



Effective Testimony with Storytelling: How to Put Your Policy Ask into Action

Wednesday, April 21 at 12:00 p.m.

**Michigan's
Children**

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best interest of
children and families.*

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Housekeeping Items:

Thank you for joining us today!

Please put your name and organization into the Chat Box

We will be recording today's session and you will receive a copy of all the resources.

This is an interactive session. Have a question? Put it into the Chat Box and let's start talking!

Agenda

Welcome

Remembering and Honoring Michele Corey

Putting Your Policy Into Ask: What It Takes: Teri Banas

Expert Discussion: Using your testimony and storytelling examples

View from the Top: What legislators need to know from Matt Gillard

Q and A

Reminders and Closing



*Remembering and
Honoring our friend
and colleague,
Michele Corey*

Our commitment to advocacy and student testimony



Storytelling with a Purpose:

Tips and Tools of the Trade



Teri Banas

Director of Communications
Michigan's Children

Storytelling with a Purpose: Persuading People to Take Action

- ▶ The Big Questions:
- ▶ What do I want my audience to think/feel as a result of my story?
- ▶ What do I want them to do as a result of my story?
- ▶
- ▶ What makes your story important, demanding action, inspiring others.



Storytelling with a Purpose: Why Lived Experiences Matter

- ▶ They're Evocative, Engaging the Emotions
- ▶ Memorable, Impactful
- ▶ For good policy-making, decision-makers need to understand the perspectives of their constituents ... the people that put a human face on policy-making.



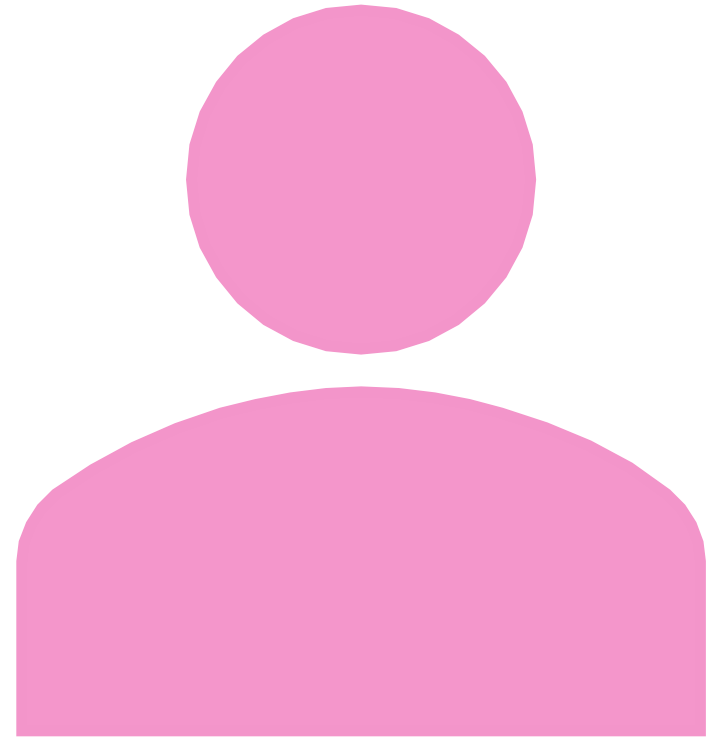
Storytelling with a Purpose: Telling Your Story

- ▶ What message do you want people to remember? Consider the take-aways.
- ▶ What are details that will help flesh out your story? The main points you want to raise? Keep to three.
- ▶ Make the case: Your real-life details should help build support for what you seek. Be selective. They are the building blocks for making the case you want to make.
- ▶ Tying it together: End with a strong finish . . . a statement that mirrors what you opened with, your impact statement. This helps reinforce and remind the audience why you are there and what you want.




Storytelling with a Purpose: Questions to Consider

- ▶ Who's your audience? *A partner, funder, elected official . . .*
- ▶ What's your goal? What are you seeking?
- ▶ What problem are you trying to address?
- ▶ What's your personal motivation? Who you are. Why you care.
- ▶ Why should your audience care? How can they help? Is there an appeal to their self-interest?
- ▶ How do you want your audience to feel about what you said?
- ▶ The action or take-away you want your audience to have?





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Expert Discussion:

Using Your testimony and storytelling

Benjamin Moe, Executive Director of Dochas II Services for Youth in Jackson

View from the Top: Debrief from Matt Gillard

What did you hear? What other tips or strategies might be important for advocates?



What's the latest!

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"ROOKIE LAWMAKERS MEET ACROSS THE AISLE" WITH HOST MATT GILLARD



Representative Abraham Aiyash
D-Hamtramck



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D-Traverse City

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Launched the Think Babies Initiative with collaborative partners:
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↳ Thank you for joining us!

↳ Look for our next Lunch and Learn on May 19th!

↳ Questions or Follow Up: Please contact Stephen Wallace, Community Engagement and Mobilization:

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