PACKAGING YOUR MESSAGE

A good way to start your agency’s community education and activism efforts is to create an attractive information packet. These packets can be used in a variety of venues to educate the public about your agency and its services, create an accurate picture of the realities faced by people you serve, and combat myths and stereotypes.

Some things to include in the packets are:

- Prepared statements
- News releases.
- Fact sheets consisting of one- or two-page summaries of a given topic.
- Graphics or photos to go with news releases.
- Pamphlets promoting your program or agency.
- Background on the agency itself such as detailed information about your services, number of people served, names and phone numbers for contact people, and other significant information.

Packets may be handed out at press conferences, sent to media outlets with press releases, distributed to elected officials during lobbying efforts, or used as follow-ups to telephone calls. Distilling information into a packet helps reporters, legislators and other members of the public understand your message.