



Telling your story:

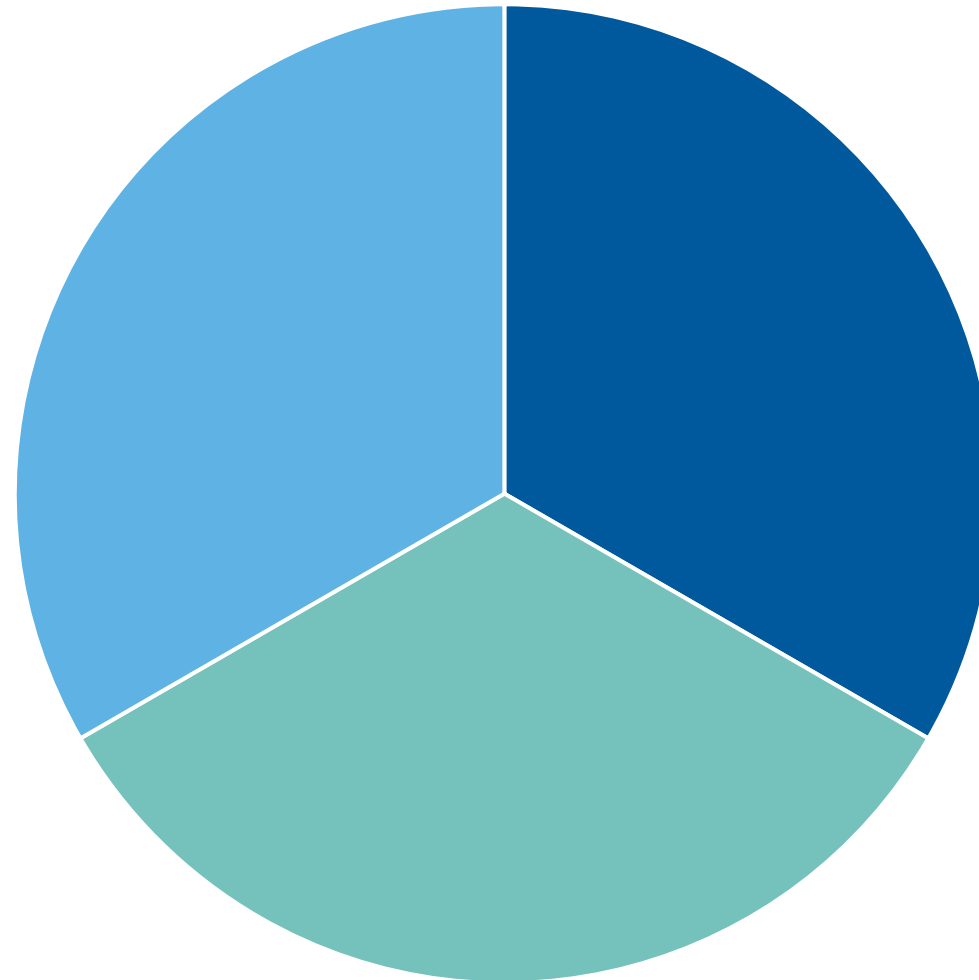
Your most powerful advocacy tool

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



Practice time!