



Meld Your Message into a Story

1. Think of an individual who has benefited from the change that you are proposing.
2. Briefly describe their situation, background relevant to that change.
3. What challenge(s) did they face relevant to that potential change?
4. What did it look like when they reached the climax of their challenge – what was the turning point?
5. What was the resolution – or what would you hope the resolution might look like?
6. How did (or would) the change you are advocating for help lead to that successful resolution?
7. How might your target audience see themselves as part of that resolution role?
8. **Come up with a story that puts a human face to the ask that you'll be making to your audience. Think about real-world examples, poignant and touching stories, and scenarios that describe how your "hero" was or could be positively impacted by the change you propose. Now tell the story in about 150-300 words.**