

STORYTELLING TIPS AND TRICKS



Storytelling can add emotional weight to your meeting and help form connections with lawmakers by pointing out shared values. It can also help lawmakers see how their policy decisions impact real people.

ELEMENTS OF AN EFFECTIVE STORY

- Describe your direct experience about the topic at hand, such as your time working at an agency that provides shelter to others, or what an affordable home means to you.
- Share your values that are informed by these experiences.
- Describe what needs to happen next – actionable steps that relate to your story.

Tips and Reminders:

- The story you tell must be true, and it must relate to the topic at hand.
- Explain the impact of your experience.
- Keep it simple – don't overcomplicate it.
- Timing: Try to tell the story in 3-5 minutes.
- Don't explain a culture or community that is not your own. If you are telling someone else's story, make sure you have permission to share it.

PROMPTS FOR PEOPLE WITH LIVED EXPERIENCES:

- Describe your home and your living conditions.
- How did you get to where you are today as this relates to housing?
- If you've received housing assistance, how has it impacted your life?
- Describe how housing issues have played a role in the challenges you've faced and, if applicable, what you have accomplished as a result of securing a stable, accessible, and affordable home.
- What makes you proud to live in the place you call home?
- What could be improved about your home?
- How would your community improve with more housing assistance available for households who are struggling?
- Describe your hopes for the future and how your home is a part of these hopes.

PROMPTS FOR HOUSING SERVICE PROVIDERS:

- Describe the community and the clients you serve.
- How has access to affordable housing, or a lack of access to affordable housing, impacted your community?
- What makes you proud of your organization's mission and the work you accomplish?
- How would more housing assistance improve your community?
- How have federal housing assistance and production programs enhanced your work?

OTHER POSSIBLE PROMPTS:

- Why do you care about housing justice?
- Why did you join the organization you are representing?
- What is the role of an accessible, affordable, and stable home in other areas of life?

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