



Telling Your Story

Being able to tell a legislator how an issue impacts you, your family, your clients, and your community is a critical part of advocacy. Use the worksheet below to draft your talking points and consider each element of your story so you can make the biggest impact during meetings with your elected officials.

Questions to Consider

Who is my audience? (check one and write their name)

- Local Official (ex. County Commissioner) _____
- State Legislator (ex. State Senator) _____
- Federal Legislator (ex. U.S. Representative) _____

What is my end goal? (check one and write a description)

- Make an ask (ex. Please vote yes on HBXX) _____
- Build a relationship _____
- Thank the legislator (ex. Thank you for voting yes on HBXX) _____

What is my personal advocacy story? (use the space below to draft your message)

Storytellers use five elements to outline and develop their message. Use each of these elements within the context of explaining the impact of legislation or a key issue to develop your message to the elected official.

Characters	Setting	Plot	Conflict	Resolution
<i>Who does the issue impact? You, your family, your clients, the community</i>	<i>Where does the issue take place? State, district, local jurisdiction</i>	<i>What is the issue or scenario? Specific bill, proposal</i>	<i>What is the result if a bill passes or proposal moves forward? Impact on business, clients, community</i>	<i>What can the legislator do to help? Vote yes or no, co-sponsor legislation</i>