Telling your story: Your most powerful advocacy tool
Why tell your story?

• Your elected officials work for you
• Your elected officials need to be concerned about the serious issues that impact your life
• The bills we’re advocating for will make a real difference in the lives of people living with kidney disease and living organ donors
Elements of a good story

All are equally important!

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

• Your members of Congress are busy!
• 1-3 minutes
• 2-3 main points
• Leaves time for them to ask questions
A good story: personal

• Powerful, emotional, and memorable
• Your connection to kidney disease
• Your connection to AKF
• Your challenges
• How you felt and coped
• Your future
A good story: easy to follow

• Logical order
• Focus on what’s important
• Don’t dive too deep
• Know and stick to your main points
• Wrap up
Practice. Then practice again.

- Storytelling is a skill
- You’ll become more comfortable
- It’ll help you decide which parts of your story you’re best at explaining in a short amount of time
Practice time!