

# 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 \_\_\_\_\_.

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## STEP 2: DESCRIBE THE PROBLEM

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## STEP 3: TELL THEM HOW THEY CAN HELP

<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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