

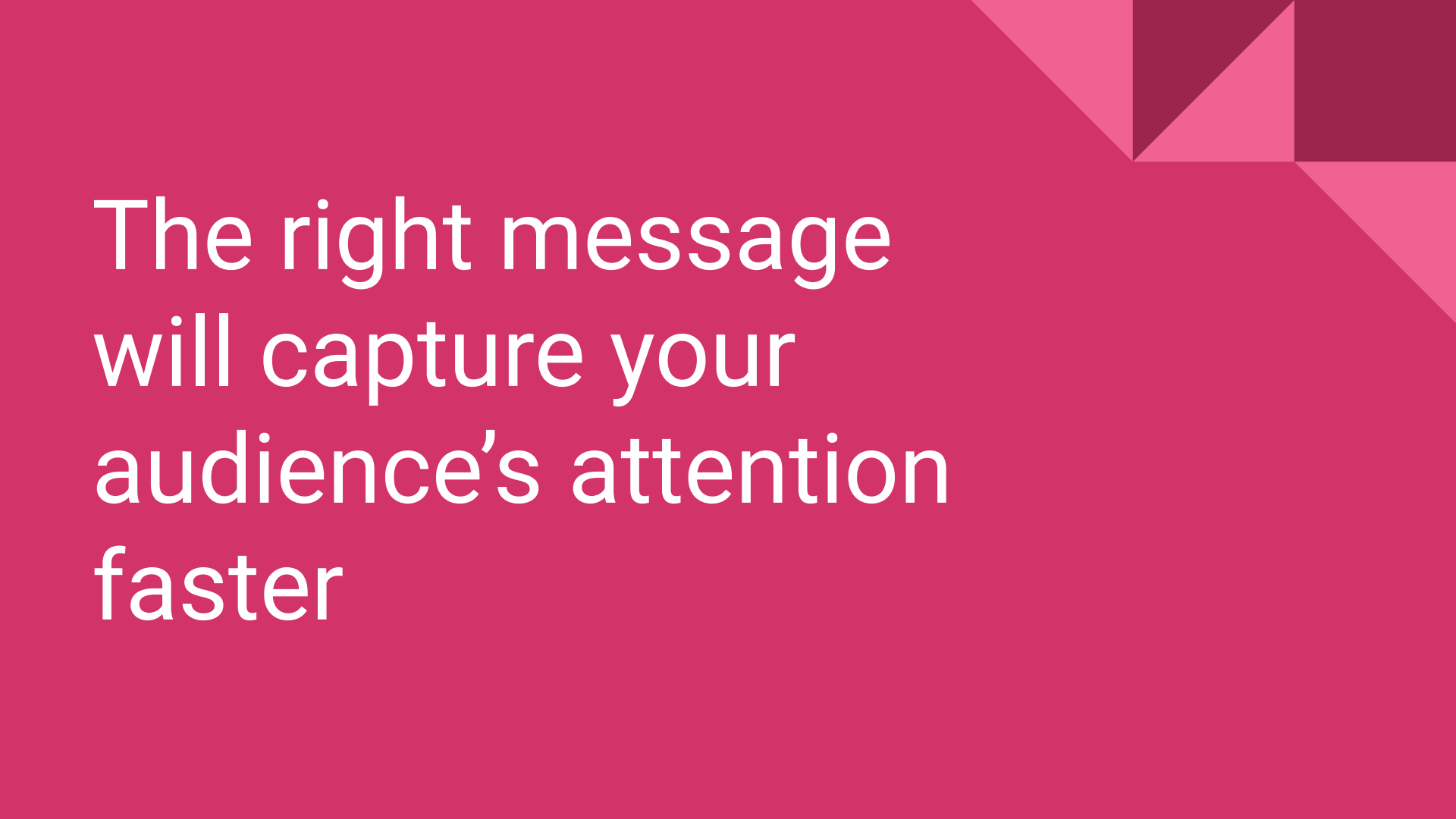
# 27-9-3 Messaging

Rebecca Robbins, MS, RDN, SNS

Nutrition & Menu Specialist

Weld County School District 6

Greeley, CO

The background is a solid pink color. In the top right corner, there are several overlapping triangles of different shades of pink and magenta, creating a geometric pattern.

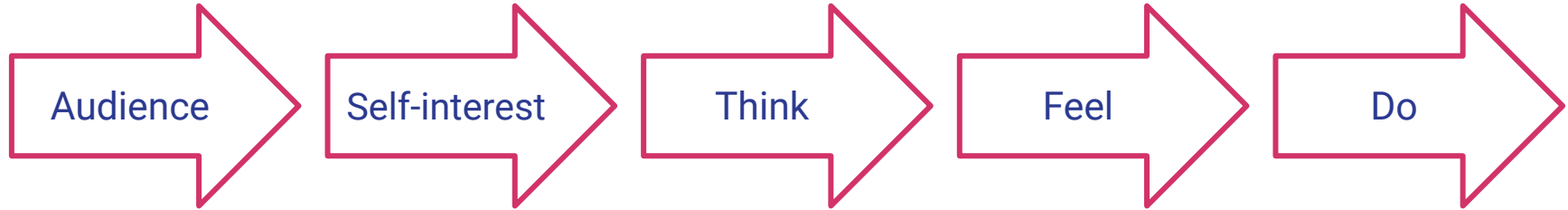
The right message  
will capture your  
audience's attention  
faster

# 27-9-3 Tool

- Developed by consulting firm M+R, which works with nonprofits to:
  - Mobilize supporters
  - Raise money
  - Move the media, public, and decision-makers
  
- Why use this tool?
  - Encourage people to care about your issue/topic
  - Inspire people to get involved
  - Convince people to take action



# Answer These Five Questions First!



# Creating Your 27-9-3 Message

1. Use the information you just collected through the five questions
2. Create your 27-9-3 message
  - 27 words
  - 9 seconds
  - 3 points



## Example:

Thousands of District 6 students are not receiving meals because they cannot afford them. It's imperative that families know the truth about and apply for school meal benefits!

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# Let's practice!

**Step 1:** Individually draft a message following 27-9-3.

**Step 2:** In groups of two or three people, share your messages.

**Step 3:** Share three 27-9-3 with the larger group.

Think about a school nutrition related topic that you are passionate about. You need to convince community members to take action on this topic.

What will you say?

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