



Messaging is a crucial part of how civil society drives behavior change. The Low-Cost Message Testing Guide is a valuable resource aimed at supporting civil society organisations (CSOs) optimize their messaging when working with limited financial and human resources. It provides a framework for developing, testing, and scaling effective messaging. Join us on this journey where we will develop a messaging campaign together!



renoka
We are a river



Problem identification: Conduct initial research to understand the behavioral issue and identify the key actors involved.



Campaign Goals and Outcomes: Define the campaign's objectives and the desired outcomes.



Target Audience and Communication Channels: Identify the audience you want to influence and choose the best communication channels to reach them.



Message Development: Create the campaign messages to address the behavioral issue, including an internal review of the content.



Applying Behavioral Science: Incorporate behavioral insights to shape how the audience should think, feel, or act in response to the message.



Review: Regularly checking to ensure the campaign materials (like billboards or posters) are performing as intended (e.g. still effective and visible).



Scaling: Launch the campaign to the intended audience



Post-testing improvements: Improving the messages based on feedback from the testing phase



Message testing: Test key aspects of the message (comprehension, length, call to action, acceptance etc) with a sample of the intended audience.



Budget considerations: Plan available resources especially if working with a limited budget, to test the campaign messages.

