

## **Part I: What is Messaging?**

**Speaker: Hannah Thomas**

Big Duck: <https://bigduck.com/>

Big Duck contact info: [hannah@bigduck.com](mailto:hannah@bigduck.com), [farra@bigduck.com](mailto:farra@bigduck.com)

Big Duck email sign-up link: <https://bigduck.com/> (bottom of the page)

Key messages and persuasive messages:

<https://bigduck.com/insights/key-messages-and-persuasive-messages/>

Plain language for nonprofits: <https://bigduck.com/insights/plain-language-for-nonprofits/>

Messaging considerations for a movement:

<https://bigduck.com/insights/messaging-considerations-for-a-movement/>

Crafting your organization's vision and mission:

<https://bigduck.com/insights/crafting-your-organizations-vision-mission-and-messaging-video/>

## **Part II: Positive Frameworks**

**Speaker: Amanda Cooper**

Thank you, Amanda! For more information on Lightbox Collaborative, check out

<https://www.lightboxcollaborative.com> and follow Amanda on social media: @lbcollab,

@mandacoop

Defund Fear: <https://zachnorris.com/defund-fear/>

Words to Win by Podcast: <https://wordstowinby-pod.com/>

Video: Trabian Shorters, "Define People by Their Aspirations, Not Their Challenges":

<https://youtu.be/O04CuqStRvM>

Reframing Refugees toolkit: <https://welcomingamerica.org/resource/reframing-refugees/>

Abundance framing - tip sheet:

[https://docs.google.com/document/d/1xABqWMBjGD\\_0a3Q3aSNxyynq8V4atcWIMFYbKyOkRO/edit](https://docs.google.com/document/d/1xABqWMBjGD_0a3Q3aSNxyynq8V4atcWIMFYbKyOkRO/edit)

Audience dossier:

[https://docs.google.com/document/d/1FKj7bl8wV1wp5JDxFafD9hIWeFZMdr3Sx5\\_XTSTrKRA/edit](https://docs.google.com/document/d/1FKj7bl8wV1wp5JDxFafD9hIWeFZMdr3Sx5_XTSTrKRA/edit)

Video: Fear of the Fixed Pie:

<https://www.lightboxcollaborative.com/2020/02/06/frank2020-fear-of-the-fixed-pie/>

Amanda on social media: @lbcollab, @mandacoop

### **Part III: Bridging Divides**

**Speaker: Adam Luna**

Opportunity Agenda: <https://www.opportunityagenda.org/>

VPSA model to build your own message:

<https://www.opportunityagenda.org/explore/resources-publications/build-your-own-message>

### **Part IV: Belonging Begins With Us**

**Speaker: Suzanne Sierra**

St. Louis Mosaic Project: <https://www.stlmosaicproject.org/>

Belonging Begins With Us PSA: [https://youtu.be/-RZwL\\_ABbKw](https://youtu.be/-RZwL_ABbKw)

Belonging Begins With Us campaign: <https://belongingbeginswithus.org/>

Belonging Begins With Us messaging toolkit: <http://belongingbeginswithus.adcouncilkit.org/>