

Talking About the Toolkit: *Key Message Development Sheet*

OPENING MESSAGE

Children who start behind, stay behind. Winning Beginning NY is the state's early care and learning coalition, focusing on prenatal to age 8. This election season, we support four key priorities that not only benefit our children and families, but benefit our economy as well:

Key Message #1 _____

- **Supporting Fact 1** _____
- **Fact 2** _____
- **Fact 3** _____

Key Message #2 _____

- **Supporting Fact 1** _____
- **Fact 2** _____
- **Fact 3** _____

Key Message #3 _____

- **Supporting Fact 1** _____
- **Fact 2** _____
- **Fact 3** _____

Key Message #4 _____

- **Supporting Fact 1** _____
- **Fact 2** _____
- **Fact 3** _____

PRACTICE = CONFIDENCE! Deliver the opening & key messages in less than 30 seconds!