

Defining Your Audiences

Once you've clarified the strategic framing for your messaging, you can zero in on your audience. You may want to think through the different types of audiences you need to engage (e.g. elected officials, policymakers, healthcare influencers, grassroots volunteers, organizational allies, etc.) but remember to be as specific as possible in defining your primary audiences. Picture a specific person who is an example of that audience to help you clearly identify your primary target.

Use the worksheet below to outline your audiences.

Who are your primary audiences?
Who specifically has the power to help you accomplish your advocacy goal?

What do you want your audience to do?

What's in it for them?