lines	[Echo language across platforms]

## ⊘ DON'T:

Mistake	Why to Avoid
Repeat opposition frames	[Reinforces their narrative]
Rely on pity or charity	[Undermines power]
Lead with data	[Values drive attention; stats support later]
Overcomplicate	[Keep it simple and sticky]

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# VALIDATOR MAPPING

Validator Type	Role	Why They Matter
[Type 1]	[e.g., Speak from lived experience]	[Example impact]
[Type 2]	[e.g., Provide cross-ideological cover]	[Strategic utility]
[Type 3]	[e.g., Add expert credibility]	[Source authority or data]

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# CHANNEL STRATEGY GUIDE

Channel	Use Case	Execution Tips
Op-Eds	[Frame narrative publicly]	[Lead with values; use validators]
Social Media	[Repetition and engagement]	[Use strong quotes and real voices]

Public Testimony	[Direct influence on decision makers]	[Tight, values-based messages]
Briefings	[Influence internal stakeholders]	[Equip trusted messengers]

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## EVALUATION & ADAPTATION PLAN

### Citations, Not Clicks

[Track meaningful use of your language or frames in media, public remarks, and official documents.]

### Message Penetration Indicators

- Messaging repeated by unaffiliated validators
- Framing echoed in news stories or editorials
- Core language used in legislation or official remarks

### Adaptation Triggers

- Drop in validator engagement
- Shift in media narrative
- Opposition frames gaining traction

[When detected, re-anchor to top-performing values and messages.]

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