

CRAFTING YOUR ASK

01

THE PROBLEM

Clearly define the issue. What is the challenge or opportunity, and why does it matter to your audience? In 1–2 sentences, frame the problem in a way that connects directly to your stakeholders' priorities and concerns.

02

GOAL / SOLUTION

What is the solution to the problem? Set the stage for your ask by identifying the outcome you want to see. This helps frame your ask as constructive and forward-looking.

03

THE ASK

What do you want the decision-maker to do? Use clear action verbs and be specific.

- State your ask – what action should they take?
- Explain why it matters – what is the impact on your community?
- If possible, back your ask with evidence, data, and stories.
- Make it relevant to the decision-maker – how does your ask connect to their role, priorities or interests?

04

NEXT STEPS

Close with a clear call to action. State what you would like to happen next (e.g., a meeting or a commitment to an action) and reinforce your ask.

EXAMPLES

EXAMPLE 1

The Problem:

Many schools are experiencing reductions in school library staffing, which limits students' access to library programs and support. As a result, students have fewer opportunities to develop critical literacy, research, and inquiry skills.

Goal / Solution:

The Ministry of Education should protect school libraries by restoring and safeguarding dedicated funding for school library staff and resources and ensuring accountability for how these funds are allocated and reported.

The Ask:

Revise the Core Education Funding model to restore and protect dedicated funding for school library staffing and resources. Access to qualified school library professionals directly supports literacy and student achievement. This ask aligns with the Ontario government's back-to-basics priority by strengthening the foundational skills students need to succeed in reading, research, and learning.

Next Steps:

I would welcome the opportunity to connect with Ministry staff to share how school libraries are supporting literacy and learning in our community, and to discuss how dedicated funding and accountability measures can be strengthened.

EXAMPLES

EXAMPLE 2

The Problem:

Our library branch is aging and no longer meets the needs of our growing and diverse community. Limited space, outdated infrastructure, and accessibility barriers restrict our ability to offer inclusive programs, modern technology, and welcoming spaces for residents.

Goal / Solution:

Renovate and modernize the branch to create a flexible, accessible, and community-focused space that supports literacy, learning, and connection for residents of all ages.

The Ask:

We are asking the municipal council to invest \$5 million in capital funding to support the renovation of the library branch. This investment will allow the library to expand programming space, improve accessibility, upgrade technology, and create a vibrant community hub that reflects current and future needs.

Next Steps:

We are asking council to include this project in the upcoming capital budget and to champion the role of the library as essential community infrastructure that supports education, inclusion, and quality of life.