



How to Tell a Compelling Story

Communicating with legislators and hill staffers can be intimidating, but it is important to remember that they want to hear from constituents about how a certain issue has an impact on a personal level. The GM Engage website provides the tools for you to communicate with your elected officials via email or Twitter.

Keep the following in mind as you consider the story you want to share with your elected officials.

emotional connection

relevance

call to action

1. Have your goal in mind – know what you want to get out of the meeting
2. Within your personal story, try to weave in information about how the issue impacts the district
3. Have an ask – never leave a legislator’s office without asking for something
4. Don’t read a list of bullet points – you’re there to talk about more than just statistics
5. Structure your story as you would a narrative
 - a. Have a solid beginning with background information
 - b. Include the main reason for meeting with the legislator toward the middle with information on the impact of the issue
 - c. End with what you want the legislator to do and how you can work together
6. Always be respectful of your audience

Storytelling Worksheet

Use the space below to plan the components of your personal story

Goals for the story	Details to share	Hook and ask