



THE REAL CLOUT TOOLBOX



Fill-in the Blanks Rap Sheet

1. _____

are in crisis because _____

_____.

2. You should care because _____

_____.

3. We know that _____

_____ would begin to fix it.

4. You can help by _____

_____.



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The short guide

Think about some particularly unfair public policies that ought to be corrected or changed. Now, pretend you are riding in an elevator with your state Senator and have their full attention for a short while. Use the Rap Sheet to compose a 45-second speech.

For now, the first and second lines are the most important ones. They are the ones that challenge you to define your public policy problem in such a compelling and sympathetic way that your state senator will hop out of the elevator and immediately get to work on fixing your problem for you. This is called 'the message' or 'the elevator speech.'

Your job during the whole of a campaign will be to work with your statewide coordinators and help them shape a message to motivate your policymakers into helping your campaign on the way to victory.

For an example and more information, see Chapter 1 White Pages of the Real Clout Workbook.