

A GOOD STORY:



1. Is the one you love to tell!
2. Captures a central idea.
3. Has a main character that people want to help.
4. Presents a conflict, challenge, or positive outcome.
5. Has a climax or high point.
6. Contains vivid images.
7. Is detailed.
8. Addresses “4 W’s and an H”.
9. Has a beginning, middle, and an end.
10. Is short and to the point.

BASIC TIPS



- Know your audience – research
- Time limit
- Understand the setting and prepare
- Be simple, clear, concise, relatable, and compelling
- Define your purpose – Connect your story to a current issue
- Highlight your story with accessories
- Do not talk about others without their permission
- Speak respectfully and calmly
- Do not point fingers
- Watch body language
- Know your boundaries – it's OK to say “I don't know,” or “That's too personal”
- Follow up!

Getting Organized

Identify my concerns and purpose

Identify and learn about my lawmaker

Make my appointment

Create my "ask"

Outline my story and talking points

Prepare tools: Script? Note cards?

Create/prepare visuals: Photo? Care map?

Learn about the audience: Size? Who?

Setting: Location? Type of room?

Time: When? How much do I have?

Format: Informal meeting? Presentation?

**Check the facility: Parking, security,
restrooms, A/V needs, accessibility**

Follow up after the meeting/presentation

TELLING YOUR OWN STORY

Steps for Developing Your Story	My Story
1. What is my purpose	
2. Who is my audience?	
3. What do I need to know about my them?	
4. What is my “ask?”	
5. What outcome would I like?	
6. What powerful examples do I have that I am willing to share?	
7. How do I organize my points with my examples?	
8. What visual aide, creative wording, or “hooks,” will I use?	
9. What solutions or suggestions will I give?	
10. How will I close?	
11. What will I do if I get nervous and don't know what to say next?	
12. How will I follow up?	



Tips for Meeting with a Legislator

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While meeting with a legislator or a staff member may seem a little intimidating at first, there is nothing to be worried about! Meeting with state elected officials gives you a vital opportunity to educate policy makers and share how you are making a difference at the state and local level. Below, please find a helpful guide to use as a roadmap for meetings with Assembly-members and Senators.

- **Research!** Prior to meeting with an elected official, be sure to do your research. Who are they? What are their policy interests?
- **Review Key Issues** (FVCA document that highlights key healthcare issues in CA for CYSHCN). Decide among group who will address which issue and what you are going to say. If possible practice this with your group
- **Introduce your group.** Start off on a positive note. The lead person in your group will tell the legislator briefly about Family Voices, its mission and the organization. Leader of the group will thank the legislator for taking the time to meet and for any support they have shown on Family Voices-supported issues in the past that you know about. Then each person will introduce themselves to the legislator.
- **State clearly and concisely the issue you wish to discuss.** Be sure to include your position and the action you wish for the legislator to take.
- **Emphasize how the issue will affect the legislator's district** and/or share a personal story if you have a relevant one to the issue you discussed above. If you don't have a personal relevant story to share, you can speak on behalf of all CYSHCN.

- **Share a fact sheet on the issue** - FVCA will provide you with a fact sheet to leave behind (the Key Issues document). You may choose to leave your own personal story behind- with a photo included of your child/family.
- **Answer any questions to the best of your ability**, but if you are unsure, it is completely fine to let the legislator or staff member know that you will need to research the answer and can follow up with them.
- **Directly ask the legislator or staff member if you, (as a constituent), can count on their support on the issue.**
- **Let the office know that Family Voices would be happy to serve as a resource.** Offer your and the organization's assistance should they be of help to the legislator or staff member in the future.
- **Thank the legislator or staff member for the meeting.** Let them know that you were glad to have the time to share your views, regardless of whether you agreed on the same position or not.
- **Ask for the business cards from those you met with.** This will help you remember the names and contact information for future reference or for writing thank you's.
- **Share any interesting notes with Family Voices and follow up with the office on any outstanding information you agreed to research.** Feel free to also send a thank you note or email – many times, staff members truly appreciate hearing feedback and remember those who take the time to follow up! Additionally, these relationships you create today could prove to be powerful alliances in the future!