

# 3 WAYS TO TELL YOUR STORY

Storytelling skills are useful for having a successful lobby visit, captivating a Congressional staffer on a phone call, or having a hard conversation with friends or family. These tips are adapted from FCNL's guide on advocacy stories.

**LEARN MORE: [AFSC.ORG/CRISIS-GAZA](https://afsc.org/crisis-gaza)**



## TURNING POINT

Using a turning point story 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.

### EXAMPLE:

*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 and the physical and intellectual blockade. Now I see the full extent of what it means to try and live under Israeli blockade. Will you join me in calling for a cease-fire?*



## MORAL VALUE

Moral value stories are powerful if you believe strongly in justice because of a religious or spiritual conviction. Moral value stories allow one to connect 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.

### EXAMPLE:

*As a Quaker, I believe in the inherent worth and dignity of every human being. For me, a cease-fire is about more than policy, it's about choosing to move away from deadly violence as a way to make change and toward 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

Personal impact stories are useful if you have experienced or witnessed occupation or apartheid first-hand. They share your participation in the issue or how you've been directly affected. These stories are powerful because they show how your life has been changed by the target policy.

### EXAMPLE:

*When I visited the occupied West Bank I saw firsthand the impact of restrictions like checkpoints and settler-only roads. The U.S. is complicit in the enforcement of these violent systems. Will you call for open access for humanitarian aid for the people of Gaza who also bear the brunt of these unjust restrictions?*