

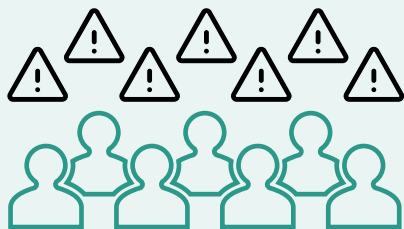
Storytelling to Policymakers

Messages to policymakers are more effective when they tell a great story. Here are a few tips on crafting effective stories to communicate with policymakers.

Effective stories to policymakers reflect these qualities:

Relevant for an audience of one. The story speaks to the policymaker's values, beliefs and experiences.

Consider: How does your story tie to challenges in the policymaker's district or state?

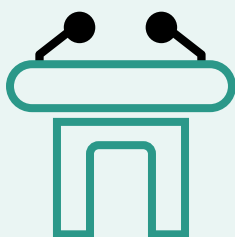


Representative, not extreme. The story represents problems many constituents face.

Consider: How does your story represent broader problems within the policymaker's community?

Emotionally relevant to policy. The story connects emotion to a policy position.

Consider: What are the broader implications of your story? What really needs to change in the community?



Paired with a call-to-action. The policymaker can directly apply the story lessons to an impending decision.

Consider: What is the point of your story? Does the policymaker know what you expect of them?

Storytelling to Policymakers Quick Tips

Research your policymaker.

- The best stories are those tailored to their target audience.
- What are the policymaker's priorities, interests and values?

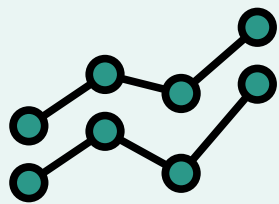


Choose one story to tell and keep it short.

- You may only have a few minutes to tell your story.
- The story should be clear, concise and free of tangents.

Make your story authentic, relatable, personal and unique.

- Policymakers and their staff hear countless stories during a day. Details will help them remember yours.
- The more relatable the story is to your audience, the more persuasive it'll be.



Connect your individual story to the policy ask.

- Data helps here, so it's okay to memorize one key statistic.
- But remember that the real purpose of your story is to make your audience (i.e., policymakers) care about your issue as much as you do.

Relax and have fun!

- It's okay to be nervous.
- Take a deep breath, stay calm, be yourself and speak from the heart.

