

Telling the Story of your Effort – STRUCTURE



STRUCTURE

Intro/Vision

Problem

Solution

Urgency

Action

Ask(s)

SAMPLE

My name is _____, with the STOPNED Coalition. We're working to fight new fossil fuel pipelines and promote sustainable alternatives.

A gas pipeline is being forced upon us that will take our property by eminent domain, tax us to pay for its construction, destroy our protected & treasured open spaces, increase the risk to our personal safety.

We envision meeting our needs by reducing our reliance on fossil fuels, increasing efficiency, expanding renewable technologies, and requiring repairs of existing infrastructure.

(Political Urgency)

This is a critical moment because the six New England Governors are meeting soon to talk about regional energy planning.

(Issue Urgency)

There is no time to lose on building truly sustainable energy.

That's why we're calling on our Governor to stop over-building pipelines and get us the energy future our children deserve!

Will you sign this petition?

Will you come to the Governor's meeting with us?

Will you help but donating \$1000 to the campaign?

Would you like to take further action?

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TRY WRITING YOURS HERE



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