

## Messaging Tips for Board Meetings

It is important that our voices--which are different than the currently dominant voices --be heard. So please consider the following when crafting a message:

1. Keep the focus specific and concise.
2. Close with one clear ask of the board. If time is called, skip to state your ask after the "bell."
3. Avoid words that are inflammatory like: ridiculous, stupid, crazy, etc.
4. Sharing personal connections to your topic is powerful. Include how your family has been impacted directly or your concerns for your family.
5. The "other-side" likes to present us as ignorant, bigoted, fear-based, or trying to hide reality from our kids. Anything that can be naturally included to counter this impression would be helpful.
6. Anecdotal and statistical evidence is powerful.
7. Consider softening language: choose "unwise" rather than "foolish"; "seems like" rather than "is." Ask the board to "consider" or "think about" rather than demanding an action.
8. Promote prudence. Prudence is defined as: "Acting with or showing thought about the future:"
9. Written comments to be read at the meeting should be sent to [boardcomments@wvs.k12.in.us](mailto:boardcomments@wvs.k12.in.us). (300 words max)
10. A few proverbs to consider:
  - Proverbs 12:16*  
Fools show their annoyance at once, but the prudent overlook an insult.
  - Proverbs 12:18*  
The words of the reckless pierce like swords, but the tongue of the wise brings healing.
  - Proverbs 14:3*  
A fool's mouth lashes out with pride, but the lips of the wise protect them.