

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.



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..."

