**KEY MESSAGING ACTIVITY**

# **Communications Workshop**

**Scenario:**

* The Yellowknife, Northwest Territories animal shelter is overflowing with cats. The shelter is trying to raise awareness to increase adoption rates.
* The shelter wants to do a social media promotion and press releases to raise awareness around the issue.
* The campaign is targeting millennials who work full-time jobs and can provide a cat a home. They want their messages to resonate deeply with those who are on the cusp of adopting, and appeal to their desires to have a furry friend in the home.

What should the shelter say in their messaging to increase cat adoptions?

**Instructions:**

1. Craft one or two primary message (a hook) to capture attention.​
2. Compose three secondary messages – supporting facts/reasons to support your primary message.​
3. Consider what kind of appeal (rational, emotional, ethical) will resonate with your audience and create the most impactful messages.
4. One member from the group will share after we return.