

## Solutions-Based Messaging

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When we discuss climate change with people, we include solutions-based messaging, and these are principles which you can use in your letter writing:

1. Focus on local, observable impacts that are relevant to people's daily lives, and frame the stakes in terms of community, economics and individual well-being. Facts are important, but they can be dry as a bone and difficult to relate to on a personal level.
2. Begin with what audiences or stakeholders care about and answer this question for them: "What does this mean for me."
3. Build on nonpartisan values like protection, responsibility, ingenuity, stewardship and fairness.
4. Tap uncertainty as a reason to act and emphasize the benefits of being prudent. Insurance is sold not based on an exact probability of a risk, but on the understanding that, even if there is a small chance of a devastating event and you can take steps to prevent or prepare for it, why not do so?
5. Emphasize the human and financial cost of inaction. The challenges posed will only become more difficult and costly if we wait to do something about them.
6. Promote practical solutions that make economic, social and political sense.
7. Articulate what will get better if action is taken. Highlight the benefits of solutions that have already been implemented and link them to a realistic yet hopeful vision of what else can be done.

Now, think about these messaging principles and consider how you can use them to deliver an effective message for your organization. Many of these strategies translate well for advocating the situations you're dealing with and for any problem that calls for action toward a solution.