

# Crafting Your Narrative

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## Step 1: Define Your Purpose

Ask yourself: What do you want to accomplish in this conversation?

- Are you raising awareness about a specific issue or concern?
  - Do you want to highlight the importance of your program or initiative?
  - Are you aiming to build a relationship with the policymaker or request a meeting?
  - Are you asking for support or opposition to a specific bill or policy?
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## Step 2: Crafting Your Narrative

Keep these principles in mind:

- Share your thoughts authentically - it's your voice that matters.
  - Frame your narrative positively, focusing on hope and progress.
  - Be concise and stay on message—time is limited, so prioritize clarity.
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## Step 3: Organize Your Message

Use the following questions to structure your pitch effectively:

### 1. Who Are You?

- Introduce yourself, including where you live or work.
- Highlight your connection to the legislator's district to establish relevance.

### 2. What Is the Context?

- Briefly describe your program, school district, or area of focus.
- Highlight what is working well and identify challenges that need attention.

### 3. Why Is This Issue Important?

- Explain the significance of the issue you're addressing.
- Share the positive outcomes you anticipate if your request is met.

#### **4. What Is the Impact?**

- Describe how this issue affects you personally or the individuals you serve.
- Use specific, relatable examples to make your case compelling.

#### **5. What Do You Need from Legislators?**

- Clearly state whether it's support, opposition, or additional resources.
- Be specific and actionable to make it easy for them to respond.

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#### **Final Tips**

- Practice to ensure it flows naturally and stays under 2 minutes.
- Be prepared to answer follow-up questions or provide additional information.
- Always express gratitude for their time and consideration.