

RESULTS

the power to end poverty

Advocacy: Story and Relationship

Lisa Marchal, Senior Associate
RESULTS and RESULTS Ed. Fund
Washington, DC/Indianapolis

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

EPIC Format

Engage your audience

EPIC Format

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

Illustrate or Inform
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!