

WORDS THAT WOW



FULL FOCUS
COMMUNICATIONS

VOTE YES ON NOV. 6TH!



**ALABAMIANS FOR
FOREVER WILD**

Paid for by Alabamians for Forever Wild, P.O. Box 2445 Birmingham, AL 35201-2445

Your Audience **before You**

A close-up photograph of a young Black baby sitting in a white bathtub. The baby is smiling broadly, looking upwards and to the right. Her hair is styled in small braids with colorful beads. She is holding a yellow and blue toy. The background is a soft, out-of-focus white.

**SHE
RELIES
ON YOU**

**YOU RELY ON
CLEAN WATER**

VOTE YES ON ALABAMA'S FOREVER WILD TRUST



06 453-3177 46





“Let kids be kids!”

**LEARN HOW SIX-YEAR-OLD
JADON IS BRINGING THE FUN
BACK TO CHILDHOOD >>**



Playground fit for a queen



Investing in children through play



Bringing the fun back to childhood

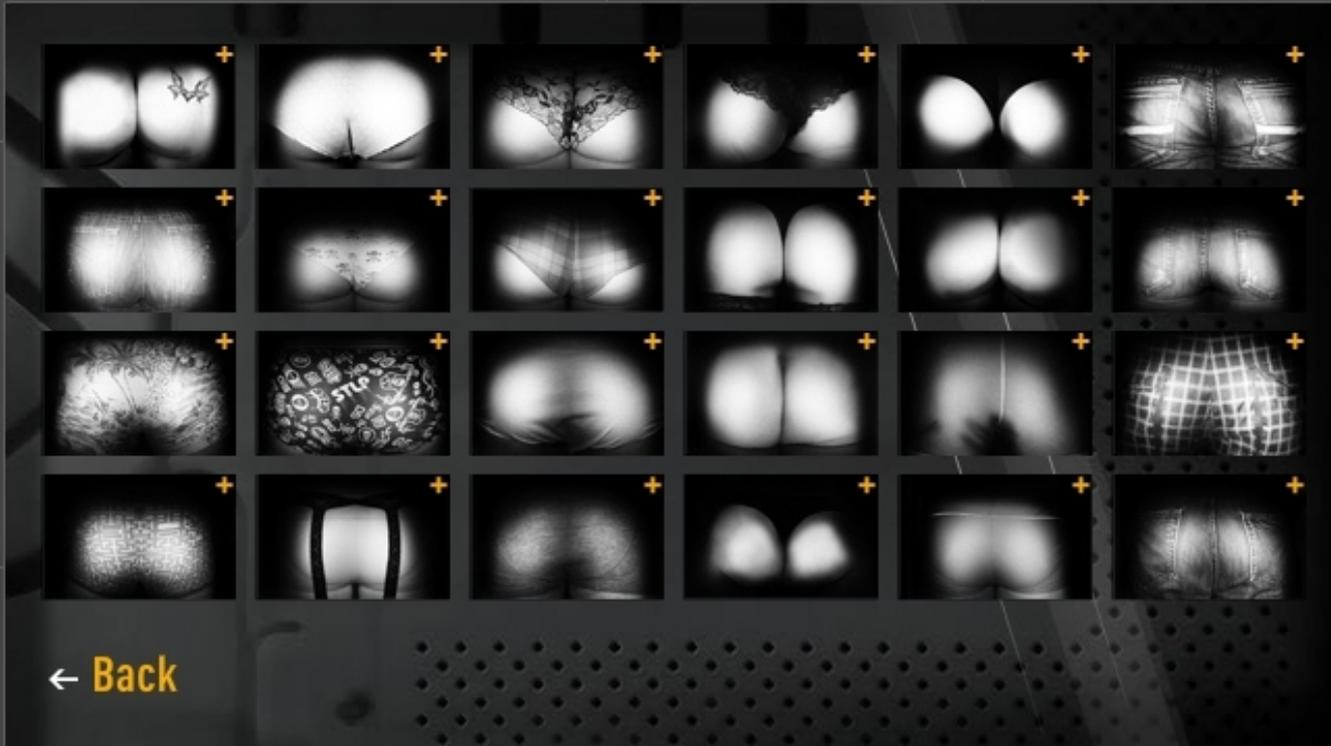


My Dream Playground

KaBOOM! is a national non-profit that envisions a great place to play within walking distance of every child in America.

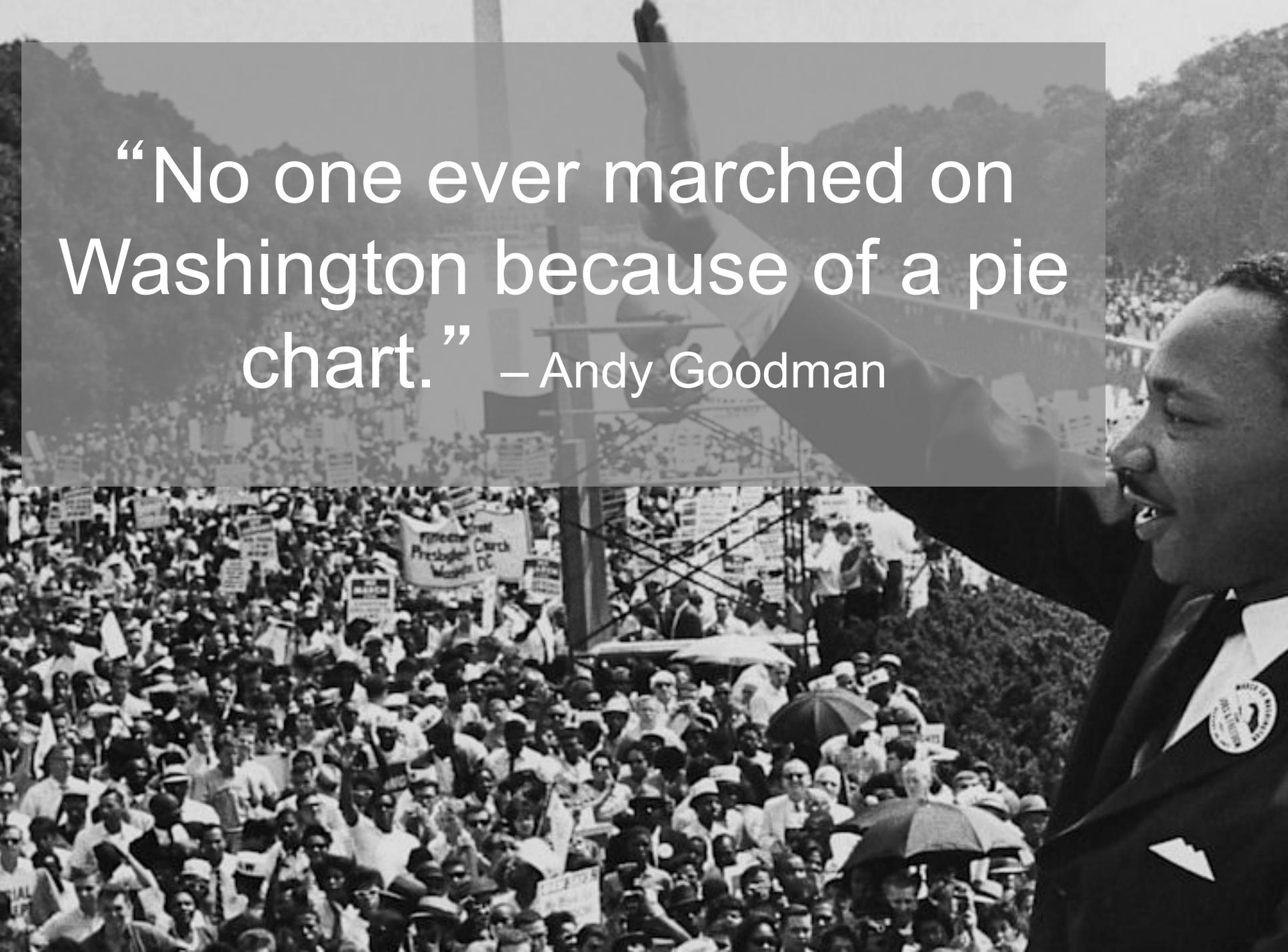
Do you want to get more kids playing in your community?

Values **before** Features



Emotions **before Data**

“No one ever marched on Washington because of a pie chart.” – Andy Goodman



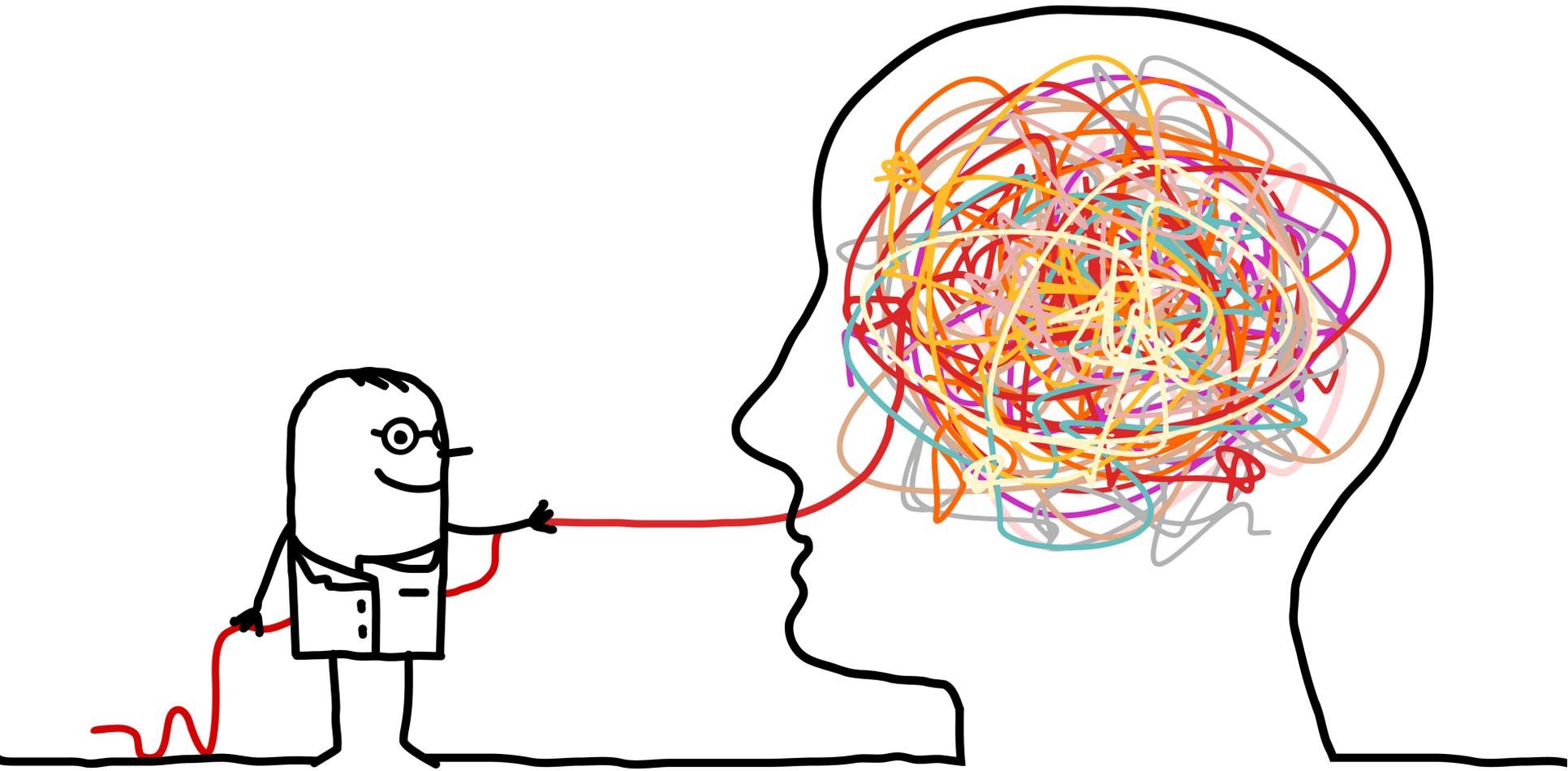
Clean water projects in schools can increase attendance, especially among girls.

Learn about the water crisis, and how clean water affects every aspect of life.

[WHY WATER?](#)



Positivity before Negativity



How foundations garble their message
and lose their audience

bad words for good

Tony Proscio

“We build capacity so low-income families can access the vital infrastructure of the social safety net system.”

<http://www.comnetwork.org/category/jargon/>

Simple before Vague



*WE CONNECT PEOPLE THROUGH
FOOD AND FARMING*

Brevity before Precision

Connecting **before** Correcting





06 453-3177 46





**Learning a message
model makes life easier
and helps you inspire
others to join you.**

**Together, we're going to
come up with messaging
that can change the
world.**

**Things may seem fuzzy
now, but with practice
you'll be a messaging
champion.**

**Join us for the
following
examples and
put you're a-
game into the
activities.**

Roots of Change



The true cost of our food is much greater than what we pay at the market. But we are paying the price.

Due to rising rates of cancer and other illnesses due to the chemicals used in our foods, we're also paying the price with our health.

With this legislation, we can finally all get food that is healthy, safe, and affordable.

Send this postcard to your state legislator to support healthy food and farms.









FULL FOCUS

COMMUNICATIONS

We help organizations influence opinions, inspire followings, and create a more just and vibrant world.



www.FullFocusCommunications.com