You've now created your Theory of Change, identified who holds the power to create the change you want, built a critical path to achieve your campaign goal, and selected actions to leverage your community’s power.

The last step in the process is understanding the most effective way to talk (and write) about your campaign. This can seem daunting, but it can actually be broken into a simple three-step formula:

**Problem, Solution, Ask**

**Problem**
The most effective way to connect with a potential supporter is by clearly conveying the problem that you are trying to fix. Describe the problem in ways that connects emotionally with the reader, using relevant facts and statistics to solidify your points.

**Solution**
Now that the problem has been clearly described, the proper solution needs to be laid out. This is where the Theory of Change comes in to help supporters understand how to get from the first milestone to the final campaign goal.

**Ask**
Now that supporters understand the problem and the solution, it’s time to harness their voices by clearly asking them to take action. To ensure immediate steps are taken, the asks need to be urgent and specific.

Defining the Problem, Solution, and Ask communicates the core components of your campaign to potential supporters. This same formula can also be applied when crafting an email message or phone script to address your campaign targets.

**Now it's your turn!** What is your Problem, Solution, and Ask?