

A summary of the feedback on key messages

Comments

1. The messages are too abstract – every one of them has to answer the question ‘so what?’
Therefore we should try to:
 - make it personal
 - make it relevant
 - use metaphors
 - use stories
2. People have to work it out on their own, all we can do is drip feed them information. Many people wrote who it was they were thinking of as their audience. Often it was a family member, and they wrote of their frustration in trying to get that person interested. We can only give a little piece of information at a time – don’t try to say it all at once.
3. Positive Money needs to give a vision of how things will be better.
4. Links between the effects of the money system need to be stronger.
5. Many people said: ‘I don’t know enough, I don’t know how to talk about it to someone else’.
Many people asked for crib sheets and scripts.
6. Many people added comments about the system not being fair, and how Positive Money should use this more as an argument.
7. Quite a lot of people wanted more about interest payments.
8. Quite a lot of people were very angry with the banks, and with the system, and felt Positive Money should express this anger more.
9. Quite a lot of people wanted a message on housing.
10. The term ‘debt-free money’ is misunderstood (some people think this means we don’t agree with any lending or interest payments), therefore we can’t use this phrase.
11. Our supporters are people who are interested in the way systems work. What % of the population is interested in systems? How big is our potential audience for the money system? Are most of these people from a science/technology background? We need to find other ways of communicating to people who are not interested in systems. People who are not interested in the how and why – but just in the ‘what it means for me’ and ‘what we can do about it’.
12. Our supporters have a very wide range of political opinions, and didn’t like alternative political opinions being given precedence over theirs. The political neutrality of Positive Money and its messages is very important.