

# 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

**Could you afford \$36,500 in long-term care costs without WA Cares? Why is it important to you to have the \$36,500 WA Cares benefit to cover long-term care costs if you need it?**

**Nursing Home workers:** How does your family currently receive healthcare? What would good and affordable healthcare mean for you and your family?

**Home Care workers:** How does affordable and accessible healthcare help your family and why do our Nursing Home siblings need this benefit too?

**Do you feel prepared to care for your client in a climate emergency, like wildfires and extreme weather, or do you need caregiver specific training?**



# 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

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## STEP 3: TELL THEM HOW THEY CAN HELP

- Healthcare for Nursing Home Workers
- Paying Parents of Kids Living with Developmental Disabilities
- Protect and Expand WA Care Long-Term Care Benefits
- Climate Emergency Preparedness and Climate Justice
- Rent Stabilization, Renters' Protections, and Affordable Housing Investments

- Police Accountability
- Fix Our Upside Down Tax System by Increasing Taxes on The Wealthy Elite and Expanding Tax Credits and Benefits for Working People
- Gift Card Consumer Protections
- Win Unemployment Benefits for All Workers
- Protect Workers' Rights

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

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