Purpose

➢This training is designed to:

    ➢**Share tools to help you share your expertise by telling your story effectively**

    ➢**Demonstrate a useful exercise on speaking effectively you can use to train others**

    ➢**Answer your questions**
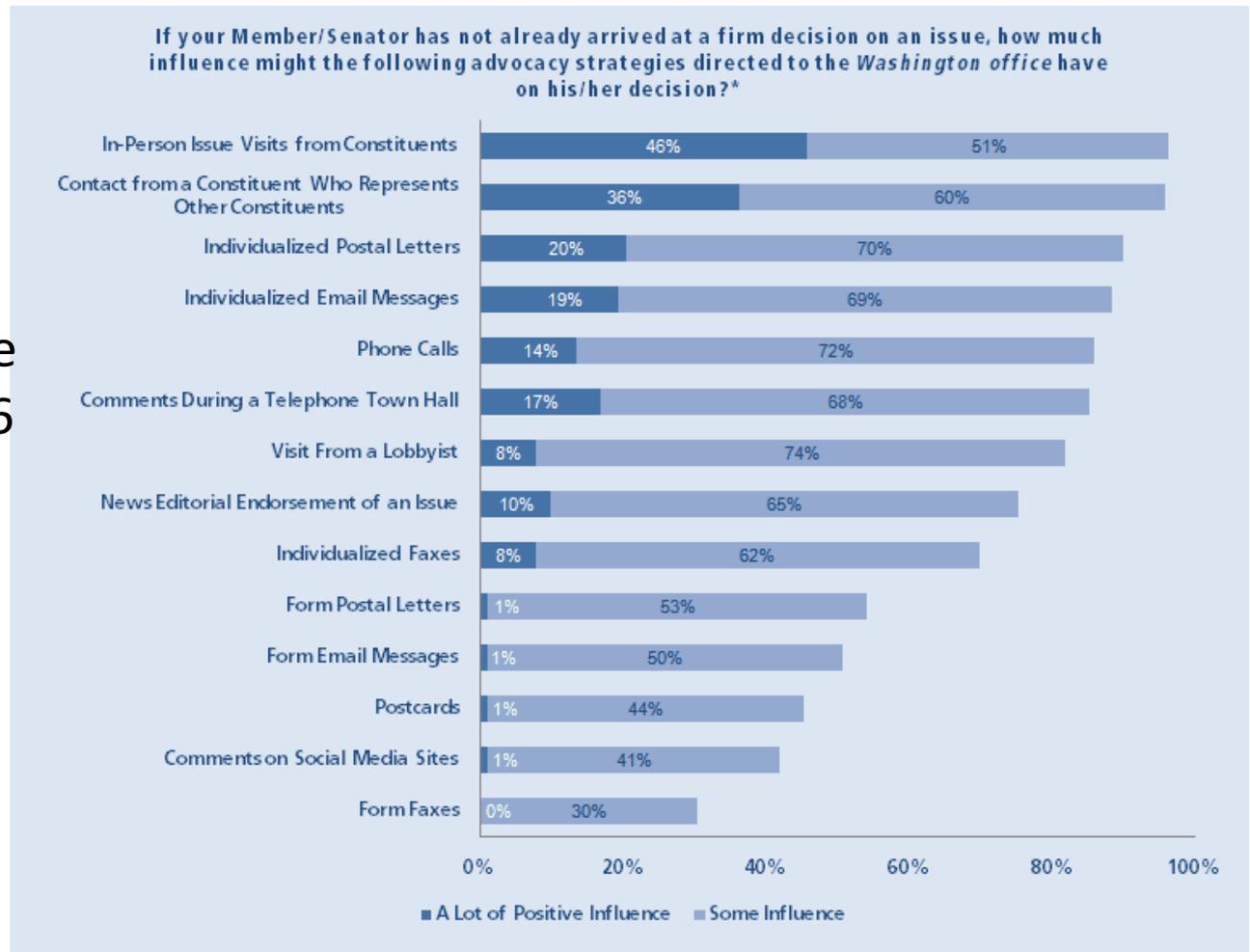
What We Do

- ➢ **Working to create the political will to end hunger and worst aspects of poverty**

- ➢ **Empowering individuals to have breakthroughs in exercising personal and political power**

- ➢ **Over 30 years of advocacy experience**

- ➢ **Time tested strategies and tactics**

- ➢ **Active and engaged network that builds relationships with legislators, media and local communities**

- ➢ **RESULTS Toolkit: http://tinyurl.com/resultstoolkit**
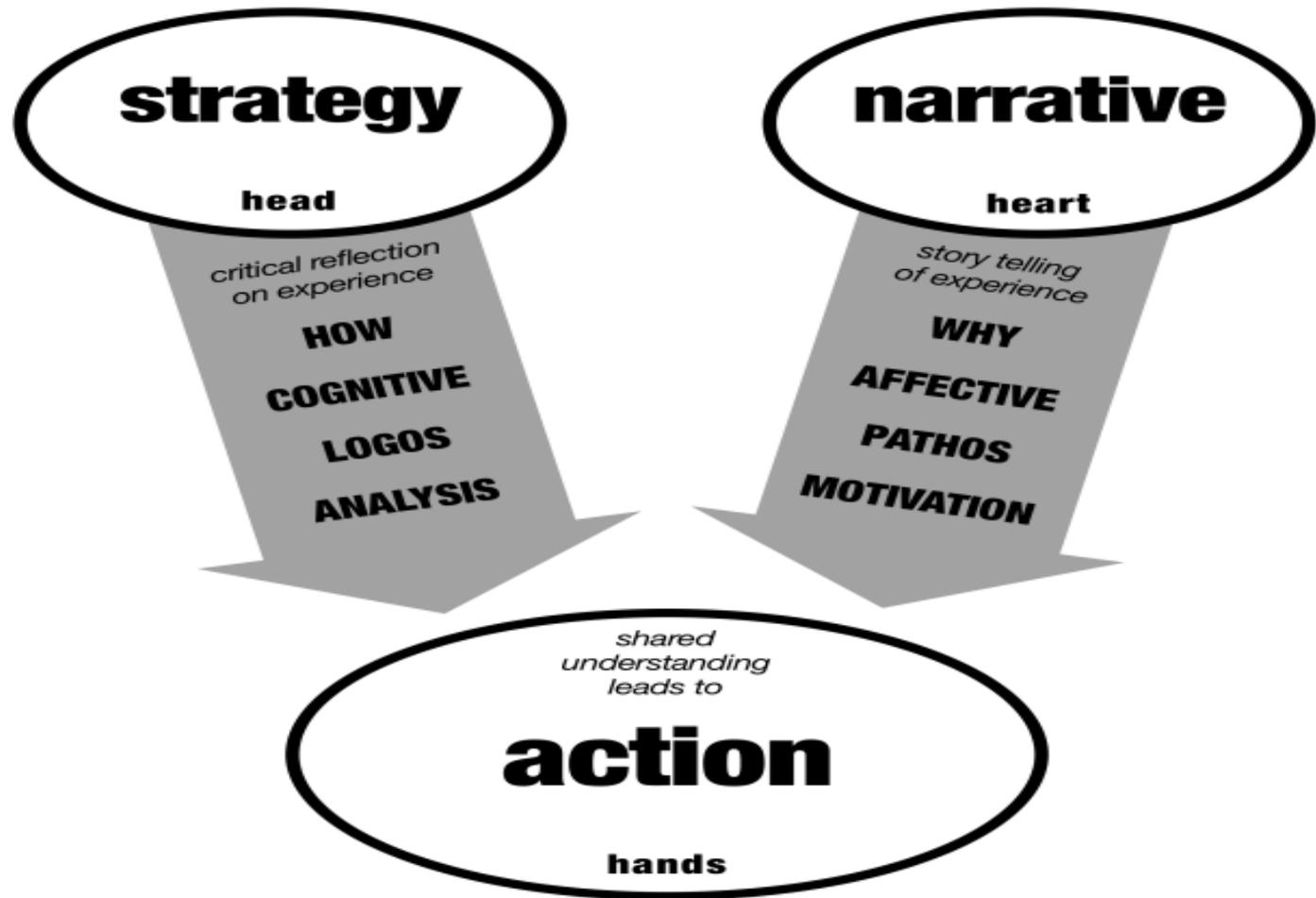
RESULTS Activists

- **800 active volunteers in 100 communities**
- **Everyday people who want to make a difference**
- **In 2013, our activists had…**
  - **Over** 300 meeting**s with congressional offices, including 181 face-to-face meetings with U.S. House members and 26 face-to-face meetings with U.S. Senators**
  - 215 strategic media placements**, including editorials, Op-eds, and letters to the editor**
  - **Over** 150 outreach and community events **around the country**
- **Circles and RESULTS are partnering together to help Circles Leaders and allies engage in advocacy, and jointly pursue Big View strategies.**
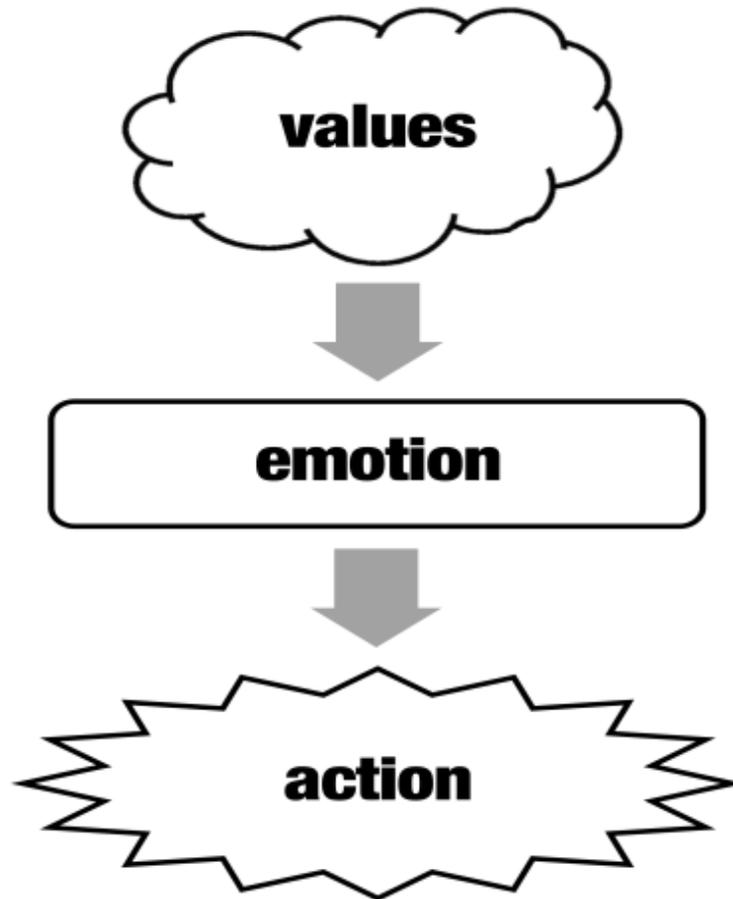
Why Lobby Meetings Matter

97 percent of Congressional staff say that in-person issues visits from Constituents influence policymakers, with 46 percent reporting it has a lot of influence. (Source: poll of more than 250 congressional staff by the Congressional Management Foundation)

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?*

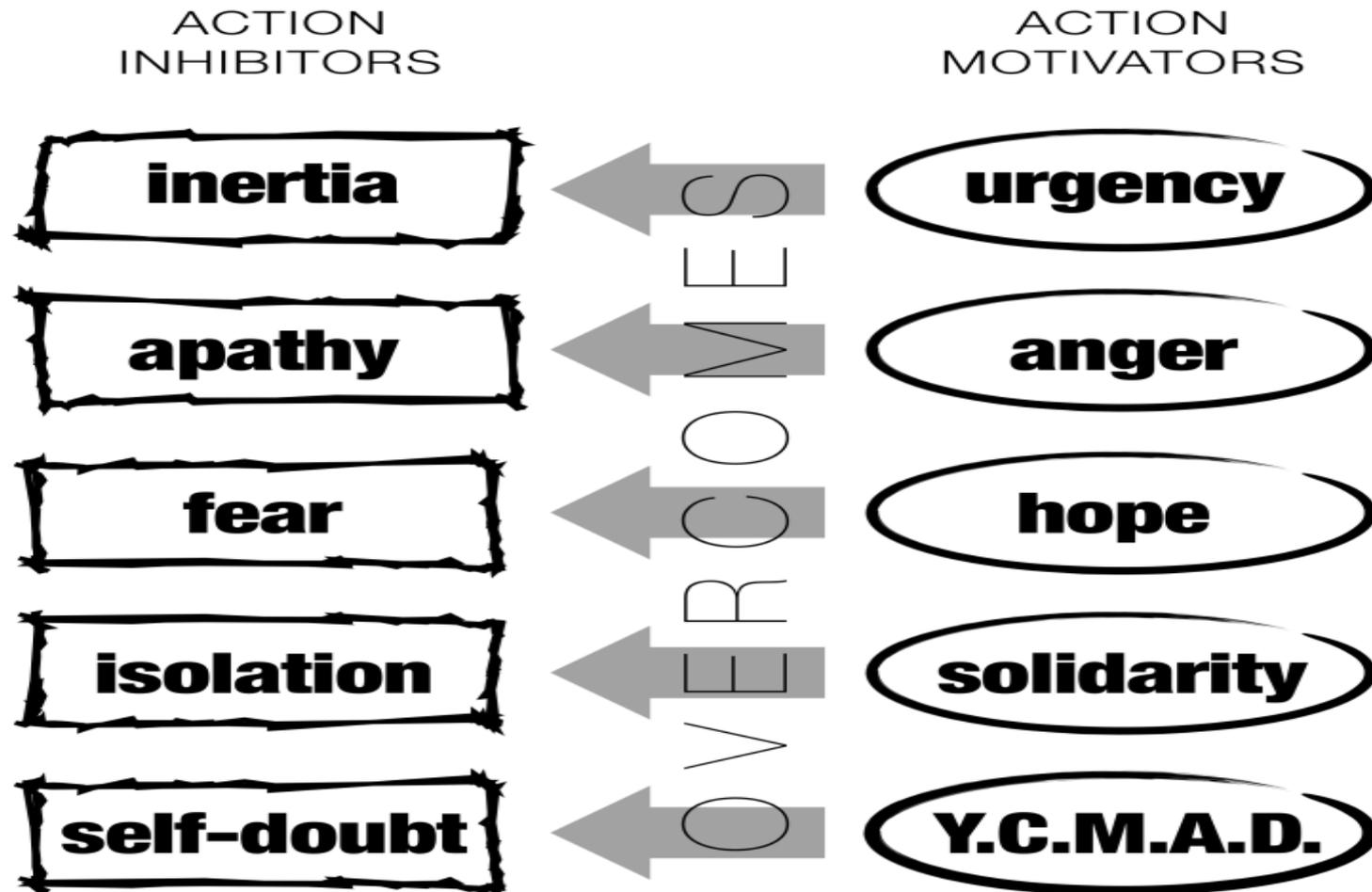| Strategy	A Lot of Positive Influence	Some Influence
In-Person Issue Visits from Constituents	46%	51%
Contact from a Constituent Who Represents Other Constituents	36%	60%
Individualized Postal Letters	20%	70%
Individualized Email Messages	19%	69%
Phone Calls	14%	72%
Comments During a Telephone Town Hall	17%	68%
Visit From a Lobbyist	8%	74%
News Editorial Endorsement of an Issue	10%	65%
Individualized Faxes	8%	62%
Form Postal Letters	1%	53%
Form Email Messages	1%	50%
Postcards	1%	44%
Comments on Social Media Sites	1%	41%
Form Faxes	0%	30%

Storytelling:Public Narrative

Public Narrative

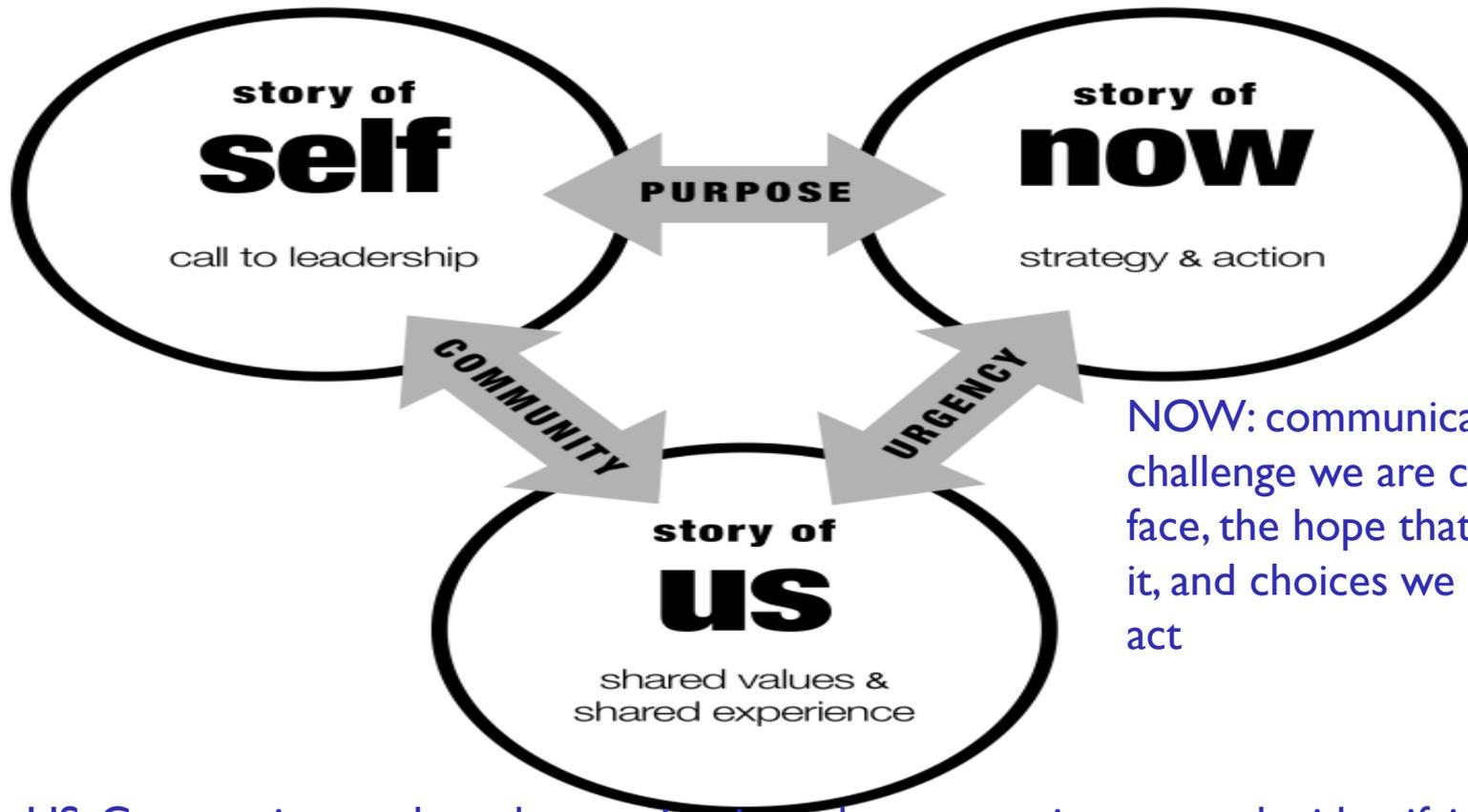
Translating values into stories to motivate action, build relationships, and maintain commitments

Encouraging Mindful Action

ACTION INHIBITORS

ACTION MOTIVATORS

| Action Inhibitors		Action Motivators
inertia	←	urgency
apathy	←	anger
fear	← OVERCOMES	hope
isolation	←	solidarity
self-doubt	←	Y.C.M.A.D.

Public Narrative

NOW: communicate an urgent challenge we are called upon to face, the hope that we can face it, and choices we must make to act

US: Communicate values that can inspire others to act in concert by identifying with each other – not only with you

Public Narrative

Public Narrative Components

character   CHALLENGE   plot

OUTCOME

CHOICE

moral

Narrative Structure
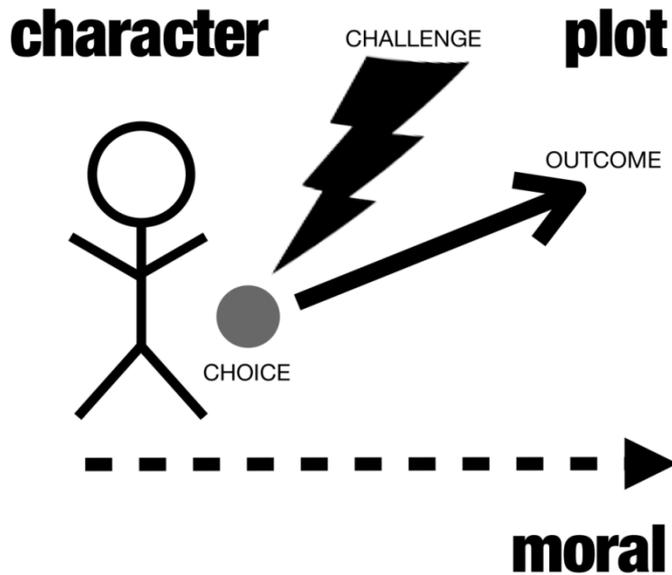
Challenge:
•What challenge did you face? Why was it a challenge?

Choice:
• What choice did you make? Why did you make that choice? Where did you get the courage?

Outcome:
 What was the result? How did it feel? What can it teach us?

Public Narrative Exercise

Timeline

5 min: prepare story

8 min: pair-up

2 min story, 2 min feedback

Switch

5 min: group debrief

Coaching Tips

- **Feedback v. coaching**
- **Be specific and strategic**
- **Can you identify the challenge, choice, and outcome**

Prompts

Pick ONE story to tell

Who's story is it?

What's the challenge they faced?

What choice did they make?

What was the outcome?

Examples:

Why you care about the issue

Why you joined the effort

Why someone else you know joined you and took a specific action

Why an existing group took a specific action

RESULTS: www.results.org

➢ Take Action Now: http://www.results.org/take_action/us_poverty_actions_and_news/

➢ Activist Toolkit: http://www.results.org/skills_center/activist_toolkit/

➢ Elected Officials: http://capwiz.com/results/dbq/officials/

➢ Issues: http://www.results.org/issues/us_poverty_campaigns/

➢ Mark Your Calendars! The 2014 RESULTS International Conference will take place June 21-25, 2014, in Washington, DC. Speakers include Witness to Hunger Shearine McGee , Children's Defense Fund founder Marian Wright Edelman, Renowned Journalist Tavis Smiley, and World Bank President Dr. Jim Kim.

  ➢ Why you should come (from the US Capitol): http://youtu.be/zvz9p9NGjPw

  ➢ Special registration link for Circles: http://registration.results.org/IC165.

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