

Oxfam Messaging Worksheet

Use this to talk to people about your involvement with Oxfam. You can share Oxfam as an organization, what we do, how you're involved, and how others can get involved. Your 'elevator pitch' describes your engagement with Oxfam in a few sentences and gets people interested in learning more.

Who is Oxfam?

Oxfam is a global organization working to _____. We help people build better futures for themselves, hold the powerful accountable, and save lives in disasters. Our mission is to tackle the root causes of poverty and create lasting solutions

Read more here: <http://www.oxfamamerica.org/explore/inside-oxfam-america/>

Creating your Oxfam elevator pitch

Think about the question "what does Oxfam do and why should others care?" How would you answer this question in less than a minute? Your pitch will aim to do this and to engage your audience in a way that encourages them to learn more about Oxfam and excites them to become involved. (*Note: there is no 'perfect' pitch, select the phrasing you find most compelling.*)

1. "What is wrong?" *A brief description of the problem, with urgency:*

How many people are hungry today? _____

What is their source of livelihood? _____

What is the impact of disasters and conflict? _____

How are women particularly affected? _____

Select a powerful fact or a gripping statistic from the Inclusion or Global Food Systems readings

2. "What is needed?" (i.e. solution): *Brief description of our vision for how the problem can be rectified by global society/institutions/leaders:*

Who do we seek to empower? How? _____

Who do we need to get involved and engaged? _____

Add a specific example of a solution: i.e. a local project or policy reform _____

3. “How are we going to achieve the solution?” (i.e., strategy): *Brief description of how Oxfam specifically plans to work towards and win the solution*

What are the 4 key goals for Oxfam projects? (Saving lives, programs to overcome...)

Through our campaigns (Migration/Refugee or Behind the Barcodes) what types of powerful institutions are we engaging?

How can students, academia, and the general public play a role in achieving a win?

4. “What we need you to do” (i.e., call to action): *Ask her/him to join you in taking the specific action you want (e.g. “come to our campus event; or make a call to Whole Foods; demand congress to stop arms sale to Yemen”)*

How can s/he support a specific campaign action? _____

How can s/he get involved with your club? _____
