

CRAFTING YOUR STORY OF SELF



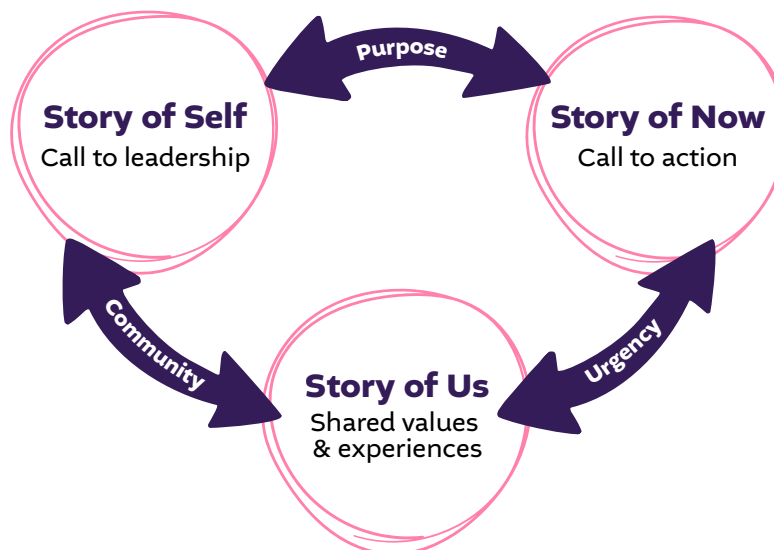
In friend-to-friend organizing, your story is how you share with listeners how you got from where you started to where you are today. It should also:

- Help you to connect on shared values in a way that facts can't
- Highlight details that the listener can relate to or connect with personally
- Incorporate yourself, the collective “us”, and what we value – as well as the urgency of “now” to take action

“Through public narrative, social movement leaders – and participants – can move to action by mobilizing sources of motivation, constructing new shared individual and collective identities, and finding the courage to act.”

– Marshall Ganz

THREE COMPONENTS TO YOUR STORY



STORY OF SELF

- Tells why you have been called to act
- Communicates who you are, the choices that have shaped your identity, and the values you hold that influenced those choices
- The story arc includes sharing points of challenge, choice and outcome.

STORY OF US

- Communicates why we are called to act, and why we in particular have the capacity to lead
- Creates a sense of unity, togetherness, and focus on the shared values of your listeners
- Key is to focus on telling a story about specific people and moments of choice that shaped your community – and invite others to join you

STORY OF NOW

- Communicates the urgent challenge we are called upon to face now
- Focuses on the the threat to shared values, action needed, and the hope for taking action
- Creates “bridge” from your story to encouraging immediate action

REMEMBER:

Like all stories, yours will follow a story arc. You'll set the stage and explain the challenge and how you evolved into a choice or decision point. That will be the midpoint of the story arc. Then, share the outcome after you had made that choice...and then incorporate your “us” and “now” as you complete the story arc.

- Write it out or bullet point it
- Review it – make edits
- Practice saying it
- Commit it to memory as you can, but refer to printout if you need to.

