

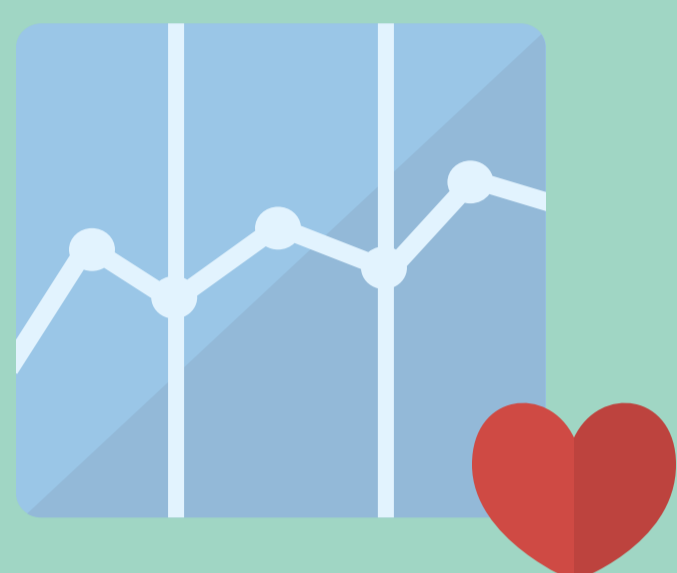
# ★ Six Elements of Great Advocacy Storytelling ★

Help Legislators Understand the Impact of Federal Health Policy on Your Patients and Program

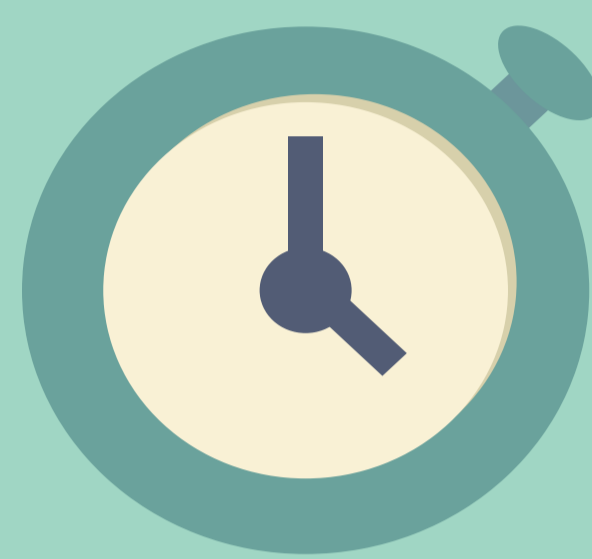
Stories allow you to connect and communicate with policy makers on a more personal level.

## Four

### Tips to Tell Memorable Stories



Blend personal & data points for impact



Keep the story short so there is time to talk



Memorize opening & closing lines



Leave time for questions and be brief



### 1. The Want

Begin with your end result in mind

Know what your "ask" is

"I want this legislator to..."



### 2. The Opening

Set the stage to establish context and interest

Describe what is at stake

"If we don't..., it could..."



### 3. Paint a Picture

Tell a story the legislator can relate to

Use details & the senses

"It was as if I could..."



### 4. The Struggle

Mental, physical, emotional or internal challenges

Describe impact on you, patients, and program

"We were up against..."



### 5. The Discovery

Share what you learned and how that can impact future

Use the element of surprise to engage

"And then we learned..."



### 6. "We Can Win"

Show how funding or policy change can improve lives

Be realistic but hopeful in the ask

"We have an opportunity to..."