Step Up to the Plate: Telling Your Personal Story

Marne Usher, National PTA Legislation Committee
Shelly Anderson, State President, Arkansas PTA
Dorothy Gardner, State President, Missouri PTA
Beth Yenis, Manager of Advocacy, National PTA
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SKILL: PERSONAL STORY
Why do we share personal stories?

• Convey values
• Share morals and lessons
• Helps build relationships
• Develop trust
• Establish legitimacy
• Find common ground
When can you use personal story as an advocate?

• In a legislative visit with an elected official
• At a School Board meeting
• To recruit other PTA members to join your advocacy efforts
• In an op-ed or letter to the editor
• In a call or email to a decision maker about an important issue
What to include in a personal story?

• Define your audience
  – Who are you trying to influence?
  – Be strategic about the way you frame your story and experience
What to include in a personal story?

- Demonstrate an action
  - Think about the plot
  - Talk about a moment that moved you to action
  - The ending should always be the same:
    - You decided to take action as an advocate!
What to include in a personal story?

- Make values central
- Connect to the community
- Need for action, NOW
What to include in a personal story?

• Express authenticity & vulnerability
  – Be genuine
  – Your authenticity will help your passion for an issue or cause shine!
PTA STORY SHARE
SHELLY ANDERSON, ARKANSAS PTA
Writing Your Personal Story

You have been asked to share your personal story at an upcoming PTA meeting to help recruit some new members to take an active role in your unit’s advocacy work.

– 5 min writing a draft of your personal story
– 10 min sharing with the person next to you, listening to their story & sharing feedback
– 10 minutes coming back together to debrief
BREAK

10 MINUTES
PTA STORY SHARE

DOROTHY GARDNER, MISSOURI PTA
Using Your Personal Story Strategically

You have been asked by your FLC to share your personal story during Capitol Hill Day tomorrow. You would like to make policy personal for the staffer you are meeting with who has been sympathetic towards public education issues, but hasn’t been a vocal supporter.

– 5 minutes modifying your story to this audience
– 10 minutes role playing with the person next to you
– 10 minutes to debrief with the group
BEST PRACTICES & DEBRIEF
What made a story impactful?

• Made policy personal
• Connected a story about one child to all children
• Was honest and authentic
• Modified for/geared toward the audience
• Anything else?
What are some other audiences you would modify your story for?

• How would you modify your story for:
  – School board meeting?
  – Meeting with a principal?
  – An issue that affects your child uniquely?
  – A meeting to ask partner groups to form a coalition?
Please complete the workshop evaluation on the LegCon app!

THANK YOU!