

UNIT  
2.1

# Storytelling for Policy Change

**MODULE**

Effective  
Communication

**FORMAT**

Presentation

**TIME REQUIRED**

60 minutes

**MATERIALS  
NEEDED**

Computer and  
screen for sharing  
slides

Pens/pencils for  
exercise (if  
in-person)

Slide presentation with speaker notes. This session describes qualities and components of good stories, along with considerations for ethical storytelling and common pitfalls to avoid. Research has shown that people retain six times more information when it's shared in a story rather than conveyed strictly through facts and data. Stories can move people and compel them to act—because of this, storytelling is an effective tool for advocacy.

Participants will learn to identify and segment their audiences, and how to frame their advocacy messages in a way that they will be motivated to respond. The presentation concludes with an introduction to elements of multimedia storytelling, which will be explored in more detail in Unit 3.4.

**KEY LEARNING CONCEPTS**

- The value of storytelling for policy advocacy
- Identifying and segmenting audiences
- Framing key messages
- Storytelling with multimedia

**ASSOCIATED EXERCISE**

- Write a short story (see slide 20, "Do the Work!"). Participants should each draft a short story about an individual or family affected by their advocacy issue. This story can be true or fiction. **Collect the stories participants create or ask participants to keep track of them—they may use them in their campaigns and they will refer to them in future sessions.**

**REQUIRED PREPARATION**

- None