

RESULTS

the power to end poverty

You Aren't Dangerous Until You Can Speak Powerfully: Storytelling and “Laser Talks” for Effective Advocacy

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RESULTS

Purpose

- This training is designed to:
 - **Share tools necessary for effective storytelling**
 - **Demonstrate a useful exercise on speaking effectively you can use to train others**
 - **Answer your questions**



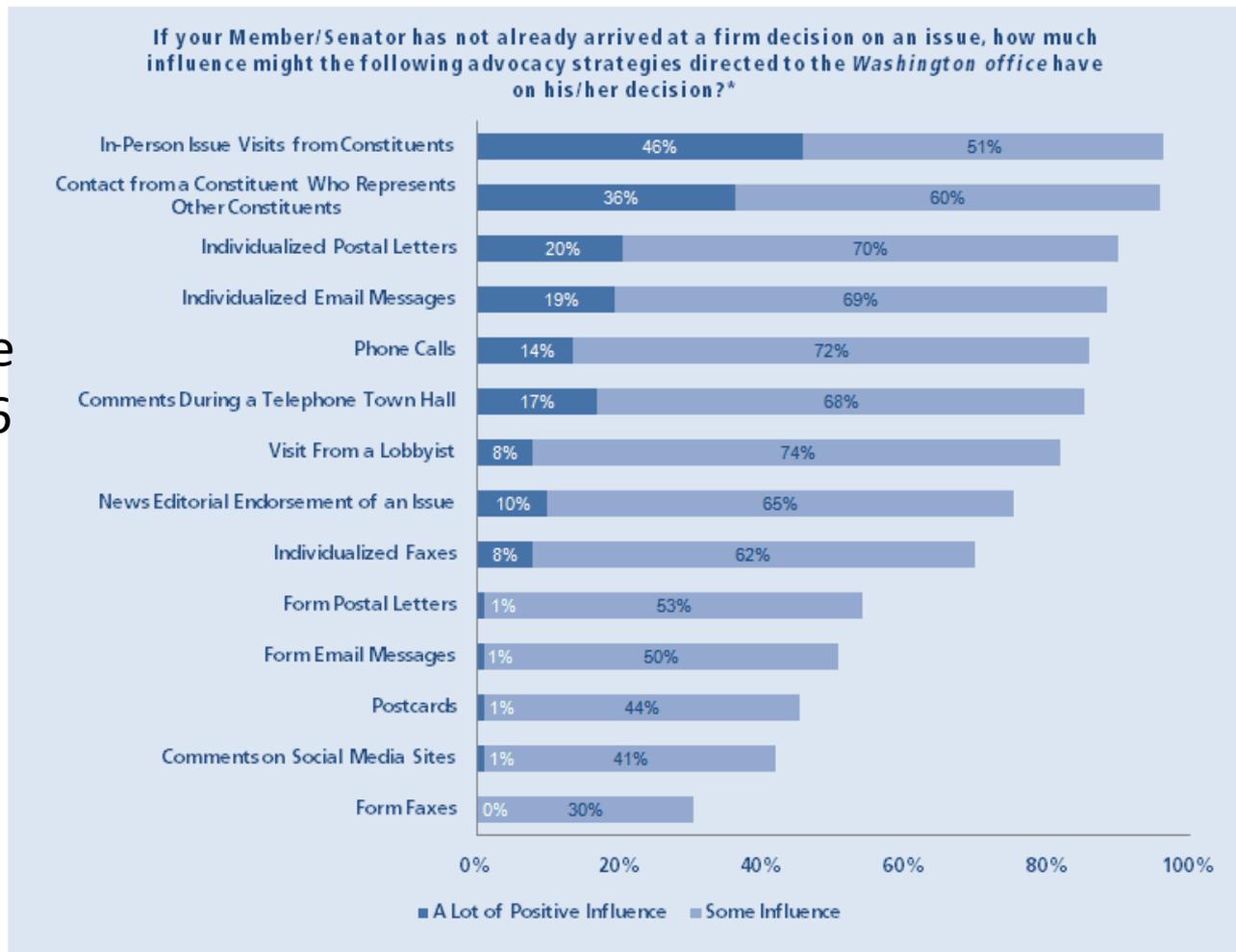
- **Working to create the political will to end hunger and worst aspects of poverty**
- **Empowering individuals to have breakthroughs in exercising personal and political power**
- **Over 30 years of advocacy experience**
- **Time tested strategies and tactics**
- **Active and engaged network that builds relationships with legislators, media and local communities**
- **RESULTS Toolkit: <http://tinyurl.com/resultstoolkit>**

RESULTS Activists

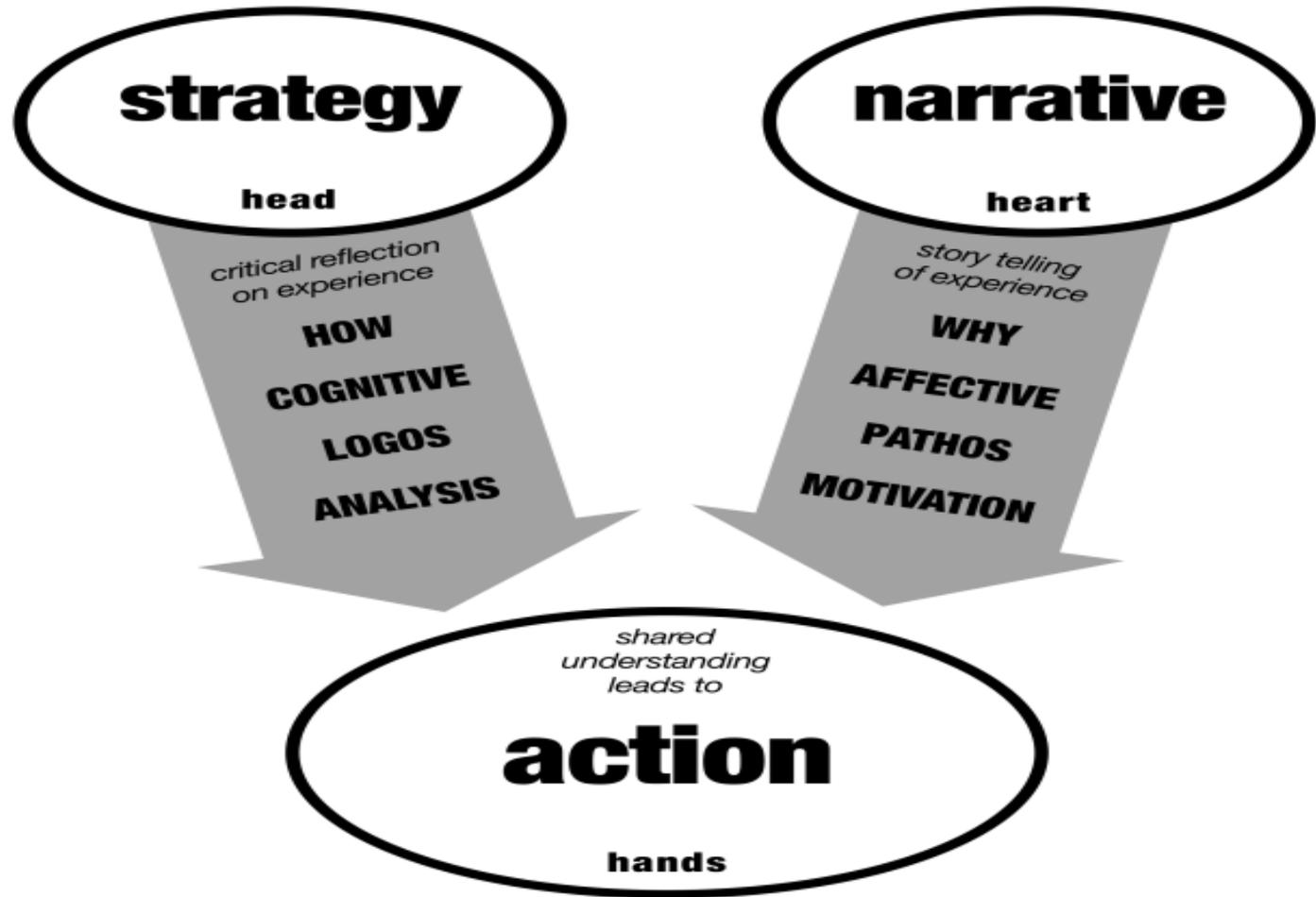
- **800 active volunteers in about 100 communities around the country**
- **Everyday people who want to make a difference**
- **In 2013, our activists had...**
 - **Over 300 meetings with congressional offices, including 181 face-to-face meetings with U.S. House members and 26 face-to-face meetings with U.S. Senators**
 - **215 strategic media placements, including editorials, Op-eds, and letters to the editor**
 - **Over 150 outreach and community events around the country**

Why Lobby Meetings Matter

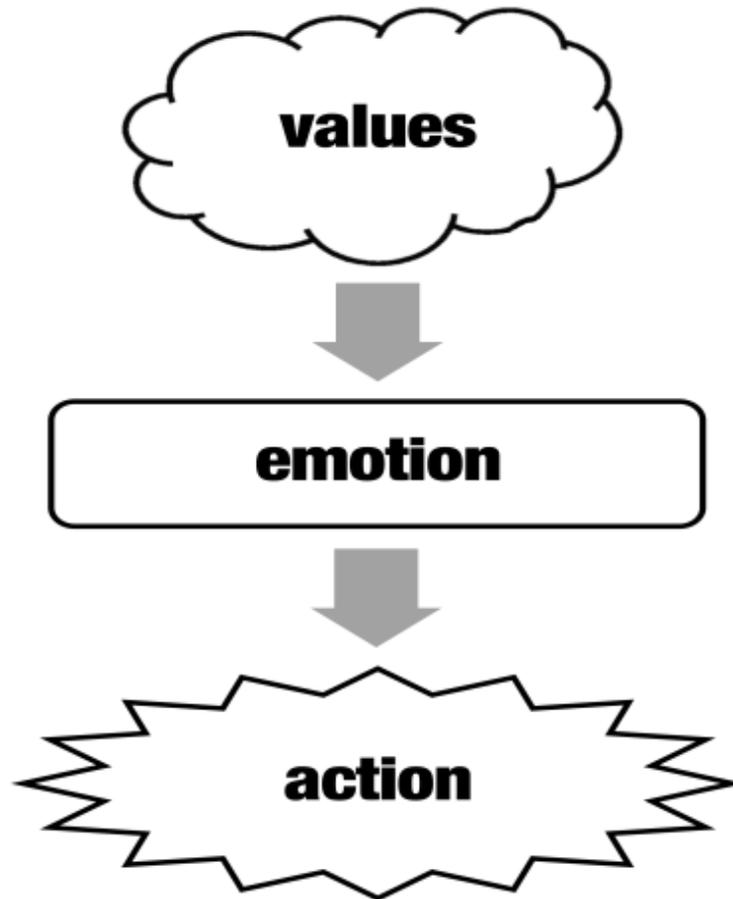
97 percent of Congressional staff say that in-person issues visits from Constituents influence policymakers, with 46 percent reporting it has a lot of influence. (Source: poll of more than 250 congressional staff by the [Congressional Management Foundation](#))



Storytelling: Public Narrative

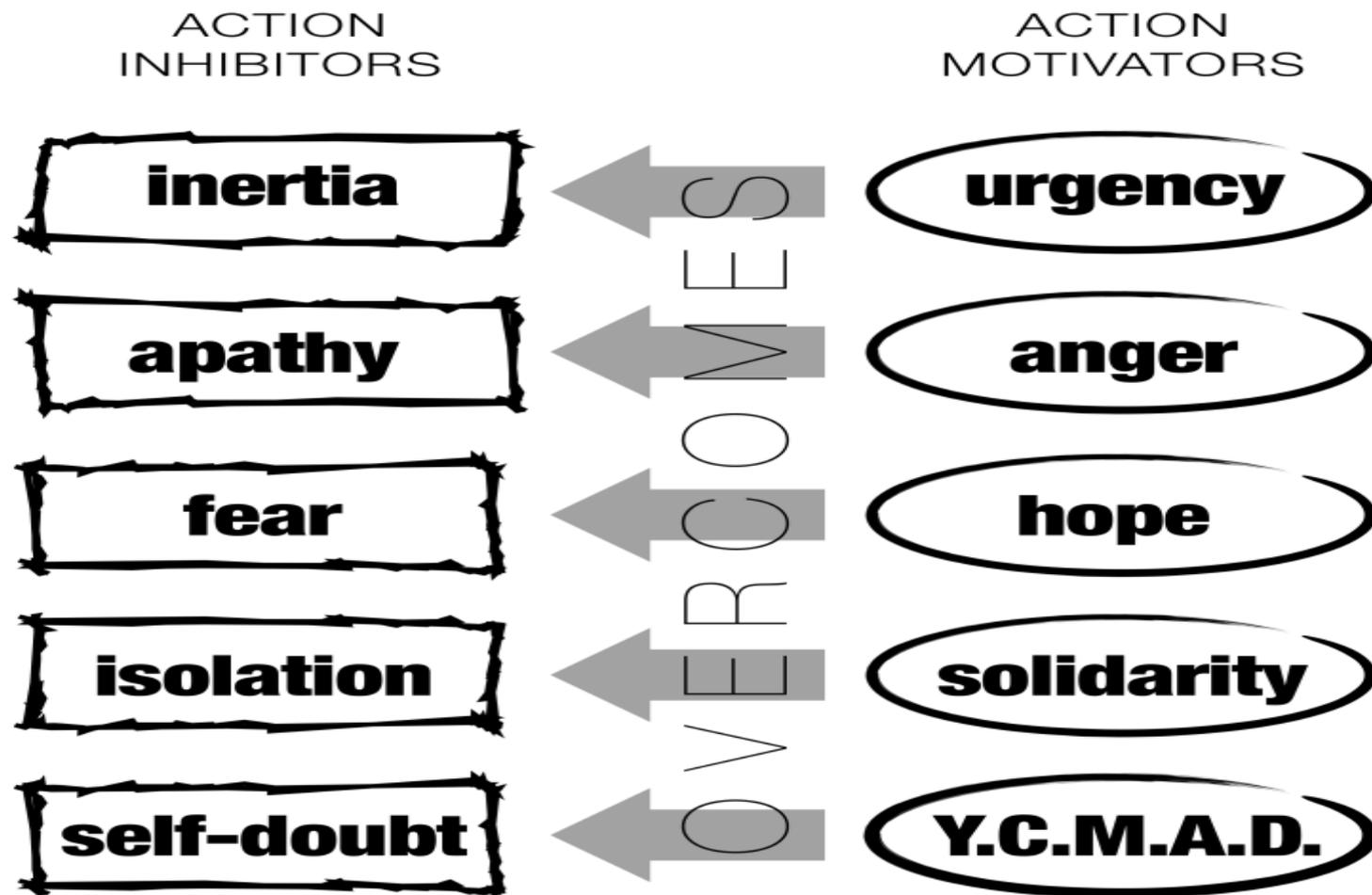


Public Narrative

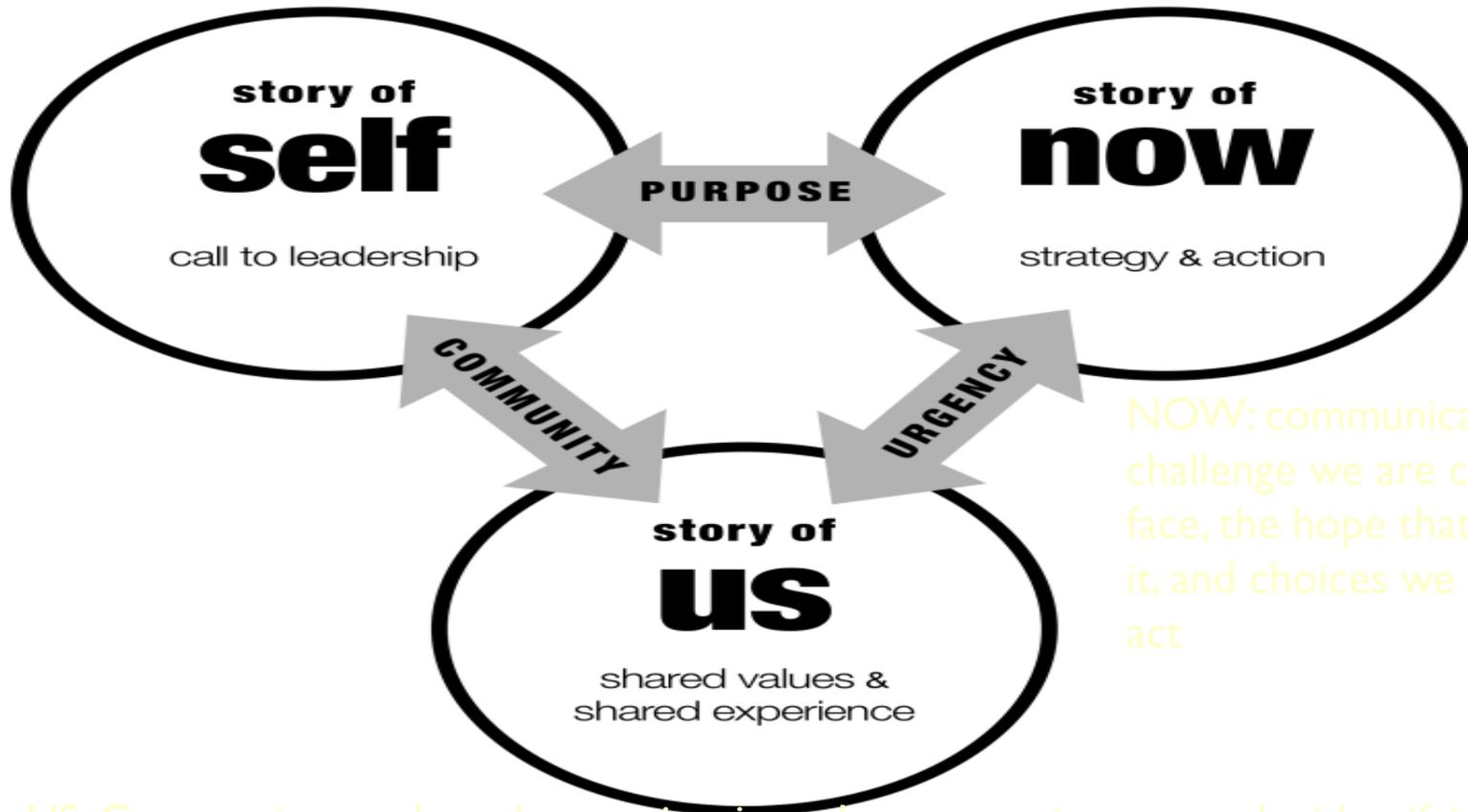


Translating values into stories to motivate action, build relationships, and maintain commitments

Encouraging Mindful Action



Public Narrative

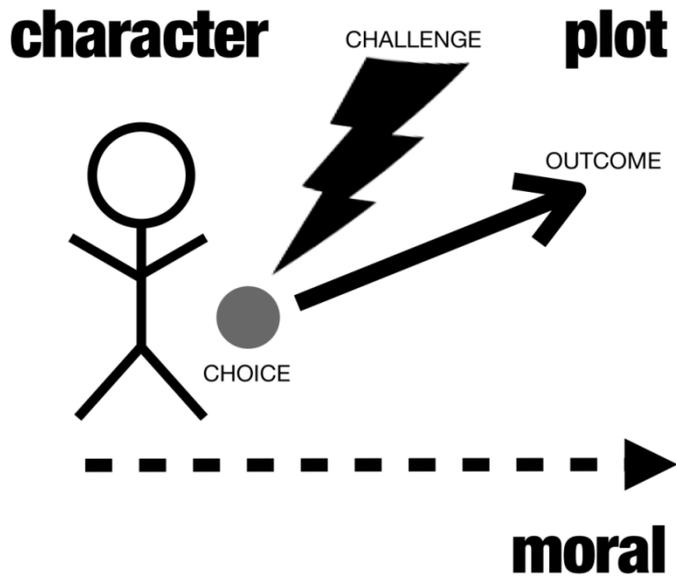


NOW: communicate an urgent challenge we are called upon to face, the hope that we can face it, and choices we must make to act

US: Communicate values that can inspire others to act in concert by identifying with each other – not only with you

Public Narrative

Public Narrative Components



Challenge:

- What challenge did you face? Why was it a challenge?

Choice:

- What choice did you make? Why did you make that choice? Where did you get the courage?

Outcome:

- What was the result? How did it feel? What can it teach us?

Narrative Structure

Public Narrative Exercise

Timeline

5 min: prepare story

8 min: pair-up

2 min story, 2 min feedback

Switch

5 min: group debrief

Coaching Tips

- **Feedback v. coaching**
- **Be specific and strategic**
- **Can you identify the challenge, choice, and outcome**

Prompts

Pick ONE story to tell

Who's story is it?

What's the challenge they faced?

What choice did they make?

What was the outcome?

Examples:

Why you care about the issue

Why you joined the effort

Why someone else you know joined you and took a specific action

Why an existing group took a specific action

Key Ingredient: Your “Laser Talk”

Learn to Speak & Write Powerfully

- E** - Engage your audience
- P** – State the **Problem**
- I** – **Illustrate** the problem and **Inform** them on solutions
- C** – **Call** to action

Sample EPIC Laser Talk on the Financial Security Credit

ENGAGE: According to CFED, 44 percent of American households don't have enough savings to stay out of poverty for more than three months if they lose their income.

PROBLEM: This means that millions of Americans are just one job loss or one medical crisis away from financial disaster.

INFORM: The Financial Security Credit uses tax time to help people build emergency savings. Low-income taxpayers could choose to deposit all or part of their tax refund into an eligible savings product by simply checking a box on their tax return. And to encourage their participation, after eight months they would get a 50 cent match for every dollar they save, up to \$500 per year. A similar pilot program called SaveUSA has shown that this idea works.

CALL TO ACTION: Will you co-sponsor H.R. 2917, the Financial Security Credit Act of 2013, and speak with House Ways and Means leaders about including the Financial Security Credit in upcoming tax legislation?

RESULTS: www.results.org

- Take Action Now: http://www.results.org/take_action/us_poverty_actions_and_news/
- Activist Toolkit: http://www.results.org/skills_center/activist_toolkit/
- Elected Officials: <http://capwiz.com/results/dbq/officials/>
- Issues: http://www.results.org/issues/us_poverty_campaigns/
- Mark Your Calendars! The 2014 RESULTS International Conference will take place June 21-25, 2014 in Washington, DC. Speakers include Witness to Hunger Shearine McGee, Children's Defense Fund founder Marian Wright Edelman, Renowned Journalist Tavis Smiley, and World Bank President Dr. Jim Kim. Urge friends (18-28 years old) to apply for the REAL Change Scholarship by April 15: <http://tinyurl.com/RESULTSinDC>.

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