Advocacy: Story and Relationship

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Three Means of Advocacy

- Direct relationship with decision-makers
- Media
- Community outreach
Personal Narrative: 
The Story of Self, Us, and Now
Personal Narrative:
The Story of Self, Us, and Now

Why me?
Personal Narrative:
The Story of Self, Us, and Now

Why me?

Why as a collective?
Personal Narrative:
The Story of Self, Us, and Now

Why me?

Why as a collective?

Why now?
EPIC Format
Engage your audience
Engage your audience

State the problem
EPIC Format

Engage your audience

State the problem

Illustrate or Inform on the solution
EPIC Format

Engage your audience

State the problem

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on the solution

Call to action
Community Mapping

“When spider webs unite, they can tie up a lion.”

~ Ethiopian proverb
Thank you for being incredible leaders!