



PUBLIC SECTOR CLARITY SCORECARD

Organization Name_____

Use this Clarity Scorecard to evaluate how well your message explains what you do, why it matters now, and why your work deserves public trust and support. Use it to identify weak spots, strengthen credibility, and build a clearer, more transparent story across every touch point.

Refine your website copy, annual report, levy or budget materials, board and stakeholder presentations, recruitment content, public education campaigns, or crisis messaging to create a more consistent story for residents, elected officials, staff, partners, and the media.

Select a score from 1 to 5 for each area

Note what is missing and identify the areas that need improvement to:

- make your message clear,
- strengthen relevance for community and stakeholder audiences,
- build trust and transparency,
- motivate the next decision, vote, or action.

How to score

- 1 = Unclear or missing
- 2 = Present but weak
- 3 = Adequate
- 4 = Clear and compelling
- 5 = Strong, specific, and public-trust ready

Area	What to look for	Score (1-5)	Notes /Gaps	Priority fix
Mission / public value	Is it immediately clear what the agency does, who it serves, and why the work matters to the community?			
Community need	Does the message explain the public need, risk, or service gap in concrete, human terms? Does it explain how innovation improves your ability to meet the needs of your community.			
Service value	Is it clear how your people, systems, and services respond, without insider jargon or acronyms?			
Outcomes / Impact	Does it show what changes for the community, using outcomes, service levels, readiness, or proof?			
Urgency	Does it explain why action, funding, or support is needed now, and what happens if it is delayed?			
Stakeholder fit	Does the language work for residents, elected officials, boards, employees, partner agencies, and media?			
Plain language	Is your core message easy to understand without acronyms, technical details, or long explanation?			
Trust / Difference	Does it convey credible capability, responsible stewardship, and what makes your approach strong?			
Accountability	Does it include enough data, examples, or transparency to build confidence?			
Call to action	Is there a clear next step for the resident, official, employee, or partner?			

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Make it easier for your community to say YES!



A score alone will not improve your messaging but knowing what to do next will.

Use these prompts and actions to uncover weak spots and make your public-sector message clear, credible, transparent, and easier to act on.

Action plan

A strong public-sector message helps people quickly understand the need, trust the work behind it, and see the value of supporting it.



How to ready your score

40-50

Clear, compelling, and close to public-trust ready.

30-39

A strong foundation, with key areas to sharpen

20-29

The message is inconsistent or incomplete and may not build public confidence yet.

Below 20

The positioning likely needs a strategic rewrite before wider use.



Reflection prompts

- What is the one sentence that best explains what you do and why it matters to the community?
- Where does the story feel too vague, too technical, or too internally focused?
- What proof would make the value more believable to residents and elected officials?
- Where should urgency or investment rationale be stronger?
- Does the audience clearly understand why your agency is credible and worth supporting now?



Priority Action Plan

1

Rewrite weak sections in plain language your community and elected officials can repeat.

2

Add one outcome, data point, or human story that proves impact and accountability.

3

Strengthen the call to action so the next step is clear for residents, staff, partners, or decision-makers.

Tip: Start with the sections scoring the lowest first. Small clarity gains often create the biggest lift in trust, engagement, and support

If you'd like some support clarifying your organization's messaging, let's talk!

We offer a limited number of free 30-minute consultations to public-sector agencies every month. [Schedule a FREE Consult](#)