Training parent advocates for effective storytelling, interviews and public speaking
Introduction

- Have you ever been impacted by a powerful story?
- What made the story unique?
- What are the characteristics of a compelling story?
Why stories matter

- Stories make it real
- Stories are about issues
- You organize people around issues
- Stories inspire
Effective Storytelling

- A way to give voice to an issue
- Interactive
- Uses compelling words and actions
- Clear narrative
- Important message
- Messenger is equally important
A powerful story is

- Short
- Emotional
- Gets to the point
- Connects to core values
Who are we?

Head Start Alumni and Families

Why are we here?
Core Values

- EVERY CHILD CAN SUCCEED
- EVERY CHILD CAN LEARN
- ACCESS TO QUALITY EARLY EDUCATION TRANSFORMS
- ALL CHILDREN SHOULD REACH THEIR FULL POTENTIAL
- HEAD START IMPACTS CHILDREN & FAMILIES
- LOW-INCOME COMMUNITIES MATTER
- CHILDREN AND FAMILIES NEED OPPORTUNITY

CHANGE AGENT - HEAD START WORKS!
Elements of a powerful public story

- Why you?
- Why your audience?
- Why act now?
Story of Self: Why you?

- Why you were called to advocate for Head Start?
- What experiences/challenges brought you to this moment?
- What did you learn from the challenges?
Story of Us:
Why your audience?

- What do you, as a Head Start advocate and parent, have in common with your audience?

- Why should your audience care about what you have to say?

- Is there a common future?
Story of Now: Why do something now?

- What’s the sense of urgency?

- Why should people stop what they’re doing to join you on this journey?

- What’s the specific ask/call to action?
Example of a compelling public story video

- Watch for the **Self, US, Now** components in this story.
Shaping Perception

- Every story we communicate about Head Start has an impact and helps shape perceptions

- Every story adds or subtracts value

- Every story should answer the question: Why should I advocate on behalf of Head Start?
What you say, vs. what is heard

When you say:

• Head Start is a federal program
• Comprehensive services
• Anti-poverty program
• Ready for Kindergarten
• Close the achievement gap

Some hear:

• Wasteful government spending
• What is that?
• Type of welfare, entitlement
• And then what?
• Unachievable goal
What you say, vs. what is heard

In place of:

• Head Start is a federal program
• Comprehensive services
• Anti-poverty program
• Ready for Kindergarten
• Close the achievement gap

Say:

• The Head Start commitment
• Health and wellness programs like dental care, nutrition, screenings, mental and physical, support for families, education
• Readiness for school and life; engaged parents
• Ready for life; persistent, focused individuals and students
• Provide at-risk children with a window of opportunity to succeed
Your Turn! Tell Your Story

- Self
- Us
- Now
Can I help you with your advocacy activities?

Contact me at: ogoumbri@nhsa.org

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