

# The Importance of Telling Your Story

*Reaching State Policy-Makers—a grassroots perspective*

## A Brief Guide to Advocacy

### The Four Advocacy Essential

1. Who are you?
2. What is your issue?
3. Why is your issue important?
4. What do want the elected official/policymaker to do about it?

### Elevator Pitch

1. An elevator pitch is a brief and persuasive
2. Used to spark interest on your issue or idea
3. Should last no longer than a short elevator ride of 20-30 seconds
4. Purpose of the pitch is to interest the audience in continuing to talk
5. Your pitch should include the four advocacy essentials

### Telling your story

1. Make sure your story is relatable
2. Show policy makers the conflict between policy and people's lives
3. Have a clear ask! What do you want policy makers to do and how would that change your story.

\*You may want to leave behind or email a photo, copy of your story, or one page explanation of your issue.

*"If you're not at the table*



*you're on the menu"*