

# HOW TO TELL YOUR STORY TO POLICYMAKERS

The most powerful advocacy tool you have is your own unique story. Stories have the power to persuade and move people to action. We use stories to establish a shared identity as a charter school community, a shared vision for all students to have access to high-quality, publicly funded school options, and a shared responsibility to address barriers to our collective success.

## Storytelling helps us to create:

- Shared identity - How can we relate to one another?
- Shared vision - How are we both being impacted by the issue?
- Shared responsibility - How can we solve this issue together?

**To start, write a personal statement to introduce yourself.**

- Who are you? Include your name, age, and something (or a few things) about yourself.
- What are your plans and dreams for your future?



**Next, think about your charter school experience.**

- What charter school do you attend and for how long? Or what charter school do you currently work at and for how long?
- What is one thing about your school that you are grateful for?
- How does your school meet your individual needs, whether you're a student, teacher, or administrator?
- Why do you care about public education and public charter schools?

**Then, think about what you would like your audience to do after hearing your story.**

- What is your goal? What are you trying to accomplish?
- What feeling do you want to leave your audience with?
- Do you want them to act? If so, what action should they take?