UNSEEN

MAPPING YOUR MESSAGE

Finding a Simple Thread in Your Complex Mission
Use with the Mapping Your Message Slide Deck

_____

UNSEEN STORY ARC

PROBLEM	Spark of Hope	SOLUTION	History of Success	Goals for the Future	CALL TO ACTION

PROBLEM: What overarching problem are you trying to solve?	
	Type your problem here:
Supporting info: (stats, sources, etc.)	

Reference the **Mapping Your Message Slide Deck** for examples and prompts.

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SOLUTION: What are you doing to address the problem?
Type your solution here:
Supporting info (stats, sources, etc.):

SPARK OF HOPE: If the problem is so big, why should I keep listening?
Type your spark of hope here:
Alternate ideas:

HISTORY OF SUCCESS: What can increase people's confidence in your work?
Type your history of success here:
Supporting info (stats, sources, etc.):

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GOALS FOR THE FUTURE: What will happen if others get involved?

Type your goals for the future here:
Reminder: Please list concrete, **measurable goals**, tied to beneficiaries. Where will donor dollars be used in the next 1-5 years (**and include the timeframe**). Eg., Double the capacity at a larger safe house, serving an additional 60-100 women each year.

Supporting info (stats, sources, etc.):

CALL TO ACTION: What specific things can people do to help?

Type your call to action here:

Alternate ideas:

Your Story Arc
Combine all sections in the following order for a simple, quick way to share your message:
Problem, Spark of Hope, Solution, History of Success, Goals for the Future, Call to Action

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XYZ Statement
A One-Sentence Conversation Starter

"We help **X** by **Y** so they can **Z**."

X - Who do you help?
Y - How do you help them?
Z - What are the end results?

Type your X here (3-7 words):

Type your Y here (3-7 words):

Type your Z here (5-10 words):

Example:

We help survivors of sex trafficking **reintegrate** into society **so they can** live lives of freedom.

Reference the [Mapping Your Message Slide Deck](#) for examples and prompts.

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What is *your* **XYZ** statement?

We help _____ by/through/verb _____
so they can _____.

Type your full XYZ statement here:

**Please email or tag your Unseen Project Manager in a comment when
completed or if you have any additional questions.**

Thank You!

Reference the **Mapping Your Message Slide Deck** for examples and prompts.