



Advocacy — STORY WORKSHEET — Share Your Story Persuasively!

Today we'll look at six steps to sharing your story persuasively. Remember: It's important to plan and practice exactly what you'll say. Below you can write down the parts of your story based on the six steps.

The action you want (the "ask"/goal) =

STEP #1 – State your name, organization, & where you are from. Mention a connection if relevant.

#2 – Your Cause/Issue 101. Educate the audience. Use active words and avoid jargon (2 sentences).

#3– Share 3 points (maximum) about your story's essentials. Be brief. You can include one statistic.

-
-
-

#4 – Relate a specific, memorable experience to illustrate one of the points from 3rd step (3 sentences).

#5 – Call on the audience (e.g., legislator) to act. Make your specific ask. You can use these formats:

“Because . . . [story's essential] . . . , I ask you to . . . [specific action]”

“Think about [person/name] when you're making decisions about [issue]”

6TH – End with *positive* tension, politely stating that you'll track the issue closely (1 sentence).