



## National Parent's Storytelling Worksheet

### *Telling Your (Organization's) Story and Sharing Your Organization's Impact*

Effective storytelling begins by telling a “story of self” then connecting that story to a “story of us,” which is finally combined into a “story of now” inviting the audience to take action.

Our charge to you right now, is to craft or refine the story of your own organization OR your own story.

In our next training, we will go through activities to work with your fellow team members to connect the dots between your stories and draw connections to NPU's agenda and ask, and in turn organize yourselves to help educate Federal policymakers.

### **Here are some “pro tips” to keep in mind:**

1. Be clear and concise
2. Share who you are/who your organization is
3. Paint a picture of the people or communities you serve
4. Be specific about the challenges you face and demonstrate the need for and impact of your work focusing on advancing your organization's goals and NPU's mission.
5. If your child(ren)'s or your personal story, or a story of an individual you serve helps to augment NPU's story and ask, share it!
6. Know your story well! Write it down and practice.
7. Tailor your content/story to your audience's interests (personal/local/state/federal).
8. If you're not comfortable telling your personal story, share your community's story (or the story behind the initiatives and work you're involved in.) As you share the story of your community, you'll be

representing other people's individual stories, so remember to share facts and be true to their experiences!

9. Make sure you land your story with a powerful statement that summarizes or restates your "ask." (If someone else is speaking after you, you may want to introduce them then.)

**Prompt:**

What is NPU and what is its mission?

What children, parents and families does NPU represent in its inclusive coalition?

What are the most compelling data or personal stories that show the impact of the issue on your child(ren) and others they represent? Consider impact data, need data and anecdotal stories about impact.

**Your assignment:**

Draft your story. It should be no more than 3 paragraphs and no more than 3 minutes long. It should offer the most compelling and relevant story. The audience for this exercise is federal policy makers.