

# MESSAGE ORGANIZER: A Thriving Colorado

## How to Build Public Will for Better Budget Policies

*This worksheet adapts a tool used by Richard Kirsch to translate strategic recommendations into your own words, values and stories. The one-page message organizer box (attached) can also be a handy tool for organizing ideas as you put this flow sheet together. The tool can be used for a variety of purposes – from presentations to written material.*

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Today I want to talk with you about: **Set expectations with a values-based common sense statement:**

- Building a strong, vibrant Colorado where every community is a thriving community.
- A vision where everybody in Colorado – no matter age, background, race, gender, disability, or status – has the opportunity to live meaningful, fulfilling lives in strong, thriving communities.
- (your personal statement using language that is true to your values)

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We're capable of accomplishing great things: **Make visible accomplishments or shared goals:**

- We value our quality of life. We have banded together to make our environment, our parks, and our health a priority.
- We were able to decrease waiting lists for services for Coloradans with disabilities.
- We invest millions of lottery dollars each year in providing open space in communities all across the state for all to enjoy.
- (your statement – again, lead with your own personal values)

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There's still so much more we need to do to have the kind of Colorado we all want and deserve: **Quickly highlight the problems we face (without undermining government):**

- We have made great strides in X, but too few are seeing advancements where they live. We need to extend X across the state so all of our diverse communities benefit.
- Our grandparents and great grandparents made sacrifices to build a foundation that lasts today. We're not doing enough to build on that foundation the way we need to.

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We all want these things, so what's standing in the way? Always link revenue and spending to make the trade offs clear:

- We face a choice: invest in what we need or let powerful interests manipulate the tax code to benefit themselves.
- We'd have more for our communities if...
- Tax cuts mostly benefiting the wealthy have led to...
- Our tax code doesn't reflect our values because...
- (your statement)

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Now is the time to build on Colorado's economic growth and focus on a future where all Colorado families and communities can thrive. We need to invest in the foundations of economic prosperity for all Coloradans. Refer back to visible accomplishments, shared goals, problems (without undermining government), and quickly move to policy solutions while maintaining a link between revenue and spending having tradeoffs.

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Together we **can** build a Colorado that works for all of us, and make sure the benefits of living in this state transcend racial, ethnic, and economic lines

All around the country, people are raising their voices, turning out, showing up, standing together in grassroots, community the wealthy few. Join with us to demand that our elected officials work for working people. Call to action.

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