

# 3 Ways to Tell Your Story

AFSC Action Hour Resources



2023



Telling your story is an important part of writing a strong letter to the editor. Storytelling skills can also be useful for having a successful lobby visit, captivating a Congressional staffer on a phone call, or having a hard conversation with friends or family. Below are three ways you could choose to frame your story with examples of each type of story. These are adapted from FCNL's guide on advocacy stories.

## 1 TURNING POINT

Using a turning point framework can be useful if you hope that your intended audience will change their mind or decide to act boldly in a way that mimics your transformation. You're connecting to a person by saying "you can learn and change like I did." These stories are powerful because they serve as examples.

## 2 MORAL VALUE

Moral value stories are powerful if you believe strongly in justice because of a religious or spiritual conviction. Moral value stories are a way of connecting to somebody on a personal level that can transcend politics or the way an issue has been politicized. These stories are powerful because they get to your motivation.

## 3 PERSONAL IMPACT

You can use a personal impact story if you have experienced or witnessed occupation or apartheid first-hand. They are stories of your participation in the issue or how you've been directly affected. These stories are powerful because they show how your life has changed as a result of policy that your intended recipient has control over.

### TURNING POINT



For a long time I didn't understand the realities of daily life in Gaza, but then I read the anthology *Light in Gaza* and learned about travel restrictions, the physical and intellectual blockade, and the history of nonviolent resistance to occupation. Now I see the full extent of what it means to try and live under blockade. Will you join me in calling for a cease-fire?

### MORAL VALUE



As a Quaker, I believe in the inherent worth and dignity of every human being. For me, a cease-fire is about more than just policy, it's about choosing to move away from deadly violence as a way to make change and towards a world where we truly value human life. My faith leads me to call for a cease-fire. How does your faith lead you to act?

### PERSONAL IMPACT



Recently I visited Palestine/Israel. Seeing firsthand the impact of restrictions like checkpoints and settler-only roads, I knew that I had to be loud about U.S. complicity in the enforcement of these violent systems. Will you call for a cease-fire and open access for humanitarian aid for the people of Gaza who bear the brunt of these unjust restrictions?