



FAITH Guides: Telling Your Story

Personal stories are some of the most powerful tools we have in advocating for the most vulnerable members of our communities. Stories of people working with homeless, low-income, or other vulnerable people, and, even more, stories from people who are homeless or struggling to get by can bring a human face to programs that support vulnerable populations or prevent homelessness.

Tips for a great story

Even a very personal and moving story can fall flat if you don't remember to include some important details. Here are a few things to remember when you tell your story.

- Every story has a **main character** (this might be you, or it might be someone else), a **conflict** (what someone needs but is not getting), and a **resolution** (this might include what *could* happen as well as what has happened already).
- In your story, be sure to identify *specific causes and effects*. For example, what caused you or your client's need or problem? What would happen if you or your client lost access to services?
- A great story: **demonstrates concrete consequences, is free of blame, counteracts stereotypes, and is easy to relate to.**
- If you are telling the story of someone who is currently relying on government programs or other services, **start the story before that need occurred.** What was your life (or your client's life) like before you needed services? What event or events led to your need for services and support?
- A good story is one that people can identify with. If possible, help **show that this could happen to anyone.**

Sharing your story

Once you've developed your story, you need to share it! Here are some suggestions of ways you can share your story:

- Include it in an email to your elected officials
- Send it to your local news outlet as an editorial
- Send it to **advocacy@faithadvocacy.org** for us to use in future advocacy efforts and on our website

Still need help?

Contact us, and we'll be happy to go through your story with you and offer suggestions to make it as impactful as possible! Email us at **advocacy@faithadvocacy.org**.