

Finding the Right Narrative for Your Digital Advocacy Efforts

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Why Tell Stories?

- People engage when something impacts them (or someone they know) personally
- Stories allow people to feel what the “hero” feels by proxy
- People don’t remember what you say; they remember how you made them feel
- 65% of the conversations we have as humans are stories

Why Tell [Policy] Stories?

“We look at all sides [of an issue] and we rely on [organizations] to synthesize the information for us. From our standpoint, they come in and show us numbers, what’s happening with their cost structure and why. Bringing back information that looks credible is always helpful. But usually more helpful is kind of the individual stories, the anecdotes of the small businesses or the individuals who had their premiums go up this much and why. **Those kinds of anecdotes usually are easier for staff to digest unlike a bunch of numbers because we’re not experts on that data.**”

- Chief of Staff, Capitol Hill

Heart and sole: Detroiter walks 21 miles in work commute



00:16 | 02:16 Detroit resident walks 21 miles a day to work and back



Whose Story Do We Tell?

The Story of One



+ Forges intense personal connection and motivation to act

+ Provides a simple narrative that is easier to produce and to follow

- Risks alienating more data-driven audiences

The Story of One That Represents Many



The Story of Many



+ Allows for scale and use of data

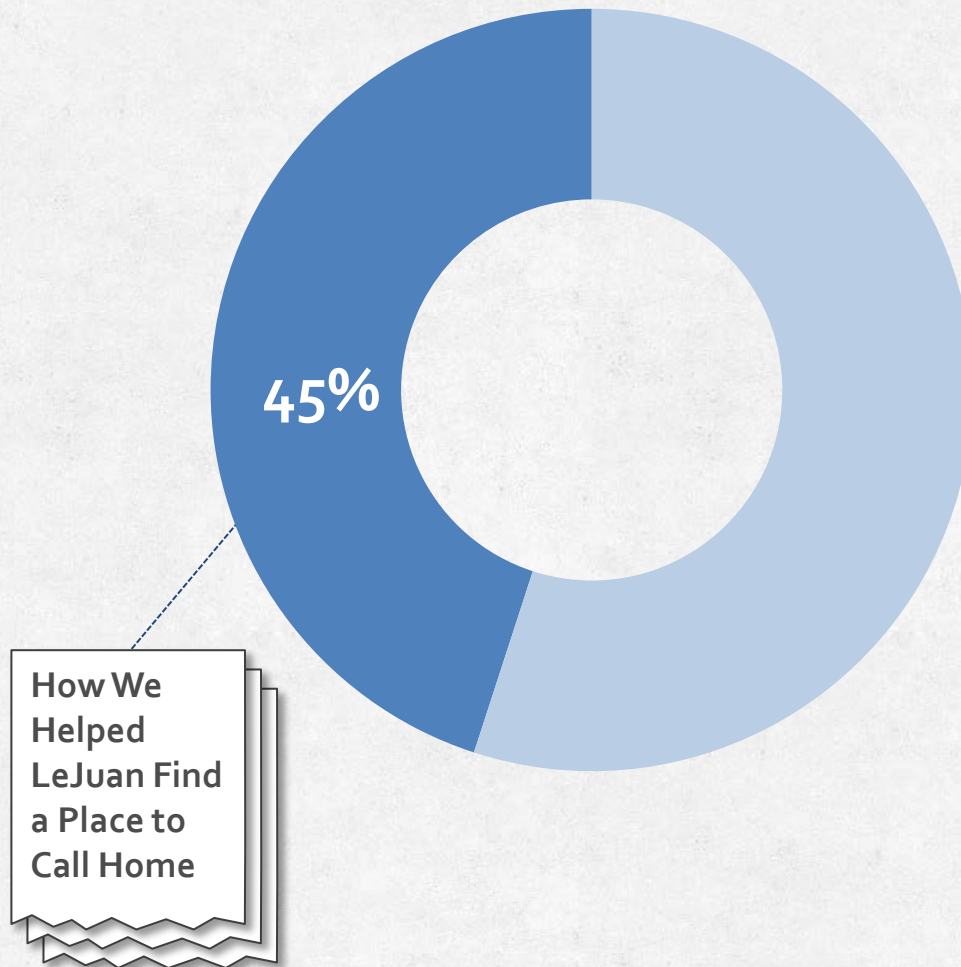
- Diminishes ability to relate to issue at a personal level

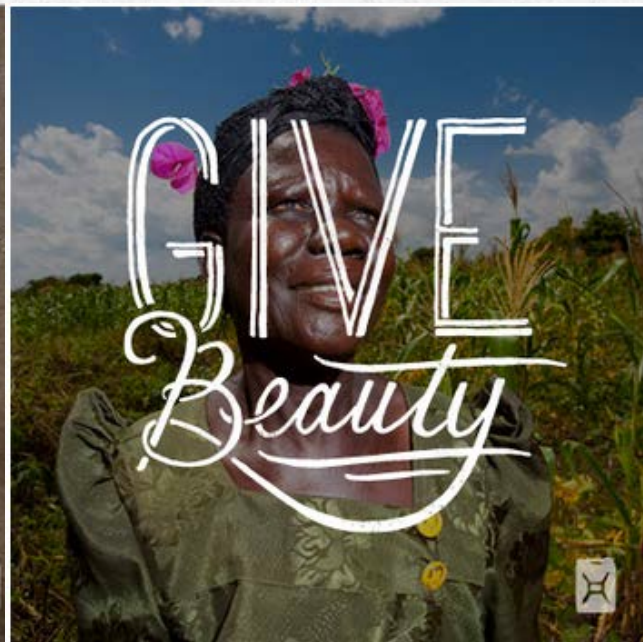
- Creates paralysis by being too large a problem to solve

How Do We Tell it *Well*?

Don't ask for stories
Make someone else the hero
Be universal
Show the change
Focus on the small things

Who is the Real “Hero?”








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HI-SCORE 0



tra·jec·to·ry  *noun* \trə-'jek-t(ə-)rē\
: the curved path along which something (such as a rocket) moves through the air or through space



Source: Vladimer Shioshvili (flickr)



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He is a rock, a fighter, and has an amazing spirit of never giving up.

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Not only did he inspire me to pursue science and fundraising, he changed the way I view the world and every interaction I have....[Read More](#)

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