

SHARING YOUR STORY FOR THE GREATEST IMPACT

Story Map: Map Your Experience

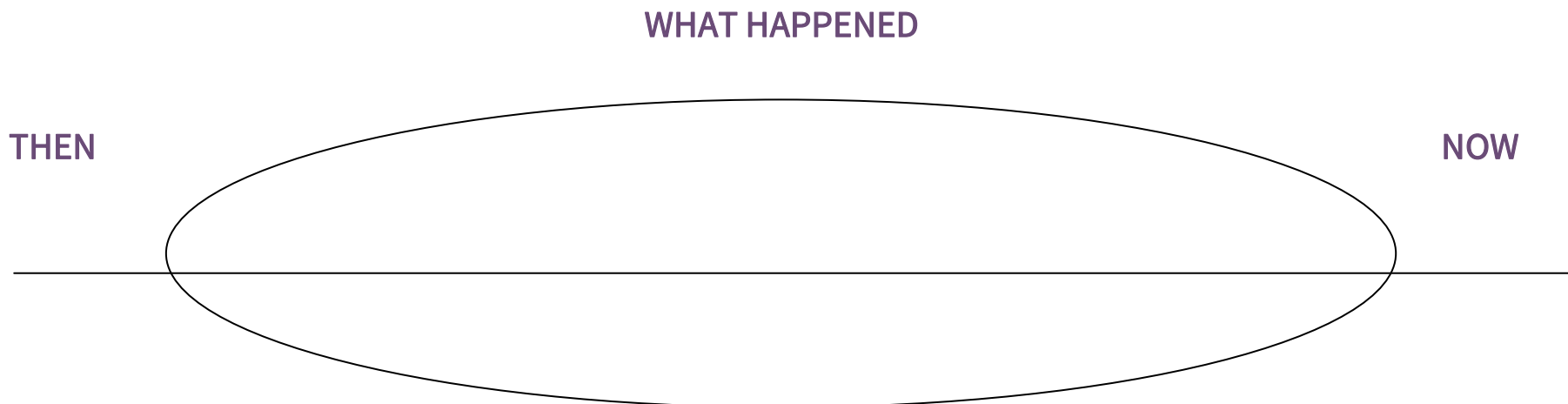
Objective: Create a visual map of your experience.

Use this exercise to:

- Explore the landscape of your experience.
- Recall the details of your experience.
- Look for stories and moments you may have overlooked.

Exercise: For this exercise you will construct a visual map of the experiences that led you to be an advocate.

- “Then” represents you before your journey to become an advocate. “Now” represents you as an advocate. The line connecting them is your timeline of events (“What Happened”).
- Mark and label events and moments of the timeline with x’s or dots. Begin with the key incidents or events of your heart story. At this point, nothing is unimportant. Get it all in there. This is your private exploration.



Focus Your Story: Choose What to Tell

When you tell your story as an advocate, you do so to make a difference. Your choices about what to tell should be guided by your advocacy goals, your audiences, and the message you hope to convey.

Identify your goals and audience

Objective: Be specific about what you want to achieve and whom you hope to reach.

Use this exercise to: Focus, focus, focus.

Exercise: Fill in the chart below with general and specific audiences and goals. How completely you are able to fill out the chart will depend upon where you are currently in your planning and preparation.

Example:

GENERAL AUDIENCES <i>Broadly defined groups I hope to reach</i>	GENERAL GOAL <i>My long-term result</i>	SPECIFIC AUDIENCES <i>Actual persons at my event</i>	SPECIFIC GOAL <i>What I hope to achieve when I speak</i>
Women, doctors, families	Reduced rates of heart disease in women	Women in the audience at my community event	To have them understand the importance of heart health and empower them to take action

Your turn:

GENERAL AUDIENCES <i>Broadly defined groups I hope to reach</i>	GENERAL GOAL <i>My long-term result</i>	SPECIFIC AUDIENCES <i>Actual persons at my event</i>	SPECIFIC GOAL <i>What I hope to achieve when I speak</i>

*If your community event is taking place as part of an organization or group, be sure to know what the group or organizations goals are and how they line up with your personal goals.

Craft Three Key Messages

Think: “If nothing else, I want my audience to know, understand and do *this* after hearing my story.”

- Key messages are full sentences.
- Key messages are statements.
- Key messages are concise and specific.
- Key messages are memorable.

Exercise:

Key message #1:

Key message #2:

Key message #3:

Reflect on your key messages:

- Are they full sentences?
- Are they statements?
- Are they concise and specific?
- Are they memorable?

Link Your Story to your Goals and Key Messages

Use this exercise to:

- Focus your story on your key messages.
- Find parts of your story that are strongest for your advocacy goals.
- See how different key messages can change your story.

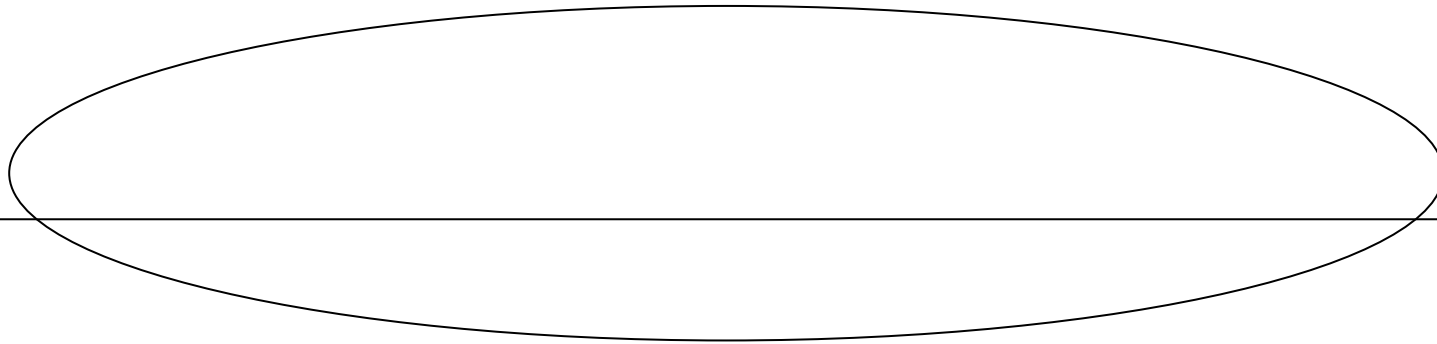
Exercise:

- Return to your story map and write your key messages below the map.
- Draw lines that connect your key messages to specific moments in your story. Ask yourself: “What moments from my story connect most powerfully to that message?” , “What moments provide the best example of this message or demonstrate its importance?”

WHAT HAPPENED

THEN

NOW



Key message #1:

Key message #2:

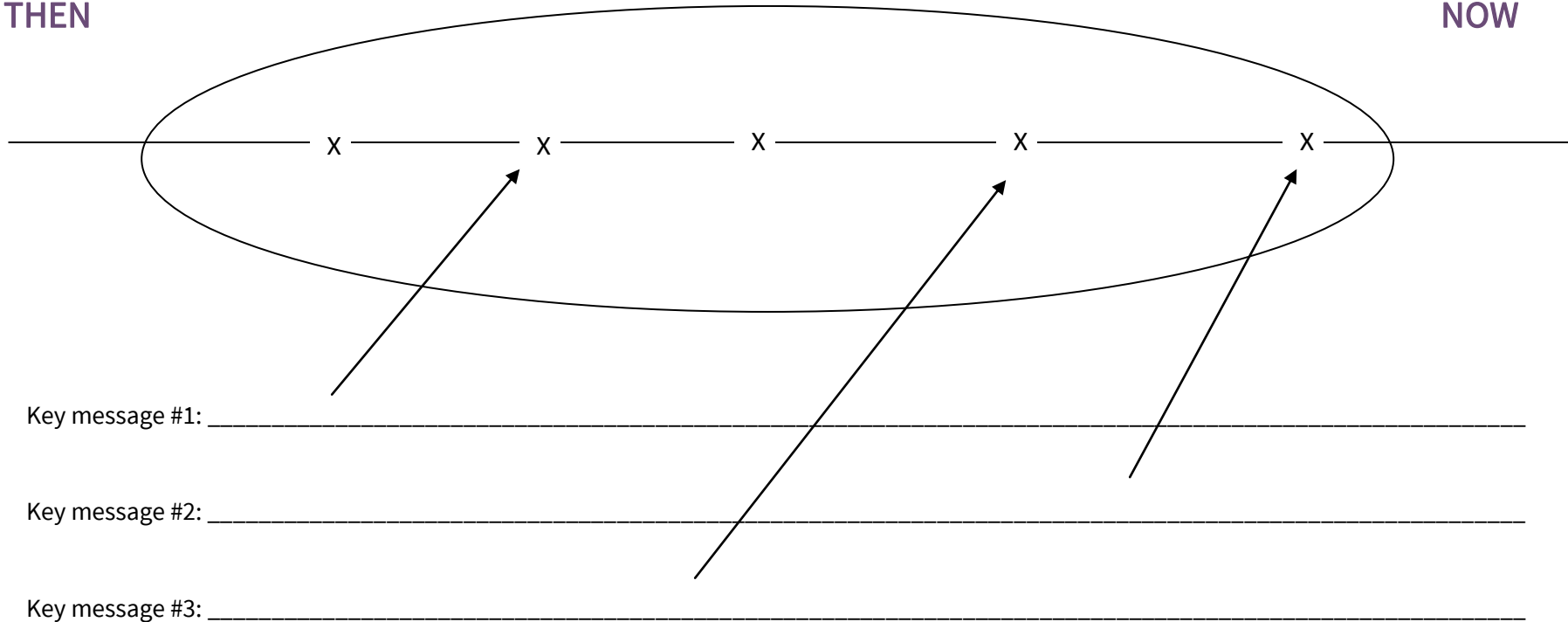
Key message #3:

Sample:

WHAT HAPPENED

THEN

NOW



Name the Positive Change in You

Objective: Articulate what happened between "Then" and "Now", ending with how being involved in this advocacy campaign is a part of the positive change.

Write a sentence or phrase that describes you Then		
Write a sentence or phrase that describes you Now.		
List words that describe the change(s).	From: From: From:	To: To: To:
Write a sentence or phrase about the positive change.		