





BOXING UP: A PLANNING TOOL

SECTION	CONTENT	PURPOSE
 <p align="center">HOOK</p>	<p><i>5 techniques you might choose from:</i></p> <ol style="list-style-type: none"> 1) <i>Anecdote</i> 2) <i>Repeated motif</i> 3) <i>Provocative statement</i> 4) <i>Share a secret</i> 5) <i>Get personal</i> 	<p><i>To grab attention</i></p>
 <p align="center">WHY DOES THIS COMMUNITY MATTER?</p>	<p><i>Why does this community matter (to me/on a broader scale)?</i></p> <p><i>What are some specific examples of this?</i></p> <p><i>How has your experience of this community changed during lockdown? What do you miss about the way it was before?</i></p>	<p><i>To inform, persuade and inspire</i></p>
 <p align="center">WHAT DO I GIVE TO THIS COMMUNITY? WHAT DOES THIS COMMUNITY GIVE TO ME?</p>	<p><i>What has your role been? What have you given to this community?</i></p> <p><i>What have you gained? What has this community or your role within it given to you?</i></p>	<p><i>To inform, persuade and inspire</i></p>
 <p align="center">REFLECTIONS/LESSONS LEARNED FOR A POST LOCKDOWN FUTURE</p>	<p><i>What have I learnt?</i></p> <p><i>What will I take from this experience, looking forward?</i></p> <p><i>What is the key message I want to hammer home? How can I pack a punch to close?</i></p>	<p><i>To leave your audience thinking</i></p> <p><i>To clarify your message</i></p> <p><i>Possibly, to spur them to action</i></p>