

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 that 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 our Union presence raised the bar?

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.

EXPLAIN WHAT'S AT STAKE

What would higher wages mean for you?

What would it mean to you and your family if you could provide health insurance for your dependent children?

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

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

Why do you think the wealthiest in WA should pay their share of taxes in order to fund services like Medicaid home care, smaller classroom sizes, and more affordable housing options?

How have you seen the housing crisis impact your family, your clients, or your community? How would more affordable housing options for renters and buyers and stronger protections to stop unjust evictions help your family, your clients, or your community?



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

- | | |
|--|--|
| <input type="checkbox"/> Fully fund the Home Care Rate with benefits, including dependent health insurance | <input type="checkbox"/> Fund housing stability and affordable housing |
| <input type="checkbox"/> Fully fund Nursing Homes | <input type="checkbox"/> Ensure police accountability |
| <input type="checkbox"/> Expand and improve the Working Families Tax Credit | <input type="checkbox"/> Balance Washington's Tax Code so the wealthiest pay their share towards critical public services and working people get to keep more money for our basic necessities. |
| <input type="checkbox"/> Provide unemployment benefits for undocumented workers | |

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