

Crafting Your Call to Action

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- 1** ■ You only have limited time to persuade someone to read on, so start with an engaging and powerful statement that creates the fierce urgency of now - a call to action that speaks to shared values and motivates action.
 - 2** ■ State the problem and the solution. Set out what action you want your audience to take, then zoom in on the one thing we can each do now.
 - 3** ■ Identify a decision-maker: who is the specific person who has the power to deliver the specific change you are seeking. It might be a government minister or official, a national, regional or local political representative, or the CEO or board of a corporation. Use a person and say their name - this makes the pathway more visceral and tangible to your potential supporter.
 - 4** ■ Set out why it is important. Describe the problem, why it matters to all of us, and what you want to do about it. Include personal stories and appeal to values and emotions, as well as using data and statistics.

Your ground campaign needs to set out a problem and give a clear call to action.

The problem you set out needs to speak to fundamental needs and values.

To introduce people to a different way of thinking about an issue such as encryption, it's important to carefully consider the structure of messages - particularly how they begin. You can build messages using the following structure.

— Values and vision first —

Starting with shared values helps audiences to “hear” our messages more effectively than dry facts or emotional rhetoric. Introduce the problem as a threat to our shared values – such as safety, security, privacy, and freedom. This is the place to pull out stories and statistics that are likely to resonate with the target audience. Where possible, include the cause of the problem as well as who is responsible for fixing it.

— Choose facts carefully —

We may have a lot of evidence to support our claims. However, facts alone do not tend to change minds if they are not linked with values and emotions. After priming audiences with values, present one or two pieces of evidence that make your case. Break facts and statistics down to manageable pieces of information, such as stories that people can digest and relate to.

— Pivot quickly to answers —

Positive solutions leave people with choices, ideas, and motivation to make a difference. Make sure your solution fits the problem you have posed so your audience can see the ‘line of sight’

— Assign responsibility —

Who can make the change to enact this solution?