Write three different positioning statements for your social cause.

**We want (TARGET AUDIENCE] to see [DESIRED BEHAVIOR] as [ADJECTIVES, DESCRIPTIVE PHRASES, SET OF BENEFITS, OR WHY THE DESIRED BEHAVIOR IS BETTER THAN COMPETING BEHAVIORS].**

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**We want (TARGET AUDIENCE] to see [DESIRED BEHAVIOR] as [ADJECTIVES, DESCRIPTIVE PHRASES, SET OF BENEFITS, OR WHY THE DESIRED BEHAVIOR IS BETTER THAN COMPETING BEHAVIORS].**

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