

I-P-S-U-A-P



Purpose:

- To give yourself more confidence in talking about a campaign, a co-op, or share your personal story in an impactful way
- To educate an individual or a group of people
- To have a clear, concise, and compelling message

What for: For writing emails, letters to the editor and other written communications, for phone banking scripts, for talking to community members, canvassing, business owners, legislators, or speaking with a group.

Structure: IPSUAP stands for *Introduction, Problem, Solution, Urgency, Action, Personal Story*. You can write a few sentences for each section which makes it clear how and why someone should get involved. **You can also use the IPSUA structure for sharing your personal story**

Intro: Who are you? Why are you talking to me? Do you represent a group, are you a Solar homeowner, are you a concerned citizen etc.?

Ex: I am (name) with Solar United Neighbors...

Problem: What's wrong? What's the problem and why does it matter? How does this does the problem influence your audience's own values and goals?

Ex: Right now our state legislature is trying to take away the ability for people across the state to sell the excess energy they produced back to the grid...

Solution: Why is it feasible that we can fix this problem? How are we going to fix the problem? How does it affect the audience?

Ex: We can win this fight by stopping bill (#) by...

Urgency: Why should I/they act now? Why should I not wait for til later to get involved?

Ex: It is important we take action now because the bill is being voted on in 3 weeks...

Action: What are you asking the audience/individual to do? Why will it make a difference?

Ex: Can you join me now in calling your legislature and asking him to oppose bill #, name?

Personal story (when applicable) Why do you care about this issue? How does your story connect with the person to whom you're talking/writing?