

# Telling Your Story

## How to tell your story as an advocate



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***“The most powerful thing you can hear,  
and the only thing that ever persuades any  
of us in our lives is (when) you meet  
somebody whose story contradicts the  
thing you think you know.”***

**--Ira Glass, host of This American Life**



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# What is Advocacy?

- **Act** of building **support** for an idea or cause; creating a community base
- **Deliberate** process of **influencing stakeholders**



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# Why Tell Stories?

- People *relate* to stories about people
- Stories are *compelling*
- Stories are *easily repeated* – more so than statistics and jargon
- Stories can be *used to persuade* – create a change in thinking/perception
- Stories give your outcomes, benchmarks, numbers *LIFE*



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# Perspective

## Your Organization

- The story of what you do told by the people who do the work
- Your outcomes, benchmarks – Your Data

## Your Clients

- Impact your organization has on the lives of real people
- Significant life change

## Your Community

- Impact your organization has on surrounding community
- Why the community needs your organization



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# Effective Story Telling

## Basic Story Structure

- Story has a clear and engaging opening.
- Story's sequence of events is easy for the listener to follow.
- Story's ending has a sense of closure.
- Use anecdotes and concrete, real life examples

## Know Your Audience

- Why, Who, What



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# Being an Advocate Speaker

## Research

- Know your issue, identity, community, organization, etc

## Be intentional about your message

- Your story includes messages
- Identify what they are and what messages you wish to convey
- Tell the story of ME, tell the story of WE, Call to action – tie to point

## Engage your audience

- Anecdotes, questions, humor

## Practice

- Prepare your story to convey your message
- Practice before you deliver



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# Many Ways to Tell a Story

- Everyday networking
- Speaking engagements
- Workshops
- Speaking to Decision Makers
- Story telling as a best practice for your organization
- Social Media
- Part of Your Organizations Marketing



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# Stories for Decision Makers

What you  
say about  
yourself

What they  
say about  
you

What they  
say about  
themselves

What you  
say about  
them

## Local

- Stories that effect their districts

## Who

- Do you help

## How

- Do you help

## Share

- How they can help you!

***Invite them to see your work in action***



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# Engaging your Organization in Story Telling

## Collect stories about your work

- From clients
- Community you serve
- Colleagues

## Ask others to share their story

## Story Bank

- Written
- Video or audio

## Document the stories – don't let them go



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# Remember

*Everyone has a story to tell!*



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# Questions?

**Thank you for your time & participation.**



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