



NATIONAL HEAD START ASSOCIATION

# Telling Your Story

## For Supporters and Champions

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# Effective Storytelling ...

- gives voice to an issue
- is interactive
- uses compelling words and actions
- has a clear beginning, middle, and end
- delivers an important message
- utilizes a respected messenger

# A powerful story is always...

- short
- emotional
- gets to the point
- connects to your core values

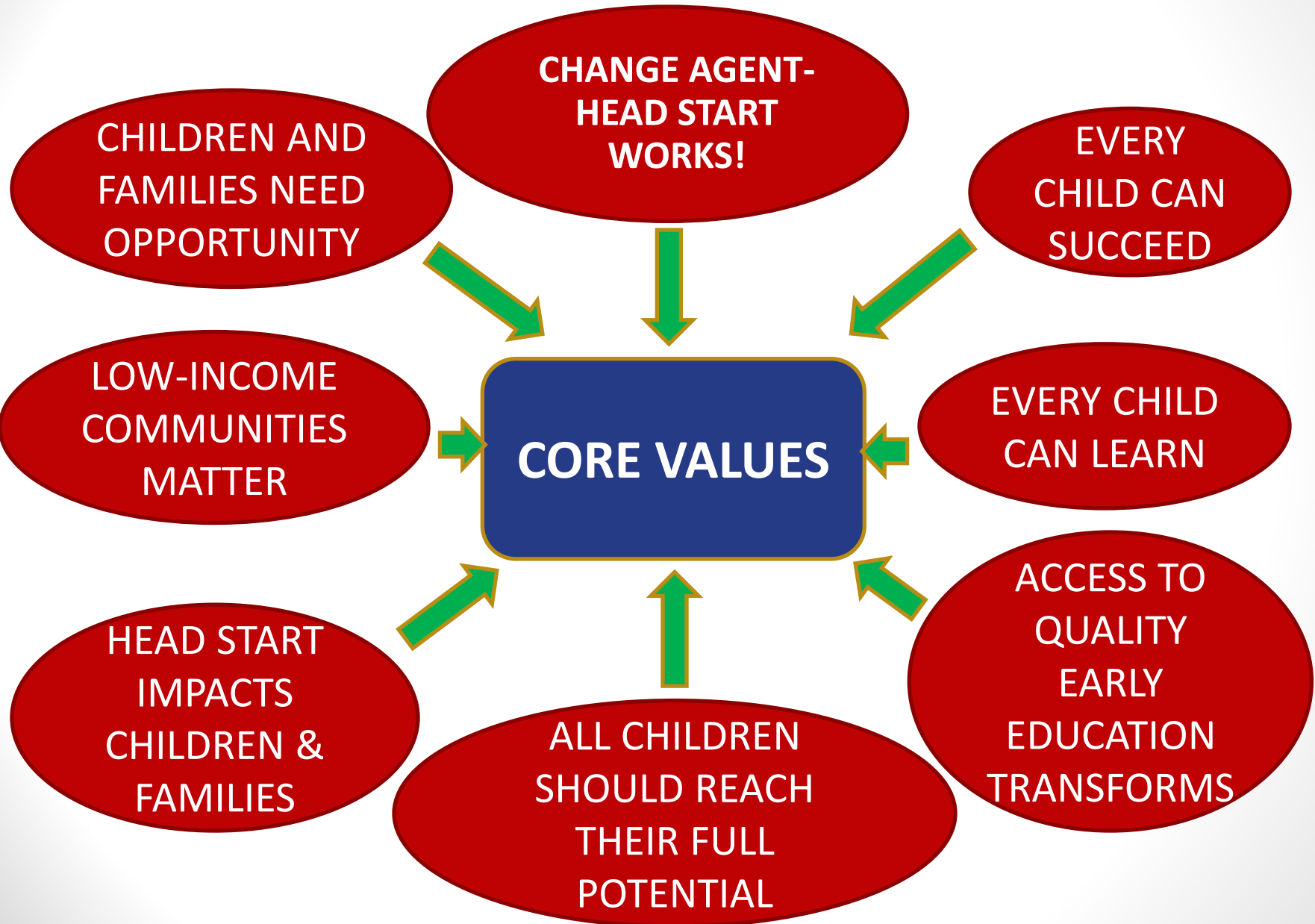
# **Who are we?**

Head Start supporters,  
Child advocates,  
Proponents of education for all  
children regardless of their  
circumstance at birth...

# **Why are we here?**

Our core values

# Core Values. We believe...



# Key Elements of a powerful public story must include...

- **Self:** Explanation of why you care about Head Start and how it has impacted the lives of 32 million children and families. Explain how Head Start helps low-income children and families overcome challenges, hurdles or obstacles and how it has affected them, your community or state in a positive way. (See Head Start Works! Talking Points) Explain how overcoming and finding Head Start has changed the lives of children who need a window of opportunity.
- **Us:** How you connect to your audience, what do you have in common, connect over core values. (ex. I know that as an American just like me, you believe that every child should have access to quality early childhood learning and be given the opportunity to succeed in life...)
- **Now:** Why it is urgent to act now, how would not acting go against your audience's core values/beliefs. (ex. If we don't act now, thousands of children may not have access to Head Start programs and will miss out on being put on the pathway to success in school and life.)

# A successful public story

- Can you identify the key elements of this powerful public story?
- Use this as a guide when you craft your own public story testimony about Head Start.