

# Welcome

**Fall 2017 Campus Organizing Academy**

**We'll get started at 8:00 pm Eastern Time**

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# Passion into action: Telling your story

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# 5 minutes

## Partner Activity



### Things to share:

1. Name and where you're from
2. Your major or areas of study
3. Your favorite story / book

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# Graduating the program

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# Program requirements

**4/6 online  
trainings**

**Connect  
with campus  
coach**

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# Submit a graduation request form

- Will be sent on Monday, November 13
- Due back by Wednesday, November 22
  
- Letters mailed out on Wednesday, November 29

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**All the cool things happen when you graduate**

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# You can view the tracker from the Campus Organizer Backpack

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# The Personal Story

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## Why use a story?

Personal stories transform an issue from a complicated, abstract policy to a real life experience.

Personal stories are a way of connecting with other volunteers, neighbors, coalition partners, and friends.

When we share our motivations, our challenges, our decisions and their impacts, we tap into a more human place and we begin to build a relationship.

**A personal story** allows you to connect over shared values and interests. **It resonates with the experiences of your audience.**

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# Creating your story

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# Why do we need to know our “why”?

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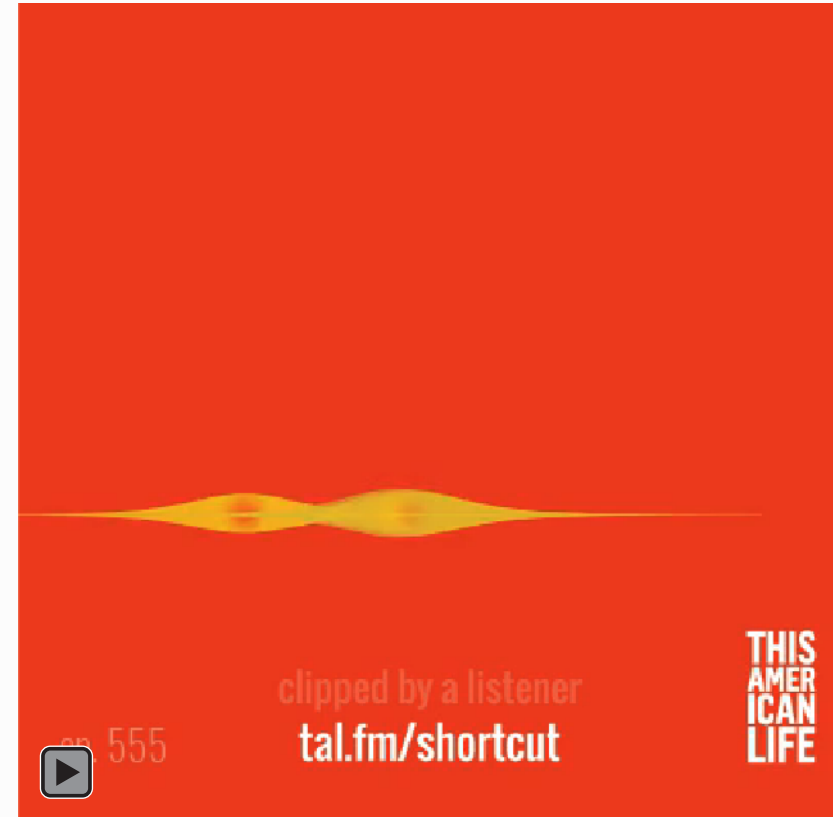


## GROUP BRAINSTORM:

# Why is it difficult to persuade someone to change?

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# THIS AMERICAN LIFE FROM WBEZ



**THIS  
AMERICAN  
LIFE  
FROM WBEZ**



# Challenges to persuasion

**Personal  
anxiety**

**Interpersonal  
differences**

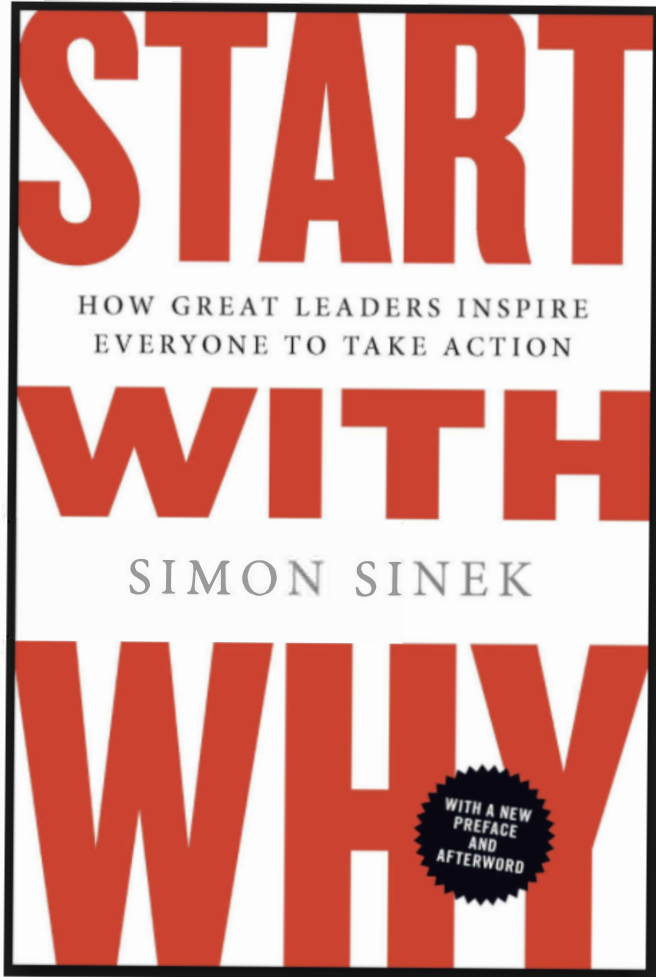
**Fractured  
situational  
context**

**The "ask"  
typically  
associated**

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**We can cut through the clutter when we have conversations that speak to the head and the heart.**

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# 12 minutes

## Individual Activity



**For this activity, start brainstorming your personal story by answering these questions:**

1. What issue do you care most about? What is your why?
2. Why do you want to take action on that issue?
3. Who else do you want to take action on this issue? What value do you share?

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# Debrief



Type in the chat box or raise your hand

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# My story

Listen for the key elements. Try to determine the story structure.

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# Elements of a personal story



**Challenge**

**Choice**

**Outcome**

**Ask**

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**The challenge** is the central reason for taking action. Without challenges, there's no need to get involved.

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**The choice** is what you did to  
confront your challenge. What is the  
choice you made in that moment of  
adversity?

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**For most organizers, your choice was action. Your choice was change—to stand up and do something, even if it's something small.**

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**The outcome** shows how taking action can lead to a positive result. When you're telling the story to move someone to action, they need to know that taking action can work.

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**The ask** is when you give your audience a chance to join you and become part of the story.

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# Elements of a personal story



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Choice

Outcome

Ask

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# Questions?

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# 12 minutes

## Individual Activity



**Start writing your personal story.** Think of a key life moment—it doesn't need to be dramatic—where you began to care about the issue from the previous exercise. Consider the following:

1. What was the specific challenge you faced?
2. What was the specific choice you made?
3. What happened as a result of your choice?
4. How can your listener join you in taking action?

# Remember your why!

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# Share out!



Type in the chat box or raise your hand

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# The Hard Ask

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# What ask do you prefer?

- 1 I am so sorry for bothering you. Is there anyway, perhaps, that you can consider coming to an event I am planning for next month? Again, sorry for bothering you.
- 2 We are hosting an event with Rep. Gotham's on April 20th. We will be discussing his gun violence prevention proposal and how our community can get involved to support that. Can you join us?
- 3 I know that you care a lot about crime in our community. I do too! Which is why I am organizing an event with Rep. Gotham's to better understand his approach on gun violence and what we can do as a community to affect change on this issue. Can I count on you to join me and other members of our community for a conversation with the Congressman on April 20<sup>th</sup> at 2:00 PM?

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# The Five-Step Formula

**Know your audience**

**Build urgency**

**Specific & strong language**

**Ask & shut up**

**Be persistent**

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# Your turn!



Type in the chat box or raise your hand

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# Next steps & close

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**Next Call:**  
**Thursday, November 16**  
**8pm Eastern Time**

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# Any questions?

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# Thank you!

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