



Pulling it All Together: The Message Formula

The following formula can be used to help you weave each of these elements in to a winning message. While you want to make every message your own, this formula will help in creating your initial message, which you can “tweak” to suit your own needs and interests.

- ☐ Knowing of your interest in [fill in the blank with something that you know about the policymaker, such as policy issues he or she is passionate about or legislation he or she has introduced]. *Through this step you are demonstrating **relevance** to the issues the policymaker cares about.*
- ☐ We would like to talk to you about our ideas on [fill in with a **specific** description of your policy issues, such as implementation of Best Management Practices]. *Through this step, you are outlining the specific issue you want to discuss, along with the specific ask, where applicable.*
- ☐ We would like to provide the following benefits golf provides to the district [convey the economic, environmental, and philanthropic benefits your facility contributes to the local community]. *Through this step you are demonstrating your positive approach.*
- ☐ To do so, we are seeking [fill in with your “ask,” which could be for them to sponsor legislation, co-sponsor an existing bill, visit your course, comment on an issue]. *Through this step you are demonstrating the specific action an official can take to help you achieve a goal or improve an operation.*
- ☐ We believe this is important because [fill in with your personal story]. *Through this step you are making the policy issue real for the official.*
- ☐ Closing statement: We hope that you will be a partner with us in providing [list benefits] to the residents of [list community/constituent area] by [specific target]. *Through this step you are summarizing the message.*