



Message Box

A message box is a simple way to organize information and develop a compelling pitch. The box is organized into four quadrants, and the user develops short talking points for each. By moving through the quadrants, a cohesive message is formed. Generally, it makes sense to begin with the **problem**, then go on to the **solution**, then to **action**, and finally to **benefit**.

- What is the problem that must be addressed?
- What is the solution that has been developed in response to the problem?
- What actions are required to achieve that solution?
- What is the benefit of this solution?

This message box was developed for the general Working Families Success college strategy, and each institution may want to adapt it for their particular approach and context.

Tool Developed by MDC

