



MESSAGING FRAMEWORK CHECKLIST

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BUILD EQUITY
MESSAGING

TASK CHECKLIST

- MAKE A STYLE GUIDE: COMPOSE MESSAGING
- AUDIT YOUR COMMUNICATIONS CHANNELS
- ASSEMBLE AN INTERNAL ADVISORY GROUP WITH DIVERSE PERSPECTIVES

BEFORE YOU PUBLISH

TASK CHECKLIST

- OUTLINE THE KEY MESSAGE—WHAT, EXACTLY, ARE YOU TRYING TO ACCOMPLISH WITH THIS PIECE? ARE YOU SPEAKING DIRECTLY TO YOUR AUDIENCES' CHALLENGES?
- ARE THERE OPPORTUNITIES TO CLEAN UP THE WRITING? ARE YOU USING OPPRESSIVE LANGUAGE?
- IS YOUR RESPONSE SOLUTION ORIENTED