



Prepping for Policymakers: Developing Your "Ask" and Framing Your Message

Wednesday, March 17 at 12:00 p.m.

Matt Gillard

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Asia Canady

Policy Specialist
Start Early



Maha Makki

Advocacy Committee Co-Chair
Michigan Association for
Community and Adult Education



Fran Talsma

Executive Director
State Alliance of Michigan YMCAs



Housekeeping Items:

Please put your name and organization into the Chat Box

We will be recording today's session and you will receive a copy of all the resources.

This is an interactive session. Have a question? Put it into the Chat Box and let's start talking!



You can find many helpful
resources at our website:
www.michiganschildren.org

Look for the Lunch and Learn Button!

Agenda

Welcome

Panel Discussion: Developing Your Ask and Framing Your Message

Tips and Tools for Framing Your Message from Michigan's Children

Questions from the Audience

Announcements

Closing



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Panel Discussion: How to Develop Your Ask and Frame Your Message

Question:

What have been the types of "asks" you have helped shape for your agency? Have they been tied to funding, policy or both?





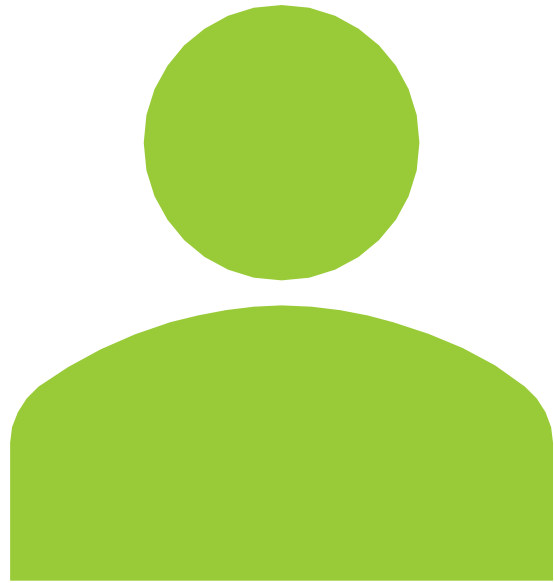
Question:

What are some of the preparation activities you need to prepare for an "ask"? What does that process look like as you and your agency prepare?

Question

What does the "ask" conversation itself look like? How do you decide who to talk to, and what you should prepare for them?





Question:

Along with preparing an "ask," what's your process for framing and creating the messages you will use to support your request before decision-makers? What are the elements of winning messages in your view?

Breaking It All Down: Tips and Tools from Michigan's Children

Your message should shape what you want people to think and do.

Use numbers in context and in conversational terms.

Draft 3-5 key messages/points.

Use key messages as guidelines to be included in conversation.

Demonstrate your passion and knowledge or bring someone along who can demonstrate that!

What did you
hear?

What questions do you have
for us or the panelists:



Exciting News from Michigan's Children!

01

Michigan's Children
is Launching an
upcoming Podcast
Series: Speaking
for Kids

02

Launched
Michigan's Children
Policy Playbook for
2021

03

Advocacy Support
for Individual
Organizations

↓ Thank you for joining us!

↓ Look for our next Lunch and Learn on April 21st!

↓ Questions or Follow Up: Please contact Stephen Wallace, Community Engagement and Mobilization:

Stephen@michiganschildren.org



www.michiganschildren.org