

10 tips for telling your story...

Tip #1 - Know your issue, bill, or policy. (Also consider: Who are the key players?)

Tip #2 - Know your elected official.

- What bills and policies have they endorsed?
- What committees did they serve in? What are their key issues?
- What is their background?
- Do you have anything in common?
- How long were they in office?

Tip #3 – Be strategic. Clearly define what roles everyone present in the room will have.

Tip #4 – Facts support, stories move.

Tip #5 – Be mindful of your audience. Emotion should move, but not overwhelm.

Tip #6 – Expect resistance. What challenges can you anticipate? How might you and your team navigate unexpected challenges?

Tip #7 – Be brief, and clearly make your “ask.” Stay true to your key points and remember, policymakers have a limited amount of time.

Tip #8 – Motivate with hope and recovery.

Tip #9 – Use person-first language (“I feel...”) and be mindful of overgeneralizations (““We all know...” “All of us...””)

Tip #10 – Remember to breathe. You got this.



Even if you get stuck, it is ok to stop, breathe, and start where you left off.

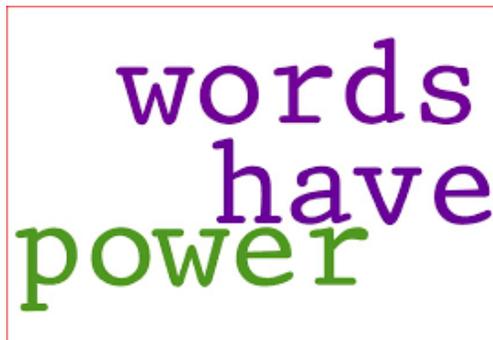
General reminders:

You are the **expert of your own experience**.

Our stories **change hearts and minds**.

Meetings with policymakers **build rapport** for important mental health issues.

Consider: What makes a story **most effective** with legislators?



After your Legislative Visit

#1) Be sure to thank policymakers at end, as well as your team!

#2) Hold space for your team to debrief. This is a great time to exchange information to stay connected.

#3) Follow up with a thank you! Designate at least one person in your team to write a thank you to your legislator.

- ✓ Doing this not only helps to make a good impression but also gives you another opportunity to advocate.

