

# How to Choose a Messenger

## FOR YOUR CAUSE

### Related Cause Clarity topics:

- How to create a core message
- How to customize your message
- How to get better media coverage



*This worksheet is a complementary guide to help you put into practice the advice found in our “How to Choose a Messenger for Your Cause” video. Each 3-minute video is packed with information and is designed to be watched multiple times—even while you are completing this worksheet.*

**WHAT** Choose the best messengers for a campaign, issue or project

**TIME REQUIRED** 1 hour per audience

**WHO IS INVOLVED** We suggest brainstorming responses as a team. Alternatively, you can start this process alone and then refine with a larger group.

Knowing who can connect and influence your audiences is an important part of effectively communicating your message. While your Executive Director may be the public face of your organization, he or she is not always the best messenger for every campaign or audience. Consider what kind of person can reach your stakeholders and motivate them to act. Who do your audiences listen to? Who do they respect? Who do they find credible?

This worksheet walks you through three steps that lead you to the identification of the right messengers for the job.

1. Clarify who you are trying to reach
2. Determine who and what influences them
3. Find a messenger who motivates them

### Here is an example:

**Campaign:** Promoting healthy eating for preschoolers.

**Key audience:** Young mothers, ages 24-34, living in urban Chicago



**Motivations & Priorities:** Facebook posts from friends, WKPM radio, kids watching Cartoon Network. They think about how to find activities for their kids. They worry about the health and safety of their family. They feel pressure from their boss.

**Messengers:** A fellow mother, a grandmother, a doctor/pediatrician

→ For more help, contact Hershey Cause Communications at [CauseClarity@HersheyCause.com](mailto:CauseClarity@HersheyCause.com) or visit [CauseClarity.org](http://CauseClarity.org) to see other How-To's.

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Complete the following three steps for each audience to help you choose the best messengers for each campaign, project or issue.

### 1. Clarify who you are trying to reach:

Use the personas you created with the "Identify Your Audiences" worksheet to refresh your memory on who your audiences are or brainstorm the following questions about your key audiences: What is their age group? Where do they live? What are their likes and dislikes?




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### 2. Determine who and what influences them:

Complete the empathy map below to answer the following questions about your audience: In a typical week, what do they hear? What do they see? What are their thoughts and reactions? Imagine an average day in this person's life and for each section write down what they think, feel, see, say, do and hear. Use actual examples of thoughts and actions. Imagine a weekend day as well as a workweek day.

<p><b>Think &amp; Feel?</b></p>	<p><b>Hear?</b></p>
<p><b>See?</b></p>	<p><b>Say &amp; Do?</b></p>





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### 3. Find a messenger who motivates them:

Using the empathy map you created in step 2, spend five minutes thinking about who could influence your audience on the topic of your campaign. Start by brainstorming types of messengers (e.g., expert on children's health). Once you have determined the messenger type, you can brainstorm groups or specific individuals that fit the type (e.g., pediatrician, nurse, doctor, House M.D.). Narrow down your list to three messengers that you can ask to communicate your message.