Work Your Words: How to tell your advocacy story

In advocacy, as in job interviews, exhibit labels, or project pitches, every word counts. Your listeners want to help if they can, so tell them your story in as compact and compelling a way possible. Use these 3 storytelling elements to help build your case.

All Stories Need People: What is your personal connection to the museum field? Why are you here?

My name is __________, and I am here as a constituent and/or representing ____________.

Before I was part of ____/when I was younger:

- I loved to...
- My family often...
- I dreamed of...
- My neighborhood was...
- I couldn’t/didn’t....

And then:

- I chose to...
- I experienced...
- I changed because...
- I grew...

All Stories Need Connection: Why does what you & your organization do matter to others?

My museum/organization is ____ and we impact/empower/represent/support/transform/enrich the individuals/families/communities/state/region by

- Listening to/Working with...
- Making/Creating...
- Welcoming/Giving...
- Leading/Learning...
- Preserving/Promoting understanding of...

All Stories Need Action: What needs to happen next?

In order to continue providing these benefits to our community, we’re asking for your help today by

- Supporting _____ bill or amendment, sponsored by _____
- Voting for a budget increase for _____
- Signing on to a letter/petition regarding _____
- Joining us at ____ event on ___ in support of _____

Thank you for your time and support today, we really appreciate your efforts on our behalf!