

Know Who You Are Trying to Reach

A planning guide for building audience-specific messages that are easier to understand and act on.

Start With the Audience

Your audience is not only the person seeking support. In drug and alcohol, gambling, prevention, and community education work, the person looking for information may be a family member, school, healthcare provider, employer, partner organization, or referral source. Different audiences need different information. A parent may need reassurance. A referral source may need a process. A school may need prevention resources. An individual may need to know what happens next.

Common Audiences to Consider

- Individuals seeking support
- Parents, spouses, partners, friends, or caregivers
- Schools, colleges, and prevention partners
- Healthcare providers and referral sources
- Employers and community organizations
- Law enforcement, courts, or other system partners
- Funders, board members, and local stakeholders



Audience Snapshot Questions

- What does this audience need to understand?
- What questions are they likely asking?
- What concern, fear, or barrier may stop them?
- What message would make the next step feel more possible?
- Where is this audience most likely to encounter your message?

Team Exercise

Pick two priority audiences. For each one, write one sentence that explains what they need, one concern they may have, and one message that would help them move forward.

Reach Out

If your organization would like help building messages for different audiences, referral sources, or community partners, the Dail Digital Team is happy to connect with you.

Visit www.daildigital.com and click 'Reach Out' or email support@daildigital.com today.

