



## STORYTELLING FOR ADVOCACY

Engaging stories can attract people to your message while allowing them to see another perspective. Using personal stories or stories you have been asked to share can contribute to moving individuals from apathy to action.

### STEP 1: CLARIFY YOUR WHY

Why does your community need this change at this moment?

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### STEP 2: CHOOSE YOUR STORY

Use the questions below to choose which story you would like to share with your audience.

- What is the goal of your advocacy?
- Who is your audience?
- How will this story enhance your request?
- Is there a particular way to frame your story for your audience's interests?
- Is there a part of the story you want to focus on?
- What values and emotions are you hoping to bring up in your listener?

### STEP 3: PLAN YOUR STORY

List 3-5 key elements of your story that demonstrate a need for change:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List 3-5 key points you want your audience to remember about your story:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### STEP 4: WRITE YOUR STORY

Using your 'why' and what you want your audience to remember about your story as your guiding post, write a 1-2 sentence short story that emphasizes your community's need for change right now.

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Once you have selected your story and decided how to briefly share it, then you can use the P.E.A.R.S. method to have an effective advocacy meeting.

## ADVOCACY WITH P.E.A.R.S.

<b>PRESENT</b>	Use a short (1-2 sentence) story to present the issue to your audience.
<b>EXPLAIN</b>	Elaborate on your story by using data and facts to demonstrate the urgency.
<b>ANSWER</b>	Offer solution(s) to the problem you presented.
<b>REQUEST</b>	Ask your elected officials to take a specific action.
<b>SEND</b>	Provide follow-up after your meeting to build relationships and deepen connections with your elected officials.

PRESENT: Copy over your story from STEP 4 of the first page.

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EXPLAIN: Write 1-2 sentences with acts that reinforce the issue highlighted in your story.

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ANSWER: Write 1 powerful statement that explains why your solution is the best answer to the community problem identified in your story.

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REQUEST: Write 1 sentence explaining the specific action your audience should take right now to make a change.

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**Now, put together your responses for Present, Explain, Answer, Request to form your elevator pitch. Practice putting these pieces together including more and less information based on the amount of time you may have to speak with your legislator.**

SEND: What materials do you want to provide as a follow up? List them here.

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