

BLACK APPALACHIAN COALITION
BUILDING POWER THROUGH STORY

2026 — 2027

Our Stories, *Our* *Voices*

ORGANIZING TOOLKIT

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A photograph of a community garden in front of brick apartment buildings. The garden is filled with green plants and has several black stakes driven into the ground. A group of people is standing in the garden, looking at the plants. The background shows two-story brick buildings with many windows and some trees. The sky is overcast.

*Stories matter. Many
stories matter. Stories
have been used to
dispossess and to
malign, but stories can
also be used to **empower**
and to humanize.*

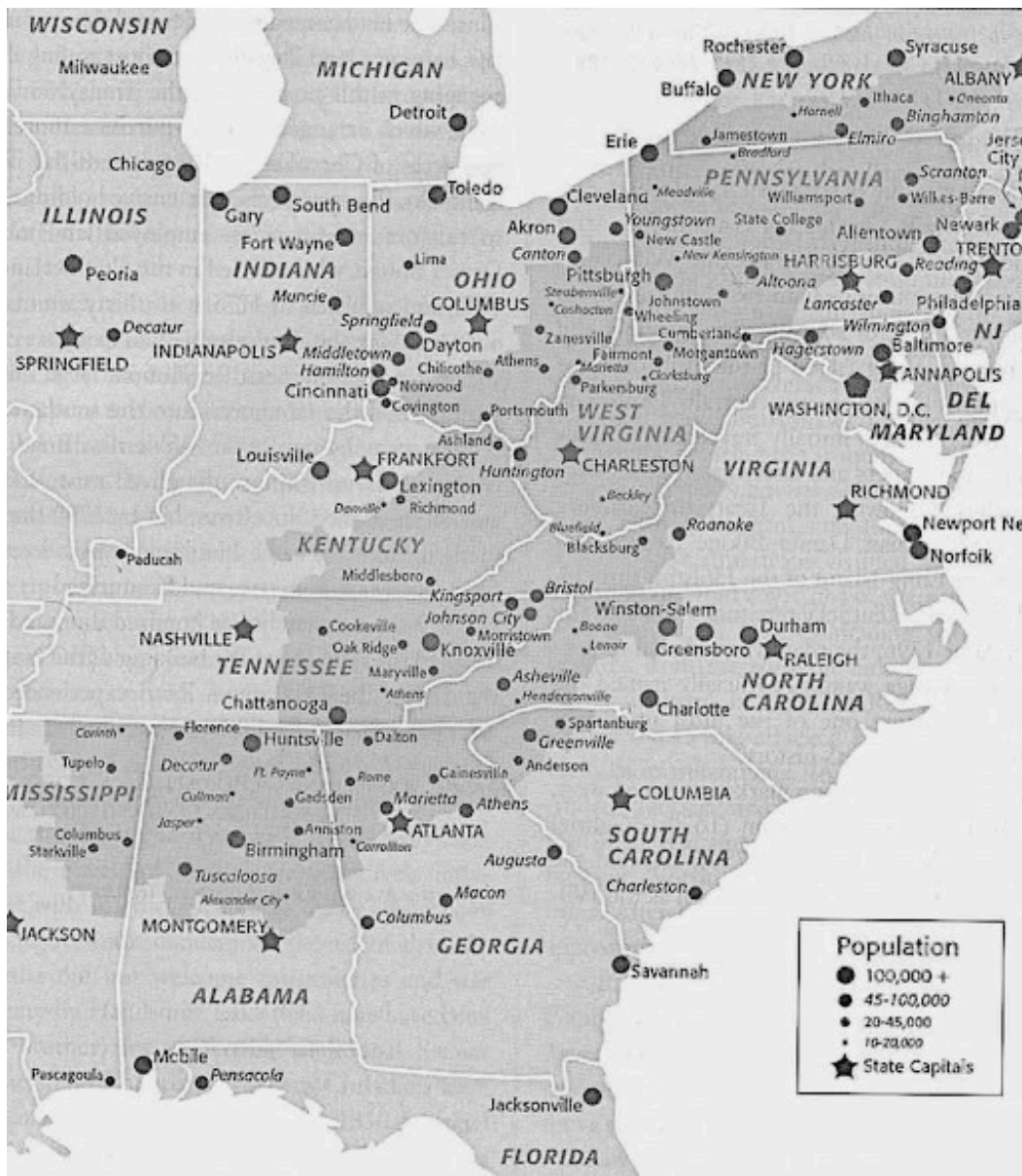
CHIMAMANDA NGOZI ADICHIE (NIGERIAN AUTHOR, LECTURER AND FEMINIST)



INTRODUCTION

The story of Appalachia from colonial times to the present day is an amalgam that most often obscures the presence and contributions of non-white people in the region. This erasure started with the brutal eradication of Native American tribes like the Cherokee and Shawnee and other tribes who inhabited this area for thousands of years before European colonization, but it did not end there.

Black Americans have long been discounted from Appalachian history and culture, creating “white-washed” accounts and characterization of this area that stands in stark contrast to the experience of thousands of Blacks in Appalachian states who continue to live at the intersection of economic depression, environmental pollution, and racial discrimination. In fact, the exclusion of Black Appalachians' culture and history enables the perpetuation of these conditions and hinders Black people from forging solutions that remedy their lives and more broadly benefit everyone in this region.



Progress requires reimagining the narratives we construct about our lives, the issues that impact us, our region and, indeed, how Appalachia reflects our nation.



The Black Appalachian Coalition (BLAC)

The Black Appalachian Coalition (BLAC) is working to break the cycle of racial omission and continued oppression in Appalachia by providing Black people in the region with the tools and opportunities to define a better path forward that confronts challenges and builds a more inclusive and representative future. Progress requires reimagining the narratives we construct about our lives, the issues that impact us, our region, and, indeed, how Appalachia reflects our nation.

Strategic Advocacy Toolkit

This Organizing Toolkit builds on BLAC's 2025 Advocacy Toolkit titled **"Building Power Through Storytelling and Narratives,"** which focused on the role of storytelling in advancing public communities. The Organizing Toolkit focuses on how to leverage storytelling to meet more goals in a bigger strategy, including: establishing and uniting a durable constituency to implement and defend policies, challenging and overcoming opposition, and passing policies that benefit our communities.

*Progress requires reimagining
the narratives we construct*

But the real change doesn't start with policy alone. It starts with personal stories of individual experiences. Storytelling is at the heart of progress. It's the essential through-line to invite others into a larger community dialogue about the change we want and the avenues to reach it. As such, stories aren't just a key tactic — they are essential to win short-term change and long-term power.

Storytelling is the main building block for establishing, expanding, and mobilizing a constituency with the capacity to influence policy. But beyond that, it can be a tactic to leverage that constituency for greater narrative change. Through storytelling we can reshape the future of organizing in our region and for Black Appalachians — beyond the region and beyond.

STORYTELLING IN OUR CURRENT CONTEXT

In every era and every place, stories have been and continue to be the mechanism by which we can connect with each other, share impact, and invite others to reciprocate in ways that help strengthen the social fabric of our communities and country.

There has never been a more important time than now to leverage storytelling in these ways, given the very real threats facing Appalachia, Black Americans, and the nation more broadly.

While there will continue to be disagreements on many topics, tremendous potential remains for communities in Appalachia to unite, both in opposition and in support, on timely issues that disproportionately impact our region. Among the most salient are recent changes to healthcare coverage that have increased costs for private coverage by double digits, slashed Medicaid and food stamps for low-income workers and people with disabilities, and hobbled rural hospitals even further. The expansion of massive data centers to fuel AI is another challenge. These vast facilities will raise energy costs for consumers, increase pollution, and potentially mar the historic and scenic landscapes that so characterize Appalachian geography and identity.

Black Appalachians, who are already facing the brunt of high inflation, shrinking jobs, and lack of access to health care and education, will be the most harmed by these and many other policies coming from the current Congress and administration, though there will be a broad impact across all kinds of people and communities.

How policymakers and institutions use stories

Policy debates are rarely contests over facts alone. They are also contests over meaning. Every public issue is accompanied by competing stories that shape how people understand a problem, who they believe is responsible, and what solutions seem reasonable or necessary.

Political leaders, policymakers, advocacy organizations, corporations, media outlets, researchers, and community leaders all use stories to influence public understanding. Through stories, they define problems, assign responsibility, shape public opinion, build support for particular policies, and justify why certain actions should—or should not—be taken.

The way an issue is framed often determines how people think about it long before they encounter research, data, or policy proposals. For example, if poverty is framed as the result of poor choices or a lack of personal responsibility, proposed solutions may focus on changing individual behavior or reducing public assistance. If poverty is framed as the result of low wages, limited economic opportunity, housing costs, discrimination, or systemic barriers, proposed solutions are more likely to focus on economic policy, workforce development, affordable housing, and public investment.

Healthcare can also be framed in very different ways. If healthcare is presented primarily as a consumer choice, discussions often focus on personal responsibility and individual purchasing decisions. If healthcare is framed as a public good or a basic human need, conversations are more likely to focus on affordability, access, prevention, and improving community health.

The same pattern appears in conversations about environmental justice. Pollution may be described as the unavoidable cost of economic growth, encouraging communities to accept environmental harm as a necessary tradeoff. The same issue can also be framed as a preventable threat to public health, clean air, clean water, and quality of life, leading to conversations about accountability, environmental protections, and healthier communities.

The way issues are framed influences what people believe the problem is, who deserves support, whose voices are considered credible, and which solutions receive public attention.

“The language used to introduce an issue often shapes the rest of the conversation. Considering the phrase ‘waste, fraud, and abuse’”



The language used to introduce an issue often shapes the rest of the conversation. Consider the phrase **"waste, fraud, and abuse."** While fraud should always be addressed and public resources should be managed responsibly, beginning the conversation with those words immediately frames the issue around misuse, inefficiency, and reducing government spending. The same public program could just as easily be introduced through stories about improving health outcomes, supporting families, caring for older adults, or investing in communities. Each framing tells a different story and directs attention toward different priorities.

Stories also influence how people understand immigration, crime, education, childcare, voting rights, and countless other public issues. The same facts may be interpreted very differently depending on the story surrounding them.

Understanding how stories are used helps us recognize that public conversations are not only about facts. They are also about the ways people construct meaning. To better understand these conversations, it is helpful to recognize the building blocks that shape public narratives.

Stories, Symbols, and the Politics of Meaning

Every day we encounter stories that influence how we understand the world around us. Whether we hear them in political speeches, news reports, community conversations, advocacy campaigns, classrooms, or social media, stories help shape what we believe, what we value, and what we think should happen next.

Stories are not simply ways of communicating information.



They create meaning.



They help people make sense of complex issues by explaining what happened, why it happened, who is responsible, and what solutions seem possible.



The concepts that follow provide a practical framework for recognizing how stories, symbols, and language influence public conversations and shape the decisions that affect our everyday lives.



Every day we encounter stories that influence how we understand the world around us.



Problems Are Defined Before Solutions Are Proposed

Problems do not simply exist waiting to be solved. They are named, interpreted, and framed. The way a problem is defined influences how people understand its causes, who is held responsible, and what kinds of solutions appear appropriate.

The same issue can be understood in very different ways.

A family struggling to afford childcare may be described as failing to make responsible choices. That definition places responsibility on individuals.

The same situation can also be understood as the result of rising costs, stagnant wages, limited childcare options, workforce shortages, transportation barriers, and public policies that make it difficult for families to thrive. That definition shifts attention toward systems, institutions, and public investment.

Political leaders, policymakers, advocacy organizations, corporations, media outlets, and community leaders all compete to define public problems in ways that support the solutions they believe should follow. Whoever defines the problem often shapes the conversation about the solution.

Recognizing It

You can often recognize this in political speeches, news stories, advocacy campaigns, community conversations, and public meetings. Listen for how people define the problem before they begin discussing solutions.

- ② How is the problem being defined?
- ② Who is defining it?
- ② What values are being emphasized?
- ② What solutions naturally follow from that definition?

NARRATIVE STORIES

Stories help people make sense of complex issues. They explain what happened, why it happened, and what should happen next. Most stories include characters, conflict, and some form of resolution. In public life, stories influence how people understand problems, assign responsibility, and imagine solutions.

STORIES OF DECLINE

Stories of Decline begin with the belief that things were once better than they are today. They describe deterioration, crisis, loss, or disorder and often warn that conditions will continue to worsen unless something changes.

These stories frequently appear in political speeches and public debates.

Statements such as "our schools are failing," "crime is out of control," "our economy is broken," or "our country is in decline" frame the present as worse than the past and encourage support for a particular course of action.

Sometimes these stories reflect real concerns. Other times they simplify complex issues or present an idealized version of the past.

Recognizing It

Stories of decline often appear when people compare today's conditions with a better past or warn that society is moving toward crisis.

- ② Does the story focus primarily on decline?
- ② Is the past being presented as more ideal than it actually was?
- ② Does the story leave room to imagine a different future?

STORIES OF CONTROL



Stories of Control move people from believing that problems are matters of fate to believing that change is possible.



Stories of Control move people from believing that problems are matters of fate to believing that change is possible. They recognize that challenges are real while emphasizing that individuals, communities, organizations, and institutions have the ability to influence outcomes.

Many movements for justice have been built on stories of control. Rather than accepting inequality, environmental injustice, barriers to healthcare, or voter suppression as inevitable, these stories remind us that communities have organized, advocated, built relationships, influenced policy, and transformed institutions. They invite people to see themselves not simply as observers of history but as participants in shaping it.

Stories of control can also appear in less constructive ways. Some suggest that hidden forces are controlling events behind the scenes, while others place responsibility entirely on individuals by suggesting that people experiencing hardship are solely responsible for their circumstances. Recognizing these different narratives helps us better understand how stories shape public understanding.

Recognizing It

Stories of control often shift the conversation from what is wrong to what can be done.



Does the story encourage possibility?



Does it invite people to participate in creating solutions?



Does it move beyond blame toward action?

SYMBOLS

A **symbol** is anything that stands for something beyond itself. It may be a word, object, place, image, color, phrase, or gesture that communicates a larger idea.

Symbols connect facts with memory, identity, values, and emotion. A ballot may symbolize democracy. A church may symbolize hope and community. A river may symbolize both life and environmental injustice. A front porch may symbolize belonging and connection.

Political leaders, movements, institutions, and communities all use symbols because they communicate meaning quickly. Long before facts are discussed, symbols often shape how people feel about an issue.

Recognizing It

Symbols appear everywhere—in speeches, photographs, campaign materials, logos, community events, and social media.



What symbols are being used?



What larger story or emotion do they represent?

CHARACTERS

Every story includes characters. Some become heroes. Others become villains, victims, helpers, witnesses, or changemakers. The way people are portrayed influences how audiences understand responsibility, justice, and possibility.

Political campaigns often introduce heroes who promise solutions, villains who are blamed for problems, and victims who deserve protection. Community movements often elevate everyday people as leaders, problem-solvers, and agents of change. The characters we choose influence how others understand both the problem and the solution.

Recognizing It

Every story centers some people while leaving others in the background.



Who is centered?



Who is missing?



Who is portrayed as responsible?



Who is portrayed as capable of creating change?

SYNECDOCHE (sih-NEK-duh-kee)

Synecdoche is a figure of speech in which a part is used to represent the whole. One person, one event, or one example comes to symbolize an entire community, issue, or public policy.

This is one of the most powerful storytelling tools in public life because memorable examples often shape public understanding more than research or statistics. One story becomes the story people remember.

The phrase "**welfare queen**" became one of the best-known examples of synecdoche in American politics. Although it was based on an isolated case of fraud, it came to represent millions of people receiving public assistance. More recently, phrases such as "**waste, fraud, and abuse**" often rely on highly publicized examples that shape how people view entire public programs. While accountability is essential, isolated stories can overshadow the experiences of millions of people who rely on these programs responsibly.

Recognizing It

You can often recognize synecdoche when one memorable story or highly publicized example is repeatedly used to represent a much larger issue.

METAPHORS

Metaphors compare one thing to another, helping people understand unfamiliar or complex issues through familiar experiences. They do more than describe a problem—they shape how people think about it and often influence the solutions they believe are appropriate.

Public conversations commonly describe issues as organisms, machines, slippery slopes, containers, diseases, or wars. We hear about fixing the system, a flood of immigrants, the war on drugs, crime spreading like a disease, or a slippery slope. Each metaphor encourages people to think about the issue in a particular way and points toward particular solutions.

Recognizing It

Listen for comparisons that make a complex issue sound like something more familiar.

AMBIGUITY

Ambiguity is the ability of a word, phrase, or symbol to carry multiple meanings. Rather than avoiding ambiguity, leaders and institutions often use it because different audiences can support the same idea for different reasons.

Words such as freedom, justice, public safety, religious freedom, family values, school choice, and opportunity may sound familiar, yet people often attach very different meanings to them based on their experiences and values.

Recognizing It

Listen for familiar words that seem to mean different things to different people.

⊖ Are people using the same language but defining it differently?

⊕ How might different audiences interpret these words?

NUMBERS TELL STORIES

Numbers often appear objective, but they also tell stories.

What gets counted, how information is categorized, and how statistics are interpreted all influence public understanding. One report may emphasize declining unemployment while another focuses on underemployment or the rising cost of living. Both may be accurate, yet each tells a different story.

Recognizing It

Listen for how statistics are used to support a particular point of view.



What is being counted?



What is not being counted?



What story do the numbers tell?

CAUSATION

Every story explains why something happened.

Problems may be described as natural, accidental, individual, or systemic. The way causes are explained influences who is held responsible and what solutions appear appropriate.

Consider homelessness. If it is explained primarily as the result of poor individual decisions, proposed solutions may focus on changing behavior. If it is understood as the result of housing costs, wages, mental health, public policy, and systemic barriers, proposed solutions are likely to look very different.

Recognizing It

Listen for how people explain why a problem exists.



Who or what is being identified as the cause?



How does that explanation shape the proposed solution?

WHY THIS MATTERS

Every public issue is shaped by competing stories. The way problems are defined, the symbols that are chosen, the examples that are highlighted, the metaphors that are repeated, and the language that is used all influence how people understand the world around them.

Learning to recognize these patterns helps us move beyond reacting to headlines or slogans.

It encourages us to listen more carefully, ask deeper questions, and better understand how meaning is created.

Stories influence how we understand the past, interpret the present, and imagine the future. When we recognize the politics of meaning, we are better equipped to engage thoughtfully in public life, challenge assumptions, elevate lived experience, and contribute to conversations grounded in truth, dignity, equity, and justice.

STORIES AS A STRATEGIC TOOL

Why Stories Work When Facts Don't

In today's challenging economic and political context, stories are arguably the most critical tools for civic participation, rebuilding communities, and repairing the basic institutions that sustain our democracy. Not only are basic freedoms, rights, and norms under attack right now, but mistrust of government, partisanship, and polarization of all kinds are impeding our basic ability to even agree on **basic facts**, making it impossible to overcome differences, compromise on basic issues, or unify to demand change, even when the vast majority of Americans substantively agree on policies or values.

Stories are a vehicle to overcome partisanship, divisions, and information overload that lead many people to tune out of issues and politics.



REASON 01 No Facts Required

Stories don't rely on facts; instead, they draw on the authenticity of the messenger to convey a truth validated by the individual's experience and the relatable dilemma or impact at the heart of the person's narrative.

REASON 02 Cuts Through Complexity

Stories cut through complexity; rather than explaining all the details, stories can make sense of complex issues or data by illustrating the personal impact on one person.

REASON 03 Evokes Emotion

Stories evoke emotions like hope, anger, and empathy in the listener that can build trust and invite reciprocity.

REASON 04 Fully Adaptable

Stories can be tailored to the audience, topic, or message, and specific circumstances.

Stories alone may not get us the outcomes we seek, individually or collectively. But as part of a broader strategy, personal stories can help advance important goals, such as passing laws, stopping harmful legislation from passing, changing policies beyond the legislative arena or other venues, building organizations, highlighting widespread problems, and shifting public opinion on everything from global warming to racism and the high price of rent and food. Moreover, the process of collecting, sharing, and inviting others to share stories creates relationships and shared perspectives that are essential to organizing constituencies which are, in turn, building blocks of power. Storytelling helps us build vehicles and practice interactions that enable democratic collective action.



INCORPORATING STORIES INTO A STRATEGY

Role of Stories in a Strategy for Change

Storytelling is a lynchpin tactic in many of the outcomes we try to achieve through movements or campaigns for social, economic and racial justice. Stories may be used in a variety of ways to collect and spread information, to inspire individuals to take action, to move decision-makers, to frame a larger narrative, and to create vehicles for long-term power in a community, region, or the nation.

Stories Anchor Many Tactics Within a Larger Strategy

EDUCATION



Stories educate better than data and facts because they illustrate an issue, policy or point in a compelling format that resonates and animates people's emotions, capturing interest better than facts.

ADVOCACY



Stories from key messengers can influence decision-makers or leaders to take a position, prioritize or reject issues and policies..

COMMUNICATION



Stories are a key tool in communicating messages that reinforce cultural and/or political narratives through the media, on social media platforms and even in written materials.

ORGANIZING



Sharing stories builds trust and invites others to reciprocate by also sharing their own story. The process of telling, collecting, sharing stories is how we start to engage new people in civic action, to revive democracy and build a long-term constituency for change.

RESEARCH



Collecting anecdotes or qualitative data through surveys, story banks and one-on-ones provides a source of nuanced information, casestudies and focus groups to inform strategy and elevate issues.



STORYTELLING IS A CRITICAL TOOL IN REBUILDING

A Better, More Equitable Appalachia

Regular people are the heroes of democracy, but they often don't know it with so much emphasis on specific, extraordinary historical figures, high-profile lawmakers with celebrity status, social media "influencers" and, of course, actual celebrities like actors, athletes and corporate CEOs taking an increased role in civic and political life.

As the United States turns 250 years old, democracy faces dangers from political polarization, policy changes that fuel dissent, and the erosion of basic institutions like the federal government and courts that have codified individual rights and state responsibilities. The peril is not tied exclusively to one political party or one particular political figure, but rather to larger trends in the economy, in how people access information and interact, in the diminishing trust in public institutions, and in the rise of forces that perpetuate division, polarization, isolation, and scarcity thinking.

Despite the pessimism of the current moment, most people remain optimistic that positive change is still possible and that, despite mistakes, flaws, and existing problems, Americans can solve big problems when they come together.

Regular people, acting together through the democratic process, have the power to change the conditions of their lives, hold their representatives accountable, and set the agenda for policy and politics to improve our own lives. The history of the United States includes abundant examples of change forged by ordinary people who organize their friends, families, neighbors, and co-workers to do everything from voting on election day to signing petitions for clean water and air to lobbying local elected leaders for more school funding.

Every person who participates in any of these activities has a story about why they are compelled to act and how they came to be involved. Storytelling is the fuel that ignites us and others to action.

HOW TO USE THIS TOOLKIT

Storytelling makes democracy possible by creating opportunities for every individual to play a role, participate together, and raise their voices for a shared cause.

BLAC's Toolkit can help anyone who cares about making change by honing our understanding of how to tell a compelling story that educates and advocates, as well as by helping Black leaders in Appalachia:



Leverage storytelling as collective action—something we can all do together—in every part of a strategy or campaign to advance a concrete outcome or change;

Systematically use stories to invite more people into social justice and civic activities in your community through organizing;



Using stories as a tactic to bridge divides like race, class, gender and generation, that keep us divided and powerless to make the change we want through the democratic process;

To equip community leaders, volunteers, and regular people to also think strategically about the important role of personal stories in shifting the larger public narrative about our region, the role of Black Appalachians, and our leadership in driving change that benefits all of us.



This Toolkit provides basic information and specific tools to help BLAC's partners, allies, and colleagues master storytelling as a building block for growth, power-building, policy change, and increased engagement across our communities.

KEY ELEMENTS FOR AN EFFECTIVE STORY

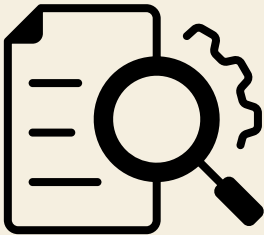
5 Basic Elements of an Effective Story

HERO



Every story has a protagonist or hero who faces obstacles and through action, courage, humility or other virtues overcomes in ways that inspire and endear the listener.

CONTEXT



Stories must include some basic description of when, where and why that situate the conflict and characters and enable the listeners to relate to their own situation.

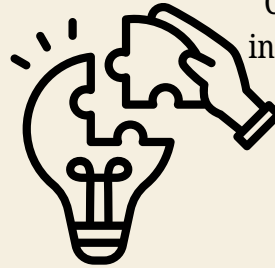
CONFLICT

The drama of any story is a challenge, tension, problem, or calamity that is causing concrete impact or danger and must be overcome to achieve a satisfying resolution.



Effective stories follow a similar narrative pattern and include common elements, including heroes, villains, problems or challenges encountered, and solutions or aspirations that overcome adversity. Effective personal stories are built around a basic plot that provokes feelings and engages the audience. Those feelings can include anger, agitation, frustration, sadness, or others that inspire sympathy and give the listener a stake in the story and the storyteller. The plot often centers on a dilemma that must be overcome and rising tension that requires a resolution. The storyteller, usually the protagonist of the tale, illustrates through the account how he or she was impacted and describes how the challenge was overcome. Most often, the story inspires hope, offers a lesson, or reinforces key values and beliefs in the listener.

PROBLEM/VILLAIN



Compelling stories don't just include abstract conflict, they name names or attribute blame or responsibility for wrong-doing or neglect to a character or source.

RESOLUTION



For a story to illustrate a point, reinforce values or provide a satisfactory lesson, there must be a resolution in which the conflict ends and the characters have taken action to address the tension.

Very often, common themes that resonate with deeply held values emerge in stories across cultures and time periods. These are sometimes called “archetypal” stories. They have staying power because, even when fictional, they illustrate deep psychological and sometimes moral truths that persist over time and across circumstances. See some examples below: They tap into shared human experiences, resonating across time because they reflect deep psychological and emotional truths.

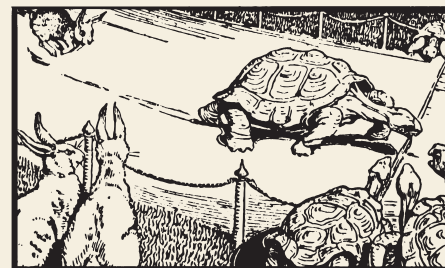


David and Goliath

The Biblical story of David and Goliath is a classic underdog story in which a brave and humble young shepherd challenges a massive giant and squarely defeats him, achieving freedom and triumph for his people. The story takes place in the first book of Samuel in the Old Testament of the Bible and recounts a war between the Israelites and the Philistines.



Goliath is a well-armed and towering warrior who no one has been able to defeat. David, the youngest boy in his family, while delivering food to the front volunteers to confront Goliath. Despite having no experience weapons or even being big enough to wear armor, David beats the odds and defeats Goliath by using his slingshot to strike the giant on his forehead with a stone. Using just his own wiles, his courage and his faith, David overcame a massive challenge to liberate his community from an oppressor.



The Tortoise and the Hare

Like Biblical stories, fairy tales and fables also often focus on classic themes that resonate with universal values. In the classic tale of the Tortoise and the Hare, one of Aesop’s Fables, an arrogant Hare taunts a slow tortoise, challenging her to a race that the hare is likely to win easily given his natural talent as a sprinter. The much faster hare overtakes the tortoise easily and is so overconfident, he decides to take a nap. The tortoise, meanwhile, moves along at the same steady and slow pace, focused on the finish line and ultimately beating the hare who doesn’t wake up from his nap until it’s too late to catch up and showing that focus and perseverance prevails over arrogance and laziness.

Key Questions for Discussion

- ➊ What makes each of these protagonists or heroes compelling to the listener?
- ➋ What parts of the story did you find most relatable to your own life or circumstance?
- ➌ How was the conflict or tension resolved in each story and how did you feel about it as the listener?
- ➍ What was the key lesson or the point illustrated in each story that has broader implications for the rest of us?

INCORPORATING STORIES INTO A STRATEGY

Stories may be powerful tools for conveying ideas, illustrating points, inspiring action and uniting people around a shared vision or plan when there is a clear direction or strategy for their use. A strategy is essentially a rationale for how to use resources and capacity to advance a specific, measurable or discernable outcome over a period of time. Strategies typically use many tactics including public education, organizing new people, policy advocacy, communications, and others to overcome opposition and advance a goal. Storytelling can be leveraged across all aspects of a strategy to help achieve outcomes with maximum participation from as many people as possible. Telling stories gives people an opportunity to participate and contribute in the democratic process and civic life.

“Storytelling can be leveraged across all aspects of a strategy to help achieve outcomes”

Consider Stories in the Context of A Campaign Strategy

Elements of Strategy	Key Questions	Leveraging Stories
Organizational Considerations	What resources does the organization/group bring to the campaign?	Members of the organization have stories of impact they can share;
	How will the campaign increase the organization's power and influence?	Collecting stories or story banks can be used to increase the base, to illustrate the value of the policy, to establish data trail, etc.
Constituents, Allies & Opponents	Who cares about this issue? Who are potential allies? Who are the opponents?	Identify stakeholders by surveying and collecting stories. Use stories to move allies to action or to join the effort. Use stories to increase urgency to take on the opposition or to increase support for solutions that rein in opponents.
Moving Target or /Decision-Makers	Who has the power to decide in your favor?	Stories can be testimony to lawmakers and increase pressure for policy action.
	Are there secondary targets?	Stories can also increase pressure on secondary targets to join the fight—like businesses or congregations.
Tactics	What tactics will help advance your goals most? • Public education • Communications • Advocacy • Research • Organizing • Litigation	Stories may be used in all these tactics to educate the public, to drive a narrative about the problem and the solution, to advocate with decision makers, to build a constituency to overcome the opposition or even in court cases where an impacted plaintiff with a story becomes the focal point of the case.

*This framework is adapted from the Midwest Strategy Chart. Complete this worksheet to plan your campaign and leverage storytelling in every aspect of your strategy

STORY-TELLING BUILDS LONG-TERM POWER THROUGH ORGANIZING

Stories are a critical part of advancing a strategy for short-term gains on urgent issues that impact people in communities, but when story-telling boosts organizing as part of that strategy, there is a longer term benefit because organizing builds a constituency or base that can become a durable source of power.

Organizing is the process of engaging regular people who care about an issue or are directly impacted by it through shared activities to leverage civic power. Organizing is essential to advancing an agenda because, unlike mobilizing, it focuses on expanding the base of support for a strategy or policy through outreach to new constituents, requiring shifting opinion, moving people to action for the first time, or incorporating new groups or individuals into an existing constituency. An increased base is often required to overcome opposition, to move decision makers and to demonstrate momentum and demand for change.

Organizing through storytelling is not just about sharing your own story, rather it is largely a process of getting other people to share theirs. The process of building trust and sharing these stories is a critical step in establishing shared self-interest for acting together to achieve a common goal, to take on opponents that we can only overcome through collective action and to move decision-makers who are most concerned about majority support for issues and policies.

By organizing, campaigns build grassroots power to win an outcome, but organizing doesn't stop there. Outreach to new people and building relationships among them establishes a durable constituency to implement and defend the win over time creating long-term power.



MARCELAS OWENS

OF SEATTLE, WASHINGTON

Marcelas Owens of Seattle, Washington, first became a health care activist in the fight to pass the landmark Affordable Care Act (ACA) when he attended a community meeting with his grandmother, Gina. During the event, 11-year-old Marcelas told the story of his mother, Tiffany, who died in 2007 at just 27 years old after she lost her job and her health care. She could not afford replacement coverage because of a pre-existing condition. Marcelas went on to tell his story many times during the campaign to pass healthcare reform, including as testimony to Congress and in events that inspired thousands of others to join the fight for universal healthcare. On the day the ACA was signed, Marcelas stood next to President Obama as the President officially signed the law that now bars insurance corporations from charging patients more because of pre-existing conditions, and that has brought the number of insured people to a record low.

The example of Marcelas Owens telling his story to help advance the largest health care reform that the United States has seen in sixty is compelling not just because of his courage and power as a storyteller to convey what was at stake in the fight, but also because his story inspired and invited others to share their own experiences and to come together as part of a larger strategy to drive demand for change. Over time, millions of people took action—many of them likewise sharing stories that engaged others to also take part—in order to overcome the many obstacles to reform. Together, these people formed a constituency that not only was essential to passing the law, but also was critical to implementing it and defending it against hundreds of legal and legislative efforts to repeal it in the decade following passage.



Connecting Short Term and Long Term Outcomes in Power Building

Consider Stories in the Context of A Campaign Strategy

TIMELINE	OUTCOME	ROLE OF STORIES
Short Term	Increasing participation, advancing demand for change, moving decision-makers to support an outcome.	Stories have a role in advocacy, in encouraging others to take action, in defining impact.
Medium Term	Leveraging a constituency or base to overcome escalating opposition, to defend and implement a policy and to establish a decisive “win.”	Stories engage more people in the strategy, make the case for the policy and define champions and opponents.
Long-Term	Shifting narrative about the issue so that public opinion shifts permanently; building on success to demand more.	Stories build a mega narrative that shifts values and views over time.

WHAT IS INTERGENERATIONAL STORYTELLING?

Intergenerational storytelling is the intentional sharing of stories, knowledge, wisdom, experiences, and traditions across generations. It creates opportunities for elders, adults, young people, and children to learn from one another, strengthen relationships, preserve community history, and build a shared vision for the future.

Intergenerational storytelling is more than remembering the past. It is about connecting the past, the present, and the future. It helps us understand where we have been, why our communities look the way they do today, and how we can work together to create lasting change.

Every generation has something valuable to contribute. Elders carry memories, lived experience, cultural traditions, and lessons learned from previous struggles and victories. Adults contribute leadership, organizing experience, and knowledge gained through work, family, and community life. Young people bring new ideas, creativity, technology, energy, and a vision for the future. Children remind us who we are building our communities for and why the work matters. When these voices come together, communities gain a fuller understanding of themselves and become stronger, wiser, and more connected.

Intergenerational storytelling helps transform individual experiences into collective memory and collective memory into collective action. Stories passed from one generation to the next preserve history, strengthen identity, develop leaders, and inspire communities to continue the work of justice across generations.



*Every
generation
has something
valuable to
contribute*



Why It Matters

Many communities experience disruptions in the transfer of history, culture, leadership, and collective memory. Intergenerational storytelling helps preserve community knowledge while creating opportunities for learning, healing, and leadership development.

Through storytelling across generations, communities can:

- ⊗ Preserve community history and memory.
- ⊗ Strengthen cultural identity and belonging.
- ⊗ Develop future leaders.
- ⊗ Build relationships across generations.
- ⊗ Learn from previous organizing efforts.
- ⊗ Understand how issues have evolved over time.
- ⊗ Create a shared vision for the future.

Building Historical Consciousness

Stories from elders and long-time residents help communities understand how current conditions emerged and how previous generations responded to challenges. It asks questions like: What was our community like in the past? What changes have occurred over time? What lessons can we learn from previous struggles? What victories should we remember and build upon?

“Intergenerational storytelling also creates opportunities for mentorship and leadership development.”

Leadership Development Across Generations

Intergenerational storytelling also creates opportunities for mentorship and leadership development. Elders contribute wisdom, experience, and historical perspective. Younger generations contribute creativity, innovation, and new approaches. Strong movements need both memory and imagination.

Organizing Through Intergenerational Storytelling

Intergenerational storytelling helps communities answer three critical organizing questions:

Where Have We Been? Where Are We Now? Where Are We Going? By connecting past, present, and future, intergenerational storytelling helps communities build the collective power necessary to create lasting change.



HONORING THE STORIES WE ARE ENTRUSTED WITH

Every story is a gift. When someone shares a personal experience with us, they are doing more than providing information. They are placing trust in another person and, often, revealing experiences that are deeply personal, painful, joyful, or transformative. As organizers, our responsibility is not simply to collect stories. Our responsibility is to honor the people who share them.

Stories should never be treated as commodities or campaign assets. They belong to the people who lived them. We are simply entrusted to help steward those stories in ways that respect the storyteller's dignity, agency, and well-being.

Stories and Trauma

Many community stories involve loss, discrimination, violence, illness, environmental harm, economic hardship, or other traumatic experiences. People should never feel pressured to relive painful experiences for the benefit of an audience or a campaign. If someone becomes emotional, allow them to pause. Ask if they would like to continue. Respect their decision if they choose not to share. The goal is not to collect the most heartbreaking story. The goal is to build relationships rooted in dignity, trust, and mutual respect.

Cultivating Safe Spaces for Storytelling

People tell their best stories when they feel safe, respected, and heard. As organizers, we can help create those conditions by:

- ⦿ Listening without interrupting or glossing over.
- ⦿ Asking open-ended questions.
- ⦿ Respecting silence.
- ⦿ Avoiding judgment or assumptions.
- ⦿ Honoring different experiences and perspectives.
- ⦿ Allowing people to decide what they are comfortable sharing.
- ⦿ Remembering that no one owes us their story.

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Shared Ownership

Storytelling is a partnership. Whenever possible, storytellers should know:

- How their story will be used.
- Whether it will appear publicly.
- Whether it will be shared with media or policymakers.
- Whether it will be recorded or photographed.
- That they may change their mind if circumstances change.

Communities should see themselves reflected not only in the stories being told but also in the decisions about how those stories are shared.



ONE-ON-ONES ARE BUILDING BLOCKS

Stories can be the essential ingredient in effective organizing for collective action and power when they are deployed through relationship-building, one-on-one conversations that establish trust. Often, it's effective to initiate a one-on-one conversation by introducing yourself and briefly sharing a story about why you care about an issue, are engaged in an organizing campaign or interested in talking to this person.

Sharing a relatable personal experience or anecdote is often more effective than starting a conversation with a statistic, data, or a “pitch” about an issue because that short story can more readily elicit sympathy, disarm the listener, or capture attention.

But sharing a quick story is just the first step in an effective one-on-one. After you share, the goal of the one-on-one is to get your listener to respond, to learn more about their perspective, and to get them to share a story of their own about how they are personally impacted by the issue. To construct an effective conversation that leverages your story to connect to your listener and that invites the listener to share their story requires open-ended questions, good listening skills, and focus.



Stories can be the essential ingredient in effective organizing for collective action and power when they are deployed through relationship-building



What is an open-ended question?



An open-ended question is one that avoids finite “yes” or “no” questions but rather invites the listener to share more information or perspective about a topic, rather than just answer a fact-based question.



Examples of open-ended questions:

- What’s your view on this issue or topic?
- How do you feel about this issue?
- Why do you think this is happening?
- What has your experience been?



You can also use expressions like “Tell me more,” “Say more,” or “Help me understand what you mean.”

How do we let someone know that we are really listening and that we hear them?

- Body language is a great way to convey that you are engaged in the conversation and really listening to the person you are talking to one-on-one. By reacting with smiles, wide eyes, a nod, or facial expressions, you are signalling to the listener that their words register and you empathize. Leaning in to hear the person better and show attention is also useful.
- Mirroring language or reflecting back what the person has said is also a way to show that you are listening and care about this person’s perspective.



What does it mean to focus on the conversation in a one-on-one?

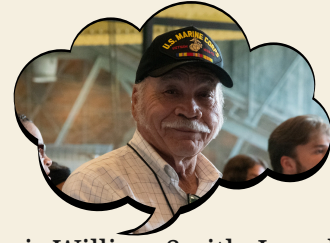
A one on one is not just a random conversation or socializing, it has a deliberate agenda that involves learning more about the audience, understanding their interest and motivation and getting them to take action either at the end of this conversation or at some later point when the person is more ready. That means that the conversation should not be meandering, but purposeful even if there is no formal written agenda for it.

It’s important to eliminate distractions like cell phones or computers when having a one-on-one because interruptions can make it hard to keep continuous conversation going or sometimes can communicate that the conversation is not a priority or that you are not listening.

Example of starting a one-on-one with a story:



“Hi my name is Jane Doe. I live over on Butterfield Avenue. I’m out talking to people today about gun violence in the community. About two years ago, I lost my 14 year old son in a drive-by shooting. He was playing basketball in the park when a bullet from a machine gun hit him in the head and he died instantly. A lot of people around here have been impacted by gun violence in the community. How do you feel about this issue—are you concerned about safety?”



“My name is William Smith. I work over at St. Anthony’s hospital as a nurse. I really love the job but the hospital recently announced they are going to be closing down because of new funding cuts at the federal level. So many elderly and low-income people get their healthcare over there, including my own mom. I’m taking care of her now because she has Parkinson’s and diabetes, but that will be much harder if I lose my job and she loses her doctors. Are you concerned about health care access or affordability right now?”

Stories have power when they convey essential truths, compelling values and personal experiences that resonate or move the listener.

STORY-TELLING MESSENGERS MATTER IN CAMPAIGNS

Stories have power when they convey essential truths, compelling values and personal experiences that resonate or move the listener. At the same time, stories may have more or less influence depending on the messenger and whether that messenger has standing, credibility or clout with the particular audience you are trying to persuade or move to action. This is particularly true in today’s polarized public arena, when stories may be dismissed by some listeners based on a pre-conceived perception about whether the story teller represents a particular constituency or point of view even before relating a story.

In the context of campaigns for social, economic or policy change, story telling requires more deliberate consideration as part of a strategy to move specific decision-makers, to shift public opinion or to encourage other constituents to step up in support of a cause.

In particular, in campaigns specific stories that illustrate how your objective can address obstacles or challenges matter. The people who share these stories, the messengers, are also important because the storyteller must resonate with the audience, particularly elected officials or policymakers. Messengers should be consistent with the message they convey in the story to avoid being dismissed or delegitimized.

Moreover, when it comes to storytelling messengers in public campaigns, authenticity and expertise matter. Most often, this is not subject-matter expertise but lived experience with the issue at hand. For example, patients who have been denied treatment or faced debt and hardship because of unaffordable healthcare are more legitimate messengers for health reform than people who have never experienced any serious illness or had trouble paying for care.

CHECKLIST: Choosing Messengers

Make sure your story teller agrees with the overall goals of the campaign including the policy solutions that are proposing. The story should help make a case for those solutions.	✓
The story's details must be checked and confirmed with the storyteller.	✓
The messenger is directly impacted by the issue you are trying to resolve in ways that inspire sympathy.	✓
The messenger is broadly representative of the community or constituency who is impacted.	✓
The messenger is a constituent of the lawmaker or has standing to address the issue in a public forum.	✓
The messenger is viewed as credible and authentic by the audience.	✓
The messenger is appropriate for the medium, whether it's a one-on-one, a presentation or press conference, a newspaper opinion piece or a social media post or video.	✓
The messengers agree to vetting, preparing and giving permission to use the story.	✓

Advocacy: Stories are also very helpful when they serve as testimony to back up data and facts that many campaigns use to move key decision-makers—usually elected lawmakers—on policy issues. Often, featuring key stories of impact help boost the impact of policy research and analysis that focuses on quantifying problems, describing more abstract or clinical consequences. Policy experts and lawmakers offices often are seeking examples of impacted people to share stories as they try to advance or stop legislation. Story banks that are organized by Congressional or state legislative districts can be a helpful tool to ensure that organizations or campaigns are equipped to fully participate in the advocacy process.

Research and Policy: Story collection can serve as a critical tool for generating quantitative and qualitative data that informs policy choices, prompts the development of new policy, identifies new trends or guides larger research and policy efforts. Application of standardized tools like surveys, questionnaires, focus groups and interviews can help collect stories among targeted groups that complement or illustrate statistical data or previous research on a wide range of topics.

Mobilization: Sometimes, rather than using stories as a mechanism to assess someone's position or interest on an issue or to persuade a decision-maker, stories can be used to activate people who already support an idea or position to take action in a key moment. We often see this on-line or via social media since most social media sites curate content via algorithms that target audiences based on certain preferences whether those are political, market-based or identity based. There are many recent examples, for instance, of how the story of a Black American shot down by police can motivate tremendous civil action in communities. Similarly, the stories of two Americans killed by immigration enforcement agents in Minnesota galvanized thousands of people to take action against the Trump Administration's deportation regime.

ADDITIONAL USES FOR STORIES IN CAMPAIGNS

Communications/Narrative:

Stories are critical for spreading information or a message because they provide real-life, sympathetic examples of people affected by issues or illustrate data. Journalists are often seeking local individuals who are impacted by a specific policy, legislative proposal or initiative to feature in their stories. Many campaigns develop “story banks” for this very purpose. Story banks are curated, vetted stories that can be easily accessed and shared with journalists in real time. The story tellers who submit stories for the story bank are also often trained and coached to deliver their stories most effectively in order to build their confidence in sharing their story as part of public events or with journalists who may ask them follow up questions about the story. Having a story bank ensures that an organization or a campaign has stories ready to go that meet their needs, make the case they are advancing and helps build a bigger narrative by reinforcing a central message or policy position that the stories are all meant to illustrate even as each story may vary when it comes to individual details.



TELLING STORIES ON SOCIAL MEDIA

The medium that a campaign or organization may choose for their storytelling efforts often depends very much on the audience they are trying to reach. There is clear and growing evidence that the ways Americans consume news and information has changed dramatically over the last two decades. With the increasing prevalence of AI in generating and disseminating information, more transformation may be right around the corner.

Young adults, ages 18-29, for instance, increasingly get information from social media. That means that to leverage a story that can educate, animate or engage people in this age group, distributing and promoting that story on platforms like YouTube, Tik Tok, and Instagram may be more effective than publishing that same story in a magazine or newspaper or by featuring the story on cable news.

Moreover, stories may be the most effective format to get information about issues to people in this age group because this cohort is much less likely to actually seek out news or information about policy or political issues. Rather, much of the information they get from social media about recent news or policy reaches them incidentally through their social media feeds or through influencers they follow on-line. This is very different from older voters, who generally learn about issues and policies from more traditional news sources which are still the most trusted sources for this group. Older voters generally trust social media less as a reliable source of facts and news than younger Americans.

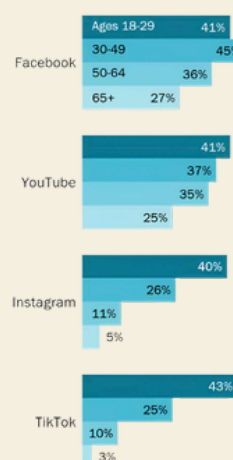
Since younger voters don't consume traditional news from traditional sources, stories packaged in social media content on their favorite sites is often a better way to convey information about issues that they care about or that resonate like healthcare, climate, racial or gender justice.

News consumption on social media sites, by age

% of U.S. adults who say they **regularly** get news on each social media site

Note: This chart only shows the social media sites where 20% or more of U.S. adults say they regularly get news.
Source: Survey of U.S. adults conducted Aug. 18-24, 2025.

PEW-KNIGHT INITIATIVE



THE BIGGER STORY: NARRATIVE ARCS FOR SOCIAL CHANGE MOVEMENTS

Stories are building blocks for organizing and advocacy, but as stories emerge in a larger strategy to advance a particular agenda, whether it's a short term goal like passing a bill or a longer-term one like shifting the narrative about the role of Black Americans in Appalachia, these stories can fit into a larger narrative arc that over time reorient how we talk, think and experience our surrounding. After all, stories help average people make meaning and sense of the world around them and we can use those stories to create a context that is more favorable to the change we want.

Organizing and advocacy campaigns are often planned with a narrative arc in mind that tells a larger, escalating story of conflict, resolution, triumph, and democracy. In the story, real people coming together for collective, democratic action that triumphs over oppression and injustice, are the heroes. This story of how we win big things—civil rights, war on poverty reforms, health care—reinforces the basic values that Americans share about patriotism, justice, merit, and democracy, and can help overcome differences in some cases or accentuate contrast in others.

One area of social and policy change where using stories to highlight contrast and create sides in a debate is in overcoming opposition. Incorporating the opposition into the narrative arc of a campaign is critically important because it helps assign culpability to those doing harm, it creates a target for accountability and it increases urgency for action and pressure on the solution-makers to actually resolve the issue. Stories that relate the actual lived experience and the harms in real people's lives caused by opposition forces whether it's wealthy polluters, corporate price-gougers or oppressive state violence is a critical part heightening awareness about a problem and demanding remedies to address it. In this way, there's a role for stories not just in inspiring empathy or building trust, but also in animating the anger and outrage that is often a catalyst to lasting change.

The repetition of stories that highlight the opposition's impact by different messengers as well as stories that invite more and more people into the fight all contribute to building a narrative arc that reinforce critical values that underlie social justice efforts and impactful policy change. One example of effective storytelling to overcome opposition and drive demand for reform is the campaign to hold the Sackler family accountable for their role in fomenting the deadly opioid epidemic that has resulted in around 1 million deaths since 1999 and in multiple harms to millions more.

The Sackler family

The Sackler family, as owners of Purdue Pharma, spearheaded the aggressive and deceptive marketing of OxyContin, playing a central role in sparking the U.S. opioid epidemic and developing the marketing model that led to vast overprescription of opioid based pills that started the addiction crisis which ultimately devastated many regions.

The hardest-hit states, according to Centers for Disease Control and Prevention Data, are geographically concentrated in the Appalachian and mid-Atlantic regions. West Virginia in particular has long been considered the epicenter of the opioid crisis during the height of the epidemic. In fact, West Virginia was one of the first states targeted by Purdue Pharmaceutical for marketing and distribution.

The role of the Sackler family and their blockbuster drug, OxyContin, only came to light over the last decade as more and more stories emerged of overdoses and addiction caused by Purdue's flooding of the market with the drug.

One influential story was from Nan Goldin, an international artist who shared her opioid recovery story in a speech in 2017, naming OxyContin as her drug of choice.

Goldin went on to form Prescription Addiction Intervention Now (P.A.I.N.), a campaign to hold the Sackler family for their involvement that included numerous protests to highlight the Sacklers' philanthropic contributions art galleries, museums and universities in contrast to the devastation wrought by their highly addictive signature medicine. Gradually, thousands of people came forward to share their stories about addiction, eventually forcing Congress to take notice and conduct investigations that led to legal action against the Sacklers and Purdue.

Establishing the culpability of the Sacklers was a critical step in creating accountability and driving public policy steps to increase public health responses and investment in prevention. Telling the story of how the Sackler family deliberately and aggressively marketed a dangerous and highly addictive medicine helped expose the truth of the addiction crisis and shift the narrative away from blaming victims and shaming communities.

This case study illustrates how versatile storytelling can be in campaigns to address huge social and political problems. In the example, storytelling exposed the true villains, storytelling encouraged engagement and participation that helped build and unite a constituency, stories moved policymakers to take action, and stories shifted the longer-term narrative about what happened, who is to blame, and what action is required to move forward.

Martec Washington's Petrochemicals Story



Social, economic, and political change doesn't just happen—it happens because ordinary people unite, take action, develop a strategy, and leverage power to win action on their demands. Everyone who takes action has a story about why the issue is important and what the change means to them. But if they stopped with their own story, we would never see progress.

Scan to see more



RECOMMENDATIONS THAT CUT ACROSS ALL STORY TACTICS

Stories are vital in uniting a constituency, in defining and overcoming opponents and in advancing the change we want. Those stories help shape meta-narratives that are fundamentally bigger stories about what is possible in America, how change happens and what the role of real people is in acting as heroes that drive democratic action to govern our country. Moreover, the meta narrative enables us to tell the historic stories of how Black Americans shaped the past, fought for values and rights that broadly benefit everyone and still have a critical leadership role in shaping the nation's future.

This toolkit is intended to be versatile, providing guidance on how to use stories and storytellers in the context of focused efforts to win concrete change in the short term that shifts the balance of power and public thinking over the longer term. As you can see from the sections, there are many ways to use stories to meet different milestones in a campaign or to advance advocacy and power-building. But at the same time, there are some consistent practices you should incorporate into storytelling work that cut across all tactics and help establish a baseline for the effective use of stories.



Collect stories with a purpose. The most efficient way to use stories is to have in mind a strategy for how they will be deployed and what kind of stories are most useful in moving your audience, leveraging the right messengers, weakening your opponents and engaging others to join the effort.

- [GUIDE TO USING SURVEYS FOR STORY COLLECTION \[See Appendix A\]](#)

Always vet and double-check stories before sharing them with the media or in public forums. Vetting the story means confirming the details and anticipating questions or inconsistencies that a journalist or lawmaker may raise in response to the story.

- [KEY POINTS ON VETTING STORIES FOR CAMPAIGNS \[See Appendix A\]](#)

Always secure permission from the storyteller and confirm consent before sharing anyone's story. Telling personal stories has a lot of value in and of itself, but if you are also going to use that story in the media, as testimony for lawmakers or an example in an event or written opinion piece, then the storyteller must first consent and be comfortable with that usage. A written consent form is an important tool. Collaboration and transparency with the storyteller are also critical.

- [SAMPLE PERMISSION/CONSENT FORM \[See Appendix A\]](#)

Develop a system for efficient collection and cataloguing of stories so that stories you have collected and storytellers are readily available in real time when opportunities emerge to leverage a real person's story to advance your effort or campaign.

- [SAMPLE OF A CAMPAIGN STORY BANK \[See Appendix A\]](#)

Invest the time and energy to train storytellers to better deliver their stories in public. It takes practice and confidence for some storytellers to be able to effectively communicate their story to different audiences. Using a story strategically isn't just about the content of the story itself, it's also about many of the other aspects described in this toolkit: the audience, the medium, etc. Moreover, story tellers often need support and training to effectively respond to questions about their stories, particularly in cases where they may be talking to a lawmaker or to a journalist.

- [TIPS FOR DELIVERING YOUR STORY: \[See Appendix A\]](#)



CONCLUSION

There are myriad ways that collecting, refining and sharing personal stories can help build power for social, economic and racial justice through campaigns and policy advocacy efforts. This toolkit makes the case that a relatively undervalued role for storytelling is as a central organizing tactic that engages new people and helps to build relationships and a constituency that we need to advance change and also to make that change durable over time.

The power of storytelling as an organizing tool is evident in the larger narratives that today define American history, even 250 years after the founding of the nation. Some of these narratives are constructed to justify past actions, some to erase the role of Black Americans' contributions to creating our nation and others have served to validate the power of regular people to change their conditions and transform the country.

The key lesson about narratives is that they can change and that if we leverage stories for organizing, communication, advocacy and education we have the power to shape our own meta story about who we are, what we value, how we live together and how to build a better future for all of us.



BLAC

• OUR ROOTS RUN DEEP •

ENDNOTES

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Appendix A: Organizing Tools



Campaign Worksheet: Incorporating
Storytelling into Your Strategy



Guide to Using Surveys for Story
Collection



Vetting Stories for Public Use in
Campaigns



Sample Consent Form



Example of A Campaign Story Bank:
Lower Drug Prices Now



Tips for Effectively Delivering Stories

"The key lesson about narratives is that they can change — and if we leverage stories for organizing, advocacy, and education, we have the power to shape our own meta story about who we are and how to build a better future for all of us."



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