

MAXIMIZING OUR IMPACT THROUGH THE POWER OF STORIES

Everyone has a story. Telling your story effectively can help you move others to action!

KEEP YOUR MESSAGE STRONG, EVEN WHEN TIME IS LIMITED

Every story you share is unique to you and speaks to your experiences. These differences are what make your voice stand out. When you are pressed for time — like during a legislative meeting — following a structure that highlights the essential points can help keep your message strong.

FRAMING YOUR STORY

Introduction: A friendly introduction sets a good tone for your audience to be more willing to listen to you. Include your name, your industry, and union affiliation (SEIU 775). Bonus points if you remind the representative you're a voter in their district.

Your story: What experiences in your life brought you here? How did you become a caregiver?

How has your work changed since Union presence raised the bar?

EXPLAIN WHAT'S AT STAKE

How have you been affected by COVID-19? How would the proposed budget cuts affect you?

What would happen if you or your loved one couldn't get the care you need?

How does the upside-down tax code that underfunds public services like long-term care and affordable housing while allowing corporations and the wealthy to not pay their share impact you, your family and your community?

What does affordable healthcare and a raise included in the IP contract mean to you and your family?

How could \$500 direct cash assistance from the Working Families Tax Credit help you and your family?

NEXT STEPS

What's your follow-up plan for after this meeting? (Examples: "I will be looking to your leadership in my district," "I will continue advocating for ____ and appreciate your support").

Thank the representative or their staff for their time and leave contact information if you have a follow-up plan to work with them.

FOLLOW-UP QUESTIONS

If you are asked a question you can't answer, let them know you will get back to them. Meanwhile, continue to make your points by going back to your own story for truth.



EXERCISE

Use this space to brainstorm your story's highlights, and as a guide when sharing.

STEP 1: INTRODUCE YOURSELF

Hi, my name is _____ and I live in _____.

I've been a caregiver for _____. (How long have you been a caregiver?)

I care for _____.

As a caregiver, I _____.

STEP 2: DESCRIBE THE PROBLEM

STEP 3: TELL THEM HOW THEY CAN HELP

Stop cuts to long-term care

Fully fund Washington nursing homes

Rebalance our unjust tax code

Address the long-term care workforce shortage

Fully fund our IP contract with parity

Advance racial equity

Use this space for the feedback you receive after reading your story:
