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Metastatic Breast Cancer Research, Support and Awareness

Advance Your Advocacy Skills Through Effective & Strategic Storytelling

»» Let's Get Started



Goals for Today's Workshop

1. Discuss the elements that make for a powerfully persuasive personal story.
2. Identify our unique stories that connect to our advocacy goals.
3. Consider how audience and context shape the way we tell our stories.
4. Practice telling our stories with supportive peers.
5. Share and receive strength-based feedback.



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The “Why”: Your Personal Story

Your story can help persuade people to join you and take action by:

- Building trust in you through an authentic story of yourself **(self)**
- Tapping into shared values and beliefs through a story about your community **(us)**
- Articulating your current challenge and the consequences of choice **(now)**

Materials adapted with permission from Linda Dolmatch



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Your Turn: “Why” Statements and Stories

Write your “Why” statement

Think of a brief story (about yourself, and/or your current challenge and choices as it relates to MBC)

Incorporate elements such as:

- **Why** you care about this issue
- **What** the future looks like when the legislation is passed/action is taken
- **How** your “why” for supporting this issue reinforces shared values
- Includes a **CALL TO ACTION + next steps/timeline**



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Which Issue, Which Story?

Individual Work

You have many stories – which one will work best?

Briefly jot down 1-3 personal story ideas that are important to you and that you feel comfortable sharing in a public forum. (8-10 minutes)



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Which Issue, Which Story?

Pair and Share

Decide which legislation/action you want to use your story to focus on.

Pair with another advocate in the room and spend 10 minutes taking turns speaking your stories.

Goal: CHOOSE ONE ISSUE & ONE STORY



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Getting Started

Step 1: Write **one sentence** that summarizes your connection to the Member of Congress and to MBC

Step 2: Complete these sentences

- I am speaking to you about **X bill**, which: (briefly summarize)
- I care deeply about this **issue/proposed legislation** because:
- I believe that **Member X** will also care about this issue because:
- I am asking that **Member X** (name specific action). Can I count on your help?



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Practice: Personal Stories as Advocacy

Tools

Advocate:

- Practice *telling* your personal story to someone else; use your notes only if needed
- Put your notes down. Speak your story again without your notes.

Listener:

- Take notes!
 - What parts of the story & vision grabbed your attention?
 - Where were you confused about the information?
 - Where did you find your attention wandering?
- Share specific feedback focused on strengthening your story
 - What does the advocate want you to do? What is the *call to action*?



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Last Step:

Practice at home (and keep
using these tools!)

THANK YOU

