

Rapid Response

Tools and Techniques for Seizing the Moment and Driving Your Narrative

MAY 9, 2018

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Visionary Leaders & Organizations

POLITICS



GOVERNMENT & MULTINATIONAL



United States Senate

PHILANTHROPY



NON-PROFIT



BUSINESS



Trump Bars Refugees and Citizens of 7 Muslim Countries

“Mr. Trump also established a religious test for refugees from Muslim nations: He ordered that Christians and others from minority religions be granted priority over Muslims.”

The New York Times

JANUARY 27, 2017



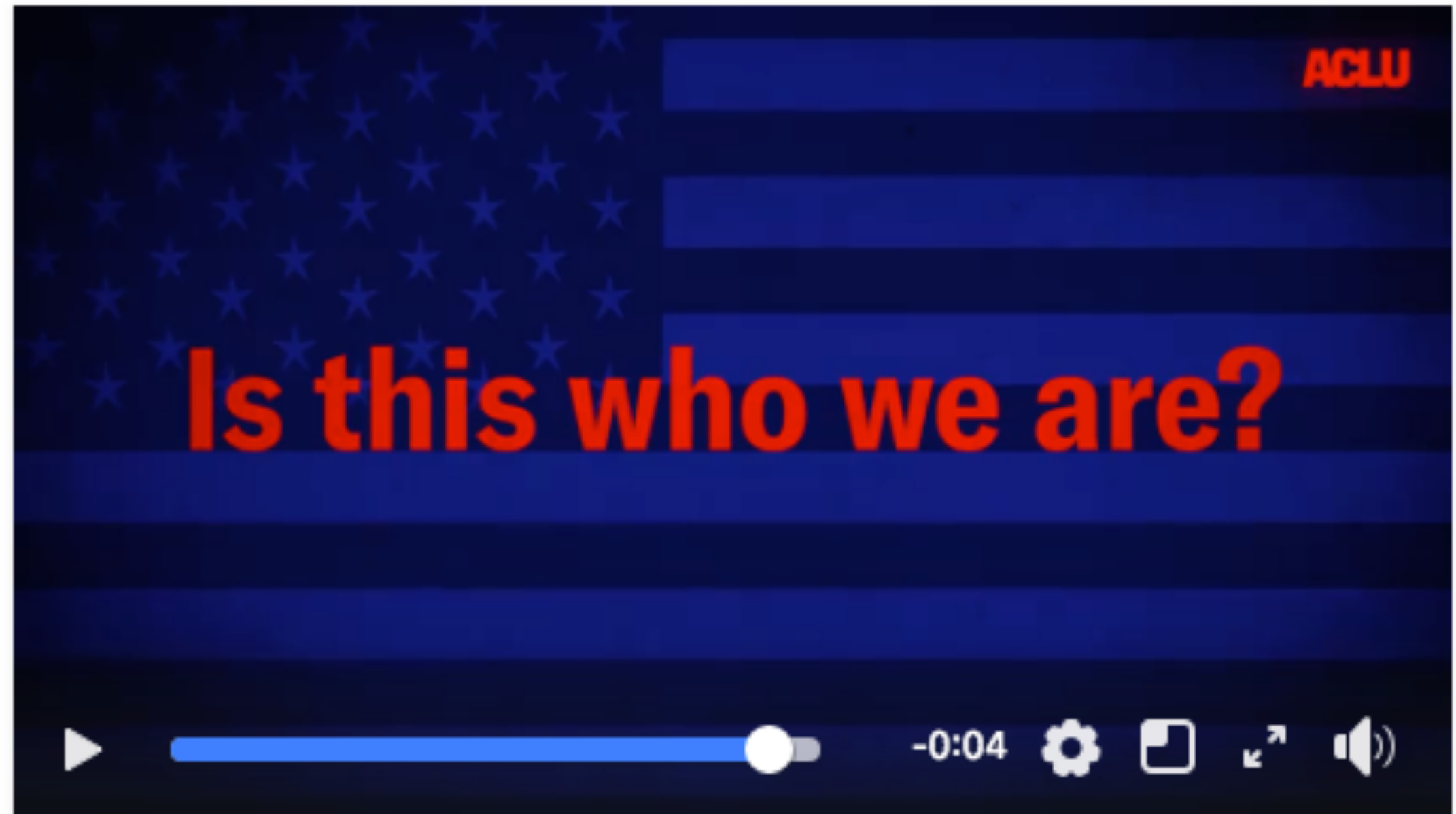
Should President-elect Donald Trump attempt to implement his unconstitutional campaign promises, we'll see him in court. And we'll need your help. aclu.org/joinnow



ACLU
March 15 · 🌐

Donald Trump wants to send the world a message: Seek refuge elsewhere.

We have a message too: Locking up asylum seekers indefinitely violates the law, the Constitution, and ICE's own policies. [See you in court.](#)



226K Views



Like



Comment



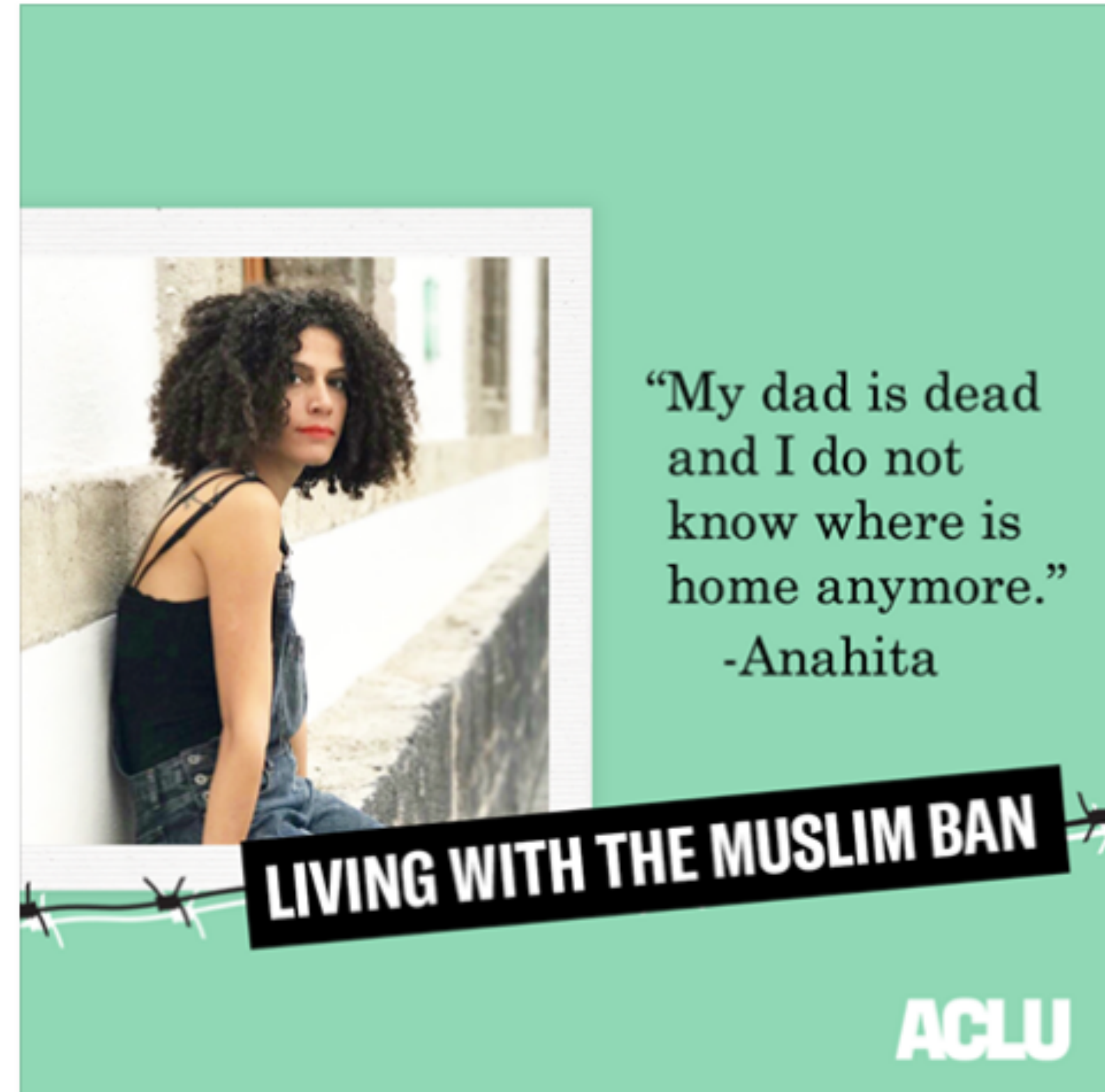
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1K

Most Relevant



ACLU

May 6, 2017

The first Muslim ban and its replacement are both indefensible and unconstitutional. On Monday, we'll be fighting the ban in court. Stay tuned for more updates.



On May 8th, we'll fight the Muslim Ban in court.

Stay tuned for live updates.



Like Comment Share

10K

Most Relevant

704 Shares



ACLU

BLOCKS TRUMP'S

UNCONSTITUTIONAL

MUSLIM BAN.

420 branded posts

6 million engagements

1.2 million new followers

\$24 million in online donations



Before



STEP 1:
Have a plan

KNOW



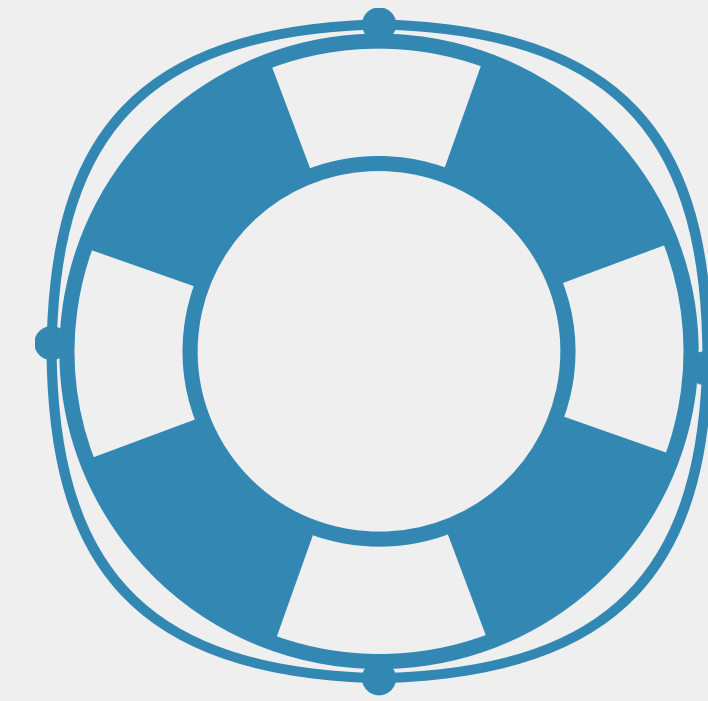
**Be Aware
of the Need**

FEEL



**Care About
the Cause**

DO



**Know How
to Help**

Key Questions to Consider

KNOW



What does your audience know now?

What can you do to open their eyes?

What do you want them to know?

FEEL

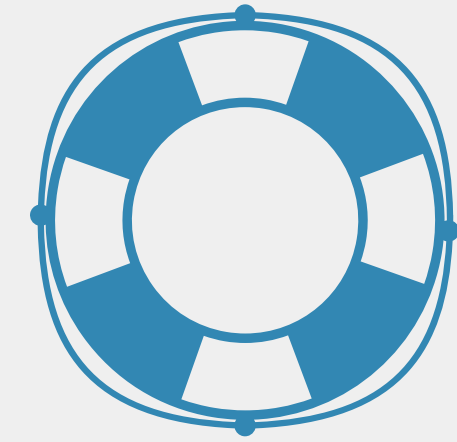


How does your audience feel now?

What can you do to motivate them?

How do you want them to feel?

DO



How is your audience helping now?

What can you do to mobilize them?

What do you want them to do?

EXAMPLE:
**Redistricting
Reform**



KNOW



**Voters don't know who
draws voting maps**

**Open voters' eyes to
the conflict of
interest**

Voters are aware

FEEL

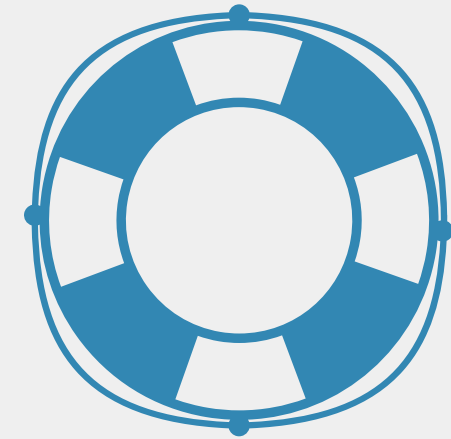


**Voters unclear how
redistricting affects
them**

**Appeal to voters'
aspirations for
democracy**

**Voters want their
voices heard**

DO



**Voter don't know
what to do**

**Specific actions:
vote for a ballot
initiative, write their
rep, sign a petition,
etc.**

Voters take action

KNOW

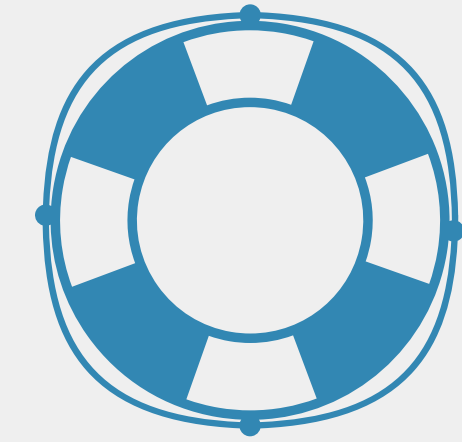
FEEL

DO

PRESENT STATE

YOUR ROLE

DESIRED STATE



STEP 2:

Gather your tools

Gather your tools

Identify potential messengers

Produce photos, videos and other assets

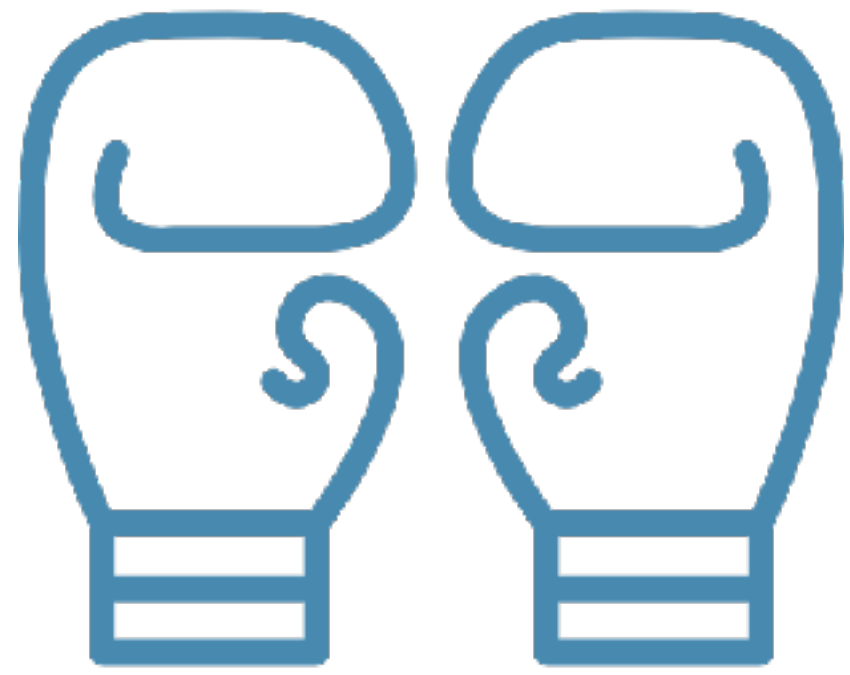
Create flexible templates

Gather surprising statistics

Collect compelling stories



During



+



**ADDRESS
THE MOMENT**

**BUILD A
BRIDGE**

Building a bridge

But the point I'd like to make is...

But the real point is...

Another thing worth mentioning...

There's something else I'd like to point out...

Another point I'd like to make is...

Building a bridge

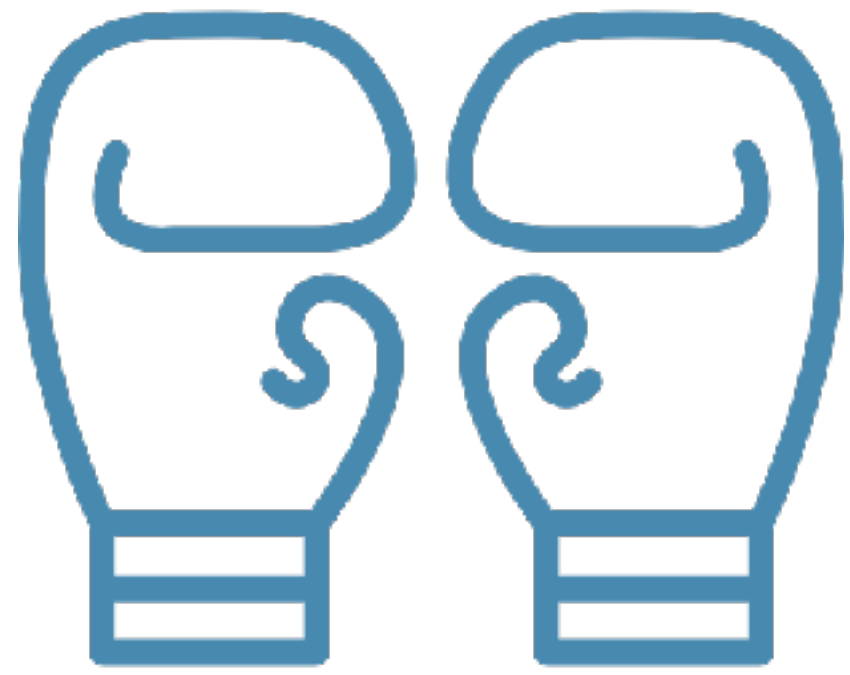
There's something else we should be looking at...

That's not really the issue. The issue is...

But the question I get asked most often is...

Let me answer that this way...

Before I answer that, let me first point out...



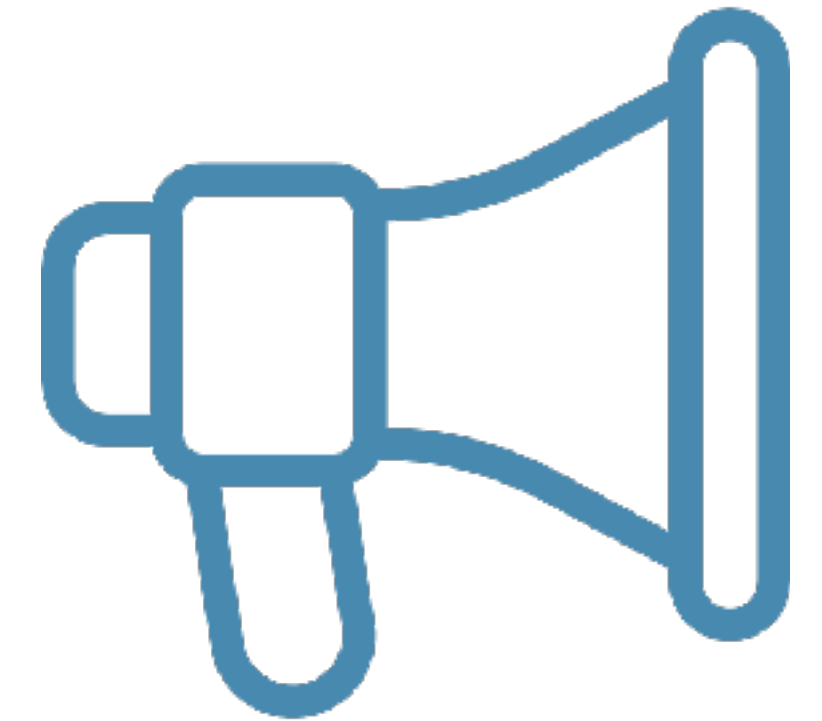
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**ADDRESS
THE MOMENT**

**BUILD A
BRIDGE**

**DRIVE YOUR
NARRATIVE**

**CALL TO
ACTION**

SHOCK VIDEO: Planned Parenthood sells dead baby body parts



By **Todd Starnes** · Published July 15, 2015



More from Fox News



Mueller's questions for Trump leaked...
Fox News
Politics



Trump Considering Kelly as Possible...
Fox News
Politics



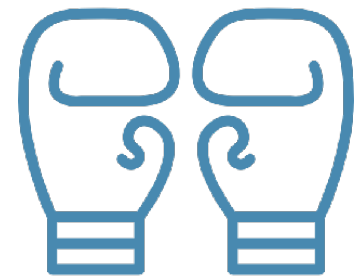
White House mystery solved...
Fox News
Politics



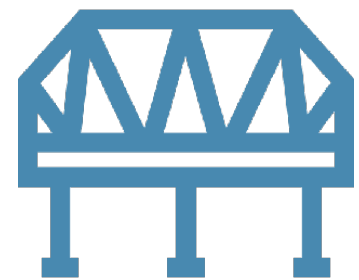
Draymond Green challenges...
Fox News



Are you concerned that Planned Parenthood will lose funding in the wake of these videos?



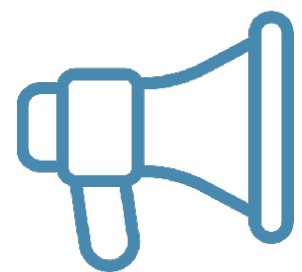
Address the moment



Build a bridge



Drive your narrative



Call to action

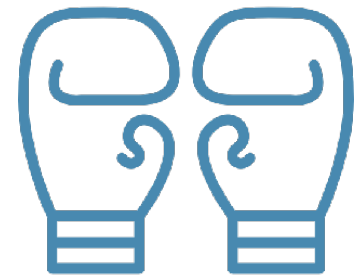
No.

Right now I'm not concerned about political grandstanding.

What I am concerned about is the millions of women all across the country who rely on Planned Parenthood for essential, life-saving care, including cancer screenings, immunizations and contraception.

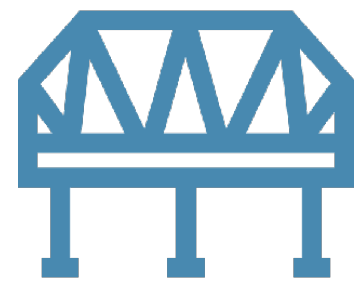
You can help us make sure we have what we need to keep doing our job by donating \$3 right now.

Sexual harassment accusations in Congress



Address the moment

Whether you're the president, a member of Congress, or an elected state or local official, you have a special responsibility to uphold the highest standards of ethical conduct.



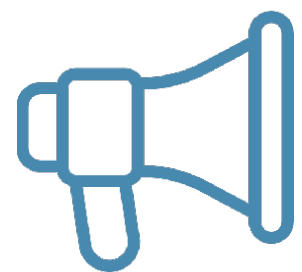
Build a bridge

For over 100 years, Planned Parenthood has fought for a world where women are equal and in control of their own bodies.



Drive your narrative

We will not stop until all women are treated with dignity and respect in the workplace, in accessing health care, and in their everyday lives.

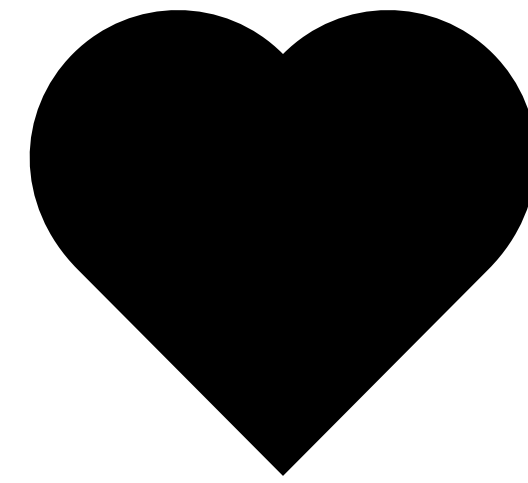


Call to action

Call your representative and tell them to support the enforcement of a zero-tolerance policy for sexual harassment in Congress today.

WINNING

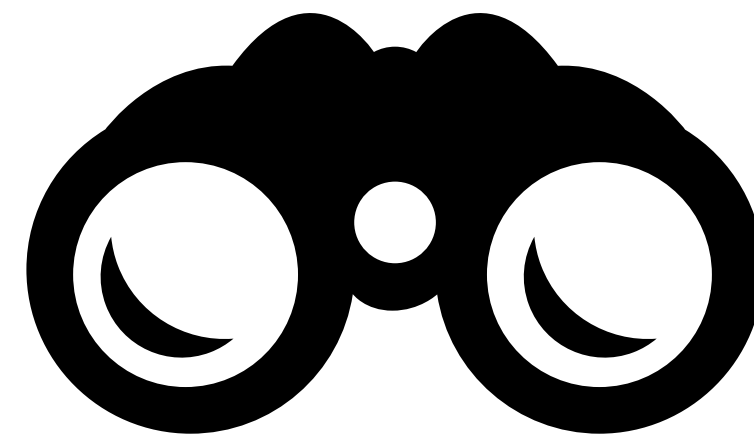
WORDS



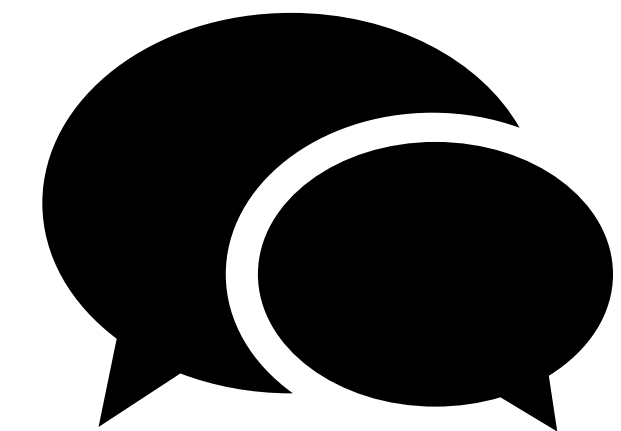
FEEL IT.



BELIEVE IT.



SEE IT.



SAY IT.

Facts about Planned Parenthood Health Care Services

In 2013,
Planned Parenthood health
centers performed nearly

**500,000 breast
exams**

TWEET

FACEBOOK

In 2013,
Planned Parenthood health
centers performed nearly

**400,000
Pap
tests**

TWEET

FACEBOOK

In 2013,
Planned Parenthood served

**2.7 million
women, men,
& young
people**

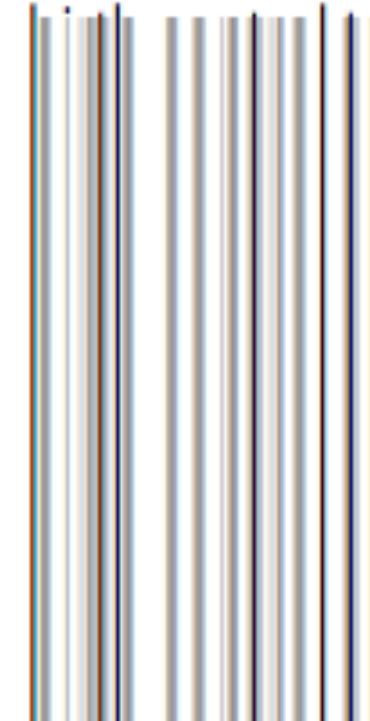
TWEET

In 2013,
Planned Parenthood health
centers provided nearly

Every year Planned Parenthood
provides family planning
counseling and birth control to



Every year
Planned Parenthood provides
family planning counseling and





Steve Pierce, Director
Hattaway Communications
spierce@hattaway.com

