

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?

EXPLAIN WHAT'S AT STAKE

What would higher wages mean for you and your family? How would fully funding the Home Care Rate improve your ability to stay in this profession and provide quality care?

Nursing Home workers: How does the lack of affordable healthcare impact you and your family? What difference would having access to high-quality, affordable healthcare make for you and your ability to care for residents?

Home Care workers: Have you ever lost access to healthcare because your hours dropped below 80 in a month? How did that affect you? How would having healthcare regardless of a temporary drop in hours make a difference for you and your family?

Have you experienced challenges with wages not keeping up with inflation? How has this impacted you and your family? Without meaningful wage gains, what does this mean for your future in caregiving?

How has the complicated and repeated background check process affected your ability to start or continue caregiving? How would streamlining this process make your work more stable and help clients get the care they need sooner?

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

- | | |
|---|---|
| <input checked="" type="checkbox"/> Fully Fund 2025-2027 Home Care Rate | <input checked="" type="checkbox"/> Address Rent Stabilization, Affordable Housing and Tenant Protections |
| <input checked="" type="checkbox"/> Pass "Let Us Work" Legislation | <input checked="" type="checkbox"/> Expand Working Families Tax Credit to include young adults (18 – 24) |
| <input checked="" type="checkbox"/> Pass and Fully Fund WA Essential Worker Healthcare Program | <input checked="" type="checkbox"/> Police accountability to enhance community safety and trust |
| <input checked="" type="checkbox"/> Strengthen WA Cares long-term care benefits for Washingtonians in need | <input checked="" type="checkbox"/> Climate Justice including energy assistance for people in need |
| <input checked="" type="checkbox"/> Support progressive taxation to fund critical services and fix Washington's Upside-Down regressive tax code | <input checked="" type="checkbox"/> Raise the state minimum wage to \$25/hour and guarantee paid vacation and bereavement leave for all workers |
| <input checked="" type="checkbox"/> Ensure Fairness in Unemployment Benefits | |

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