AEA Messaging Template (based on "Anatomy of Your Story"/Reversing the Pyramid)

I. Personal Story/ Connection	1)Story/Experience	1) Brief story explaining your personal connection to the issue; or relay client experience. *(i.e. I am the Director of _____ and I am in this line of work because of my experience _____ or because every day I see clients like _____ dealing with _____ and know as a community we can do better.)*
	2)Introduce AEA	2) Who we are. *(i.e. Alliance of Eastside Agencies is a network of Eastside health and human service providers whose mission is to build healthy communities and a strong human service network in East King County through collaboration, mutual support and the promotion of excellence.)*
	3)Positive Impact of AEA	3) What we do. *(i.e. AEA member organizations collectively meet basic food and housing needs, provide critical mental health and drug and alcohol services for vulnerable youth and families, and address many critical issues that impact all East-siders including domestic violence, homelessness, suicide prevention, and elder care. Together we are in the business of providing the "safety net" that saves lives and supports the most vulnerable among us.)*
II. Unmet Needs Exist	1)Example(s) of Eastside Need	1) 1-2 examples of needs specific to the audience. *(i.e. Y.E.S. staff intervened with a teen suicide to start this school year, across the Eastside youth are using dangerous Rx medicines more regularly, there are more Eastside families being forced into homelessness, and Domestic Violence is on the rise).*
	2)Positive impact AEA agency has had on that specific need	2) Use data or stats to support positive impact *(i.e. Last year, Eastside Domestic Violence Program responded to over 10,000 calls to their crisis line. On Mercer Island 10% fewer 12th graders are now using alcohol than in 2006. Last year, 1,970 homeless youth were served in the Friends of Youth shelters.)*
III. Support Needed	1)Invitation to participate or support	1) Invite or ask audience to participate by raising awareness, considering taking action, or making a policy decision. *(i.e. The fund to assist human services proposed by the executive will be put to good use and will help in the short term. However, we urge the committee to establish a long-term fix for the safety net as it has been significantly dismantled due to county budget cuts over the past several years. What communities throughout King County need is for our elected leaders to establish a dedicated, adequate, stable funding source to leverage the exceptional work of Eastside providers, and of those throughout the county, to anchor the community health and human services safety net precisely at the time when it is needed the most.)*