

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 would losing the wage increase from hazard pay impact you? How would making these wage increases permanent impact you?

What would safer staffing mean for the care residents receive in nursing homes?

What would increased wages mean for you?

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

What would it mean to you and your family to not get the \$36,500 benefit (from the WA Cares program) to use for any of your future long-term care needs?

How would your client's life improve if their personal needs allowance increased to \$2,300/month?

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

Fully fund making COVID-19 home care wage increases permanent

Fully fund a starting wage of \$20/hour for Nursing Home workers

Protect and improve WA Cares

Increase the Personal Needs Allowance

Fix our upside-down tax code

Advance racial equity

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