



Message Box Worksheet

Build one disciplined campaign message connecting voter problem, campaign value, proof, contrast, and action.

Campaign	
Owner	
Date / milestone	
Review date	

Purpose and operating standard

Use before writing scripts, ads, speeches, web pages, or rapid-response language.

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.

Audience and outcome

Field	Decision
Audience	
What they care about now	
What they should understand	
What they should do	

Message box

Element	Draft
Voter problem	
Campaign value / solution	
Proof / credibility	
Relevant contrast	
Response to criticism	
Call to action	

Message tests



- Can a listener repeat it after one hearing?
- Is it written in voter language rather than internal jargon?
- Does every major claim have proof?
- Is the contrast relevant to the decision?
- Can staff and volunteers repeat the same core message?

30-second version

Final spoken message



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>