

# 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. Tell them a little about yourself, your work, and that you are a member of 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 losing Medicaid or SNAP mean for you, your family, or those you care for?**
- **Why is it important to you that home care agency providers are paid the same as home care providers employed by CDWA?**
- **Nursing Home and Supported Living workers: How does a lack of meaningful wage increases impact you and those you care for?**
- **What does it mean for caregivers and our clients when we can't afford housing and basic utilities like electricity and water?**
- **Why is important for you, your family, and your clients that we protect against attacks on immigrant communities?**

## 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.

# 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

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| <input checked="" type="checkbox"/> Protect against budget cuts to long-term care and critical services    | <input checked="" type="checkbox"/> Fix our upside-down tax system            |
| <input checked="" type="checkbox"/> Ensure equal pay for Home Care Agency providers                        | <input checked="" type="checkbox"/> Fight for immigrant justice               |
| <input checked="" type="checkbox"/> Invest in the Nursing Home workforce                                   | <input checked="" type="checkbox"/> Expand the Working Families Tax Credit    |
| <input checked="" type="checkbox"/> Demand Supported Living wage transparency                              | <input checked="" type="checkbox"/> Pass the Domestic Workers' Bill of Rights |
| <input checked="" type="checkbox"/> Pay parent caregivers of kids under 18 with developmental disabilities | <input checked="" type="checkbox"/> Protect ballot initiative integrity       |
| <input checked="" type="checkbox"/> Allow spouses to provide paid care to loved ones                       | <input checked="" type="checkbox"/> Promote public and community safety       |
|  | <input checked="" type="checkbox"/> Fight for safe housing we can afford      |
|  | <input checked="" type="checkbox"/> Make utilities affordable                 |
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Use this space for the feedback you receive after reading your story:

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