

Archives Message Worksheet

Audience (be specific)	Key Points	What do I want?	Audience Benefits	Audience Consequences	Audience Concerns	Story/Message	Hook(s)	When/How
<i>*Clive, College of Science Dean</i>	<i>Planning a capital campaign for building remodel next year</i>	<i>work with admin to donate materials on schedule</i>	<i>*Legacy *Ability to fundraise *clean office</i>	<i>lose information</i>	<i>lack of direct access hassle</i>	<i>Rags to Riches</i>	<i>Rose Carney story</i>	<i>*quarterly email *semester in-person</i>
<i>Jane, College of Science admin</i>		<i>Prompt dean to donate materials on schedule</i>	<i>*clean office *easier to fill certain info requests</i>	<i>unhappy dean hassle for future tasks lack of space</i>	<i>hassle losing control of important records</i>	<i>Journey & Return</i>	<i>retirement savings analogy</i>	<i>*cc quarterly email *bimonthly in person</i>
<i>Students for Justice in Palestine</i>		<i>donate images/materials once a year keep me on distribution list</i>	<i>legacy continuity</i>	<i>Org die out Org invisibility</i>	<i>legacy continuity legitimacy</i>	<i>Overcoming the Monster</i>	<i>Black Student Association story</i>	<i>fall in person spring email about accessions</i>

Hooks: Memory hooks, including stories, examples, quotes, analogies, metaphors, etc.

*all names have been changed to reflect this as a purely hypothetical example :)