



TELLING YOUR STORY EFFECTIVELY

There are several elements to consider when crafting an effective and personal story:

- **When considering where to start, keep your audience in mind** and begin with what you think will be most influential and best gain their attention and support.
- **Introduce yourself and the organization you represent**, whether you are a staff person, volunteer or board member. Explain what your organization does and who you serve in what geographic areas.
- **Explain and if possible quantify the benefit of your organization's work** for individuals and the community. For example, the average cost to treat a youth in the Youth Intervention Program is \$205 compared to \$40,200 a year to hold a youth in a juvenile correctional facility. Be prepared to identify the sources of your operating budget including government funding at the federal, state and county levels.
- **Explain how state investments make a difference in the lives of people and communities.** Similar to how you offer examples of the benefits of your work for private funders, make the connection to how public funds are critical to your work and in the lives of those you serve or represent.
- **Make it personal.** Whether you use your personal story or a compelling example of someone your organization serves, pick an example that stands out in your mind and that you think illustrates the impact of cuts or the need for adequate state funding.
- **End the conversation with an ask.** You've made your case. Now what commitments will your representative or audience make to support revenue-raising as a part of the solution to budget shortfalls?

It takes time to create a polished, compelling story. Come prepared and use notes to help you remember key facts and points.

Invest in Minnesota unites Minnesota's faith communities, labor and nonprofit organizations around raising revenue fairly.

For more information and resources visit the Invest in Minnesota website at www.investinmn.org or contact Leah Gardner at 651-757-3063 or leah@mncn.org.