

## Developing Talking Points



The purpose of talking points is to provide consistency in how people talk about and represent the interests of the coalition. Typically, they focus on three items; **who we are**, **what we do**, and **why we matter**.

### Who We Are:

Being able to describe who we are focuses on several items including history, vision, mission, and membership. The following questions are designed to answer these key elements:

- **Why did we form?**
  - Was it in response to a community event such as a tragedy?
  - Did we form due to some outside influence such as funding?
- **Vision/Mission**
  - What will our community look like (vision) in the future as it related to our priorities?
  - How do we see our role (mission) in creating that future?
- **Membership**
  - Who makes up our organization?
  - Why are they involved?
  - Why does this matter to the general community and other key audiences?



### What We Do:

Think about the products or services you use on a regular basis: you would not know who they are if they did not provide something that you use, need, or relate to. Connecting what we do with who we are allows people to associate our name and work to their priorities and needs. This is what is typically known as branding. The following questions are designed to describe what you do. What we do can be broken down into two areas:



- **Strategies/Activities**
  - What are you trying to change? (logic model)
  - What specific activities do we do that would matter to others?
  - Who is the target of these activities?
  - Where would one see what you do?
- **Community engagement**
  - What do your volunteers do?
  - Where would others see their action?
  - How would someone become involved?

