

2026 EPIC Laser Talk Worksheet



A **laser talk** is a short, compelling pitch you can use as a starting point to educate and influence someone to take action on an issue.

The acronym, E.P.I.C., can help you remember the basic format you can use to create and deliver a compelling laser talk:

- **E is for Engage the audience** – This is the hook to get your listener’s attention with a dramatic fact or short personal statement.
- **P is for state the Problem** – This is where you introduce the problem and the impact the problem has on you, your community or the world.
- **I is for Inform on the solution** – This is where you inform your listener about your proposed solution to the problem. Providing examples of how this approach has been successful in the past is a great addition to your talk.
- **C is for Call to action** – This is the closing to your pitch and wraps up all of your points into one actionable request for the listener.

This model is only a starting point. Be sure to follow up with more information and evidence supporting your points. Adapt your laser talk to reflect your own experiences and what you know will connect best with your audience while being concise. That is what makes a powerful laser talk!

Personalize your EPIC Laser Talk using the template below.

Engage your audience

Is there a personal connection to the issue you’d like to highlight? Who is your member of Congress? What do you know about them and their values? What connections exist between you, the issue and your listener?

Example: Housing affordability and homelessness are urgent challenges. Working families across the country are doing everything right and still can’t afford a place to live.

State the Problem

What is the issue you want to address? Why is this issue important? What impact does the issue have on you or your community? What facts can you share?

Example: Nearly half of all renters are rent-burdened, spending over 30 percent of their income on housing. Rising costs for food, health care, and other essentials are pushing too many families toward housing instability and homelessness.

Inform on the solution

What is the solution to the problem? What examples do you have to prove the solution works?

Example: This crisis is solvable. Housing Choice Vouchers (HCVs) and other special purpose vouchers currently help 2.4 million households stay stably housed and move toward economic security. The program provides flexible supports like rental assistance, landlord incentives, and help with move-in costs. However, chronic underfunding means only one in four eligible households receives assistance.

Call to action

What do you want your listener to do next? This should be a yes or no question.

Example: Congress can strengthen housing stability nationwide. Will you urge appropriators to increase funding for Housing Choice Vouchers to fully renew current vouchers and add 250,000 new vouchers in Fiscal Year 2027 (FY27)?

Resources

[2026 Building a Better Future Campaign Resources](#)

Meeting with your member of Congress

<https://results.org/volunteers/lobbying>

- [Lobby meeting email request template](#)
- [119th Congressional Scorecard](#)

[FY27 Appropriations Memos](#)

Laser talks on Global and U.S. poverty priorities:

- **2026 Global Poverty Laser Talks: FY27 Appropriations Requests**
 - The Global Fund to Fight AIDS, Tuberculosis and Malaria ([Word/PDF](#))
 - Tuberculosis ([Word/PDF](#))
 - Maternal and Child Health, Nutrition, and Gavi ([Word/PDF](#))
 - Basic Education and the Global Partnership for Education ([Word/PDF](#))
- **2026 U.S. Poverty Laser Talks**
 - Housing ([Word/PDF](#))
 - SNAP ([Word/PDF](#))
 - Child Tax Credit ([Word/PDF](#))

Want to include data specific to your state or district? See these resources below:

U.S. Poverty:

[National Low Income Housing Coalition: Housing Needs by State](#),

[Center for Budget and Policy Priorities: State Housing Fact Sheets](#),

[Food Assistance](#) (State Data),

[Bipartisan Policy Center: National and State Child Care Data Overview](#).

Global Poverty:

[TB Fighters State Tuberculosis Data](#)