



Communicating a New Story of the Region's Youth

Obra Messaging Session
April 14, 2010

Session Objectives

The background features a large, light blue globe with a grid of latitude and longitude lines. Below the globe, there are three stylized human figures in shades of blue and grey, appearing to be in motion or interacting. A registered trademark symbol (®) is visible near the bottom right of the figures. The bottom of the slide is decorated with a colorful, abstract pattern of blue, green, orange, and purple.

1. Identify key audiences
2. Develop core messages
3. Consider local/regional possibilities for outreach

Three Ideas

- Stories change the world
- If that's true, stories have tremendous power
- So... in our communications outreach, we need to understand and use that power wisely.

Why Tell Stories?

“Every new reality begins with a new story.”

— Jurriaan Kamp, Founder, *Ode* magazine

“It is our privilege and our particular challenge
to witness and assist a new story coming
into being.”

— Jean Houston, PhD, author

Why Tell Stories?

“The stories we tell ourselves determine who we become, who we are, and what we believe.”

--Sam Keen, author



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**What's the story
we collectively seek to tell?**

Shifting the Paradigm

Old Story

Young people as:

- Problems to be solved
- Passive beneficiaries of programs/services
- Leaders of tomorrow



Shifting the Paradigm

New Story???

Young people as:

- Dynamic problem solvers
- Active participants and co-creators of effective programs
- Leaders today



Audiences

Who are we trying to reach?



Message Development

- Is the process of defining compelling messages
- That best supports a communications strategy
- And which will effectively influence a desired stakeholder

Messaging Imperatives

- Effective communication requires consistent delivery of messages
- Messages must be the 'right ones,' based on your target audience
- Messages should best describe your product, organization, or idea®

Message Maps

- A visual representation and way of organizing your messages
- A tool to identify the messages to be consistently reinforced
- A ‘song sheet’ that all team members can rally behind.

Message Map

Message Goal

[What is the overarching communications objective your program aims to achieve?]

Primary Messages

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Call to Action

[What do you want your audience to do?]

Sample Message Map

Message Goal

[What is the overarching communications objective your program aims to achieve?]

Help YouthActionNet build awareness of and support for young people leading social change.

Primary Messages

Leaders are made, not born.
Every young person has the potential to lead positive change in their community.

Young people possess the ability to see old problems in new ways and offer innovative, cost-effective solutions to urgent social challenges.

YouthActionNet supports aspiring and accomplished young leaders by providing skill-building, advocacy, and networking opportunities.

YouthActionNet is creating a network of young social entrepreneurs around the world, the sum of which is far greater than the whole.

Call to Action

[What do you want your audience to do?]

The future of our world demands that young people be empowered to make a difference today.

Support us. Join us. Spread the word.

Message Considerations

- Statement of need/urgency
- Economic/social rationale
- Statement of possibility/aspiration
- What is unique about Obra and its vision?

Outreach

The background features a large, light blue globe with a grid of latitude and longitude lines. In the foreground, there are stylized, light blue human figures in various poses, some with arms raised, suggesting movement or activity. A registered trademark symbol (®) is visible near the bottom right of the figures. The bottom of the slide is decorated with a colorful, abstract border consisting of various colored segments (blue, green, orange, pink, purple) and patterns.

What ideas do you have for telling
a new story of your region's youth
through Obra?