



ADVOCACY DAY 2009

Telling Your Program's Story

As advocates, we have to be sure to tell the stories that are going to move our audience. Use this worksheet to “tell your program’s story” during your meeting. You can bring your notes and talking points to the meeting to refer to, but do not read from them. Speak naturally.

- Think about how you will describe your organization. Concisely explain its mission and a few key programs. Explain its connection to the Women Work! network or to NAPE, if applicable.
- What do you see happening in your state and community? Define the challenges in your community related to preparing women and others with barriers to employment for high-wage, high-skill careers.
- What does your program, organization, or agency do to be a part of the solution?
- How you are achieving results? Give specific examples (e.g. each year we place 200 women in jobs that pay over \$12/hr).
- What stories can you share that are particularly compelling?
- What support do you need from your elected officials? Tell them what you want them to do – this is why you came. This is called the “ask.”

The Member of Congress or staff person might ask some of the following questions. Think about how you can answer them.

- Why do we need job training and education programs for women?
- Why is your program important? How many women and families do you serve? How much does it cost?
- What specific actions can we take to help you?

For additional tips, see Section 6 of the Women Work! Advocacy Toolkit: “Using Data/Telling Stories.” The Toolkit is available at:
<http://www.womenwork.org/policy/advocacy.htm>.