Effective Communication to Support Your Budget Advocacy

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Blueprint for Broad Prosperity
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#MDCEPblueprint
Budgets Are About People

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Default Narratives

- Government programs are inefficient, wasteful, bureaucratic
- Public spending is like a household budget; “We have to live within our means”
- It’s another political fight where my voice doesn’t matter
What We Want to Communicate

- Public investments are what make our communities and our economy thrive
- We can build on our past successes for a stronger future
- Our voices matter in shaping budget decisions
Avoid Jargon
Use Examples That Paint A Picture

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Using Numbers Effectively

- Provide scale
- Tie numbers to something people can visualize
- Bring it back to people
Using Social Math

The cost to incarcerate one person from Baltimore could instead buy a GED course for 37 people.

$37,000/yr

JusticePolicy.org/TheRightInvestment