



Core Message Test

Evaluate whether a campaign message is clear, credible, repeatable, and connected to voter action.

Campaign	
Owner	
Date / milestone	
Review date	

Purpose and operating standard

Use with voters, volunteers, staff, or a small focus group before broad publication.

Use verified information, assign a named owner, protect personal data, and confirm jurisdiction-specific legal or election requirements with the authorized campaign official or election authority.

Message under test

Element	Wording
Voter problem	
Campaign value / solution	
Proof / credibility	
Relevant contrast	
Call to action	

Five-question test

Question	Score 1-5	Evidence / quote
Can the listener repeat the main point?		
Is the voter problem recognizable?		
Is the solution credible and specific?		
Does the contrast feel relevant and fair?		
Is the requested action clear?		

Language audit

- Circle jargon or internal campaign language.



- Underline claims that require proof.
- Identify any sentence serving more than one purpose.
- Cut anything that does not support the audience outcome.

Revision decision

Keep	Change	Remove	Test next



Sources and local adaptation

Confirm all election, finance, accessibility, privacy, and voting-information requirements using current official sources. Record the source and verification date before operational use.

Elections Canada - candidate and political financing guidance
<https://www.elections.ca/>

U.S. Federal Election Commission - candidate and committee guidance
<https://www.fec.gov/help-candidates-and-committees/>

National Democratic Institute - Campaign Skills Handbook
https://www.ndi.org/sites/default/files/Campaign%20Skills%20Handbook_EN.pdf

CISA - election security resources
<https://www.cisa.gov/topics/election-security/election-security-resource-library>