



# Grassroots 101: Storytelling



**AMPLIFY  
YOUR VOICE!**



*What are the experiences in your life that have shaped the values you cherish and that motivate you to take action? How can we harness your experiences to help you in your cause? Your **story** is the most powerful tool you have to educate, mobilize and persuade your audiences to create direct change in your communities and with elected officials.*

## **Overview:**

Story telling is a time-tested communication skill that enables us to be effective community organizers. We all have a story to share with people about how an injustice has impacted our lives and how we, consequently, became more resilient. You will practice create your story and be able to share it with others.

## **Goal:**

The goal for this skill is to convey your story in a very clear, concise, effective and persuasive way to diverse audiences.

**Time Required:** 10 minutes

## **Resources Needed:**

- Pen and Paper
- Mirror
- Camera to record (Optional)

## **Objectives:**

- We will reflect on an injustice that you had to go through in your earlier life. In other words, we will identify your issue.
- Learn about how this issue impacted your life.
- Reflect on how you reacted to this issue and what choices you made from it.
- Build confidence and pride in your story.
- Learn the value of sharing your story to others.

## **Key Vocabulary:**

- Challenge
- Choice
- Outcome

## Steps

### Step 1: Questions

Here are some quick questions to ask yourself before we begin to develop your story.

- What is an issue that you are passionate about? (Racism, sexism, violence, etc.)
- What will you be calling on others to do?
- What values move you to take similar actions that might also inspire others to join you?
- What stories can you tell from your own life about specific people or situations that would show (mental pictures) how you learned or acted on those values?



#### Family & Childhood

Parents/ Family  
Growing up  
Experiences  
Your Community  
Role Models  
Schools

#### Life Choices

School  
Jobs  
Relationships (romantic, friends, etc)  
Hobbies/interests  
Experiences overcoming challenges

#### Other

Activism  
Volunteering  
Traveling

### Step 2: Brainstorm

**Challenge:** What was the specific challenge you faced? How was it YOUR challenge?

**Choice:** What was the specific choice you made? Where did you get the courage, or not?

**Outcome:** What happened as a result of your choice? What hope can it give others?

### Step 3: Bring it together

- Write one paragraph on each main topic (Challenge, Choice and Outcome).
- Read your story out loud and make sure it flows.
- Practice your story in front of the mirror or use a camera to record yourself to see what an audience would see.
- Make an attempt to practice your story without any notecards or paper but rather by memory.
- Remember that you are the expert when it comes to your story.

#### Follow-up:

Your story is the most powerful tool to motivate and persuade. Once you have a good feel for your story you can begin to practice with a live audience.

#### Questions?

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