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…

- **Children and families need opportunity**
- **Low-income communities matter**
- **Head Start impacts children & families**
- **All children should reach their full potential**
- **Access to quality early education transforms**
- **Every child can learn**
- **Change agent: Head Start works!**
- **Every child can succeed**

**CORE VALUES**
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.)

*Adapted from Marshall Ganz’ worksheet on Self, Us, Now, Kennedy School of Government, 2007.*
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.