Your most powerful advocacy tool
Your story is powerful

Tell me a fact and I’ll learn.
Tell me a truth and I’ll believe.
But tell me a story,
and it will live in my heart forever.

--North American Indian proverb
Why tell your story?

• Politicians love stories
• Better than bullet points
• Powerful and memorable
• Put a face on the issue
• You are their constituent
Elements of a good story

- Short
- Personal
- Easy to follow
- Connects emotionally
A good story: short

• The classic “elevator pitch”
• Think headlines, not feature stories
• Focus on what’s most important

“I’ve got an elevator pitch, an escalator pitch, and, just to be safe, a stairway pitch.”
A good story: personal

• Your connection to kidney disease
• Your challenges
• Your connection to AKF
• Your future
A good story: easy to follow

• Logical order
• Don’t dive too deep
• Know and stick to key points
• Wrap up
A good story: connects

• How you felt
• How you coped
• Who was affected
• What you hope
A voice of experience: Patrick Gee
A voice of experience: Patrick Gee
What’s your story?