



IDENTIFYING YOUR ISSUE PRIORITIES AND TELLING YOUR PERSONAL STORY

TODAY YOU WILL LEARN

1. Why issue priorities matter, And how you can set your own personal issue priorities
2. How to frame your personal story to amplify your advocacy
3. How to build an organizing platform around your issue priorities and personal story

SETTING YOUR ISSUE PRIORITIES



WHY ISSUE PRIORITIES MATTER

- Becoming an effective advocate with limited time
- Remaining committed to advocacy during busy periods

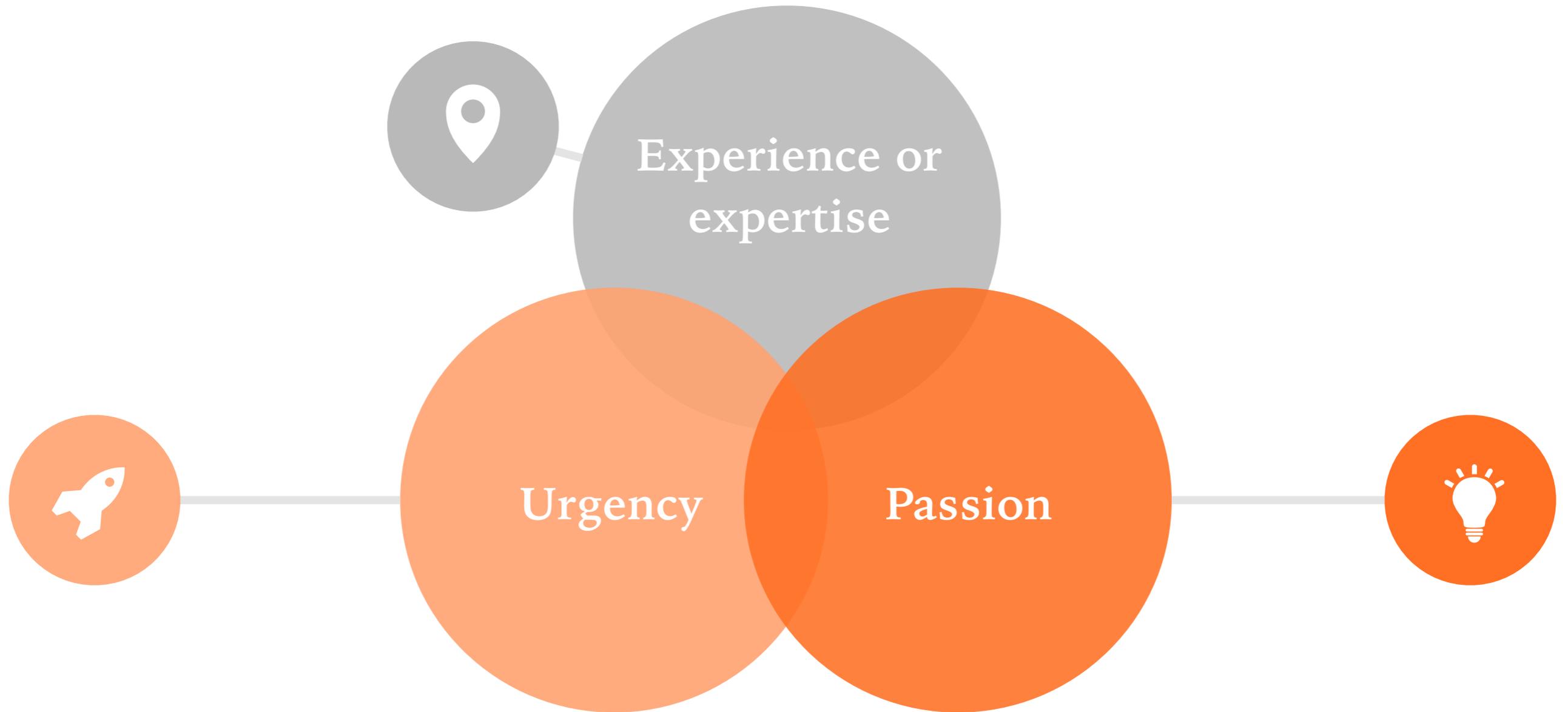


WHY ISSUE PRIORITIES MATTER

- Narrowing your focus to allow you to build specific expertise over time
 - Developing meaningful connections to advocacy organizations
 - Utilizing issue-specific tools and resources



DETERMINING YOUR ISSUE PRIORITIES



IDENTIFY YOUR ISSUES



- What are your “voting issues”?
 - *“If a candidate didn’t support X, I would not be able to support them (or hesitate to support them).”*
- For what causes or issues do you spend your time volunteering (or donating to)?

IDENTIFY YOUR ISSUES

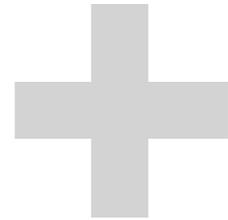


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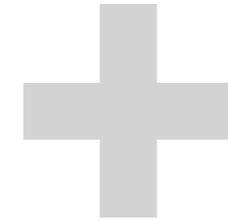
- What issues have impacted you personally?
- In what areas do you have relevant professional expertise or personal insights?
- On what issues can you provide a unique perspective?

IDENTIFY YOUR ISSUES

Passion



Experience or
expertise



Urgency

- What are your “voting issues”?
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- What issues have impacted you personally?
- In what areas do you have relevant professional expertise or personal insights?
- On what issues can you provide a unique perspective?

- Which of these issues are:
 - Time sensitive
 - Being currently debated
 - Impacting a disproportionate number of people in your community
 - Not being talked about

NEXT STEPS

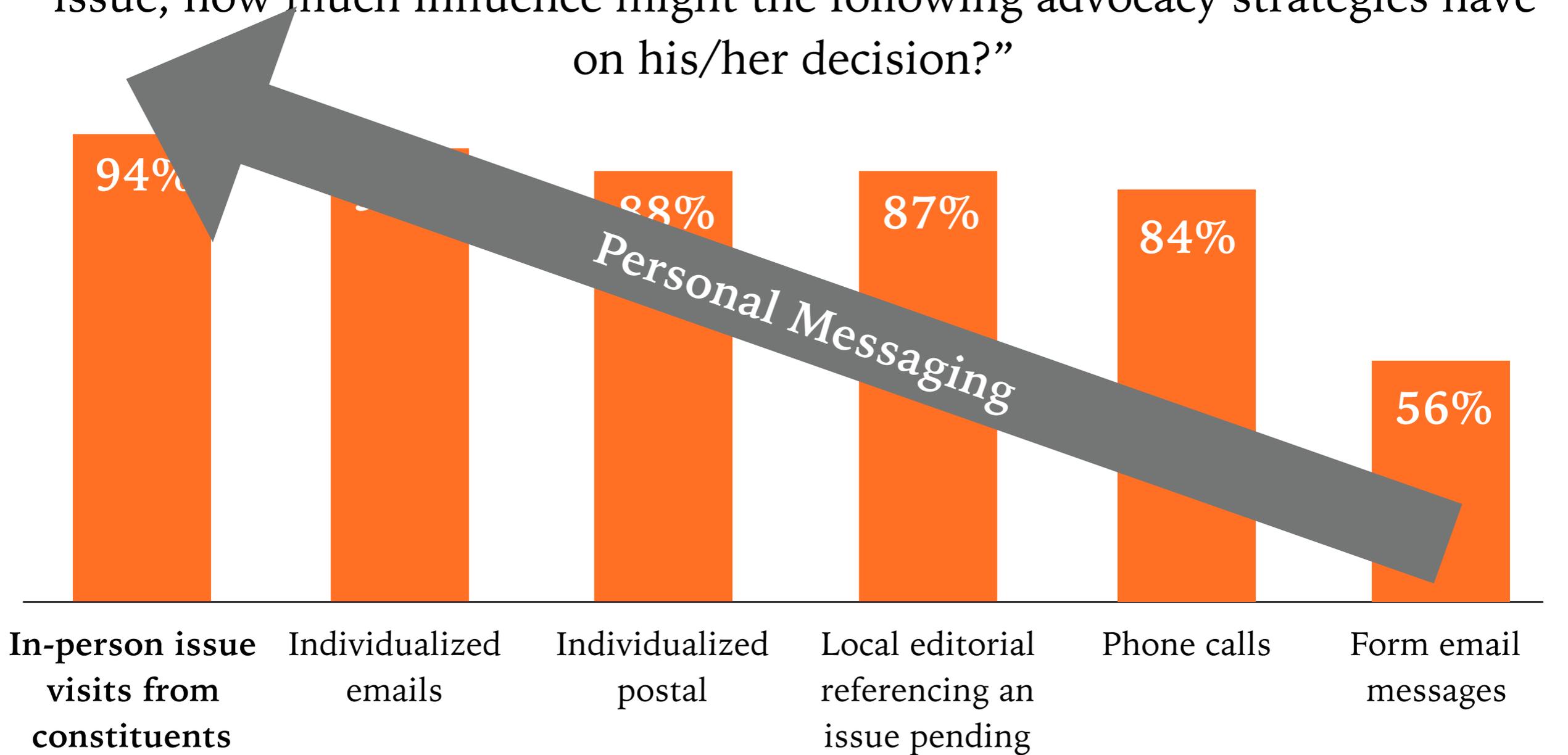
- Take the 1-2 issues you listed as your issue priorities and compare where you stand vs. where your representatives stand
 - Are they on relevant committees?
 - How have they voted on those issues in the past?
 - How does this issue impact your community more broadly?
- Identify local, state-level, and/or national advocacy organizations that share your issue priorities

TELLING YOUR PERSONAL STORY ACTIVITY



WHY YOUR PERSONAL STORY MATTERS

“If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies have on his/her decision?”



 A lot of / some influence

TYING YOUR PERSONAL STORY TO YOUR ISSUE PRIORITIES

- **Everyone has a story—what makes *your perspective* unique?**
 - Beliefs/values
 - Identities
 - Events/experiences
 - Jobs/skills
- **We tell different parts of our “story” for different reasons**
 - Our identities/perspectives may carry different meanings in different contexts
- **You define your own experiences**
- **It is your choice how much of your story you share**
 - Sharing the story of your community, instead of your individual story

PERSONAL STORYTELLING TEMPLATE

The Issue: _____

As (identity/position),

I experienced the effects of (the issue)

when I/we (describe a challenge/experience/success).

This experience taught me/my community, (what you believe needs to change).

Which is why today I'm asking (who you are asking)

to take action by (what you're asking them to do).

CREATING AN ORGANIZING PLATFORM



CREATING AN ORGANIZING PLATFORM

- Form issue-specific advocacy groups around your issue priorities
- Design a workshop for those looking to engage around particular issues
- Share your personal story to inspire others to get involved

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