

Appendix

Worksheet: Developing your Public Narrative

Story of Self

To start in developing your Story of Self, reflect on the following questions:

1. Why am I called to leadership?
2. Why did I decide to tackle this specific injustice or problem and work on this organizing effort?
3. What values move me to act? Have these values always been important to me? If not, when did that change? How might these values inspire others to similar action?
4. What stories can I tell from my own life about specific people or events that would show, rather than tell, how I learned or acted on those values?

Next, use the table below to dig deeper on who you are and why you're here. Write down thoughts or draw pictures to illustrate your responses.

Where you come from	Who you are	How you got involved
<ul style="list-style-type: none">- Where were you born and where did you grow up?- Are there people that made an impact on you while growing up (family members, community members, role models, friends)?- Are there significant childhood experiences that stick out for you (early memories, coming-of-age experiences)?	<ul style="list-style-type: none">- What are you passionate about (interests, talents, hobbies)?- Are there significant experiences that have had an impact on your choices (school, travel, work, family, or partners)?	<ul style="list-style-type: none">- Are there people or significant experiences that stick out for you (social movement leaders, role models, books or knowledge) that spurred you into taking action for the first time?- What was your first experience of getting involved in organizing (volunteering in your community, supporting an organization, voting, attending a rally or protest)?

Next, based on your reflection, use the table below to write out the details of one choice point - a specific experience when you faced a challenge, made a choice, experienced an outcome, and learned a lesson.

Challenge	Choice	Outcome
<ul style="list-style-type: none">- Why did you feel it was a challenge? What was so challenging about it?	<ul style="list-style-type: none">- Why did you make the choice you made? How did it feel?	<ul style="list-style-type: none">- How did the outcome feel and why? What did it teach you?

Now, you're ready to draft a Story of Self. In crafting your story around the choice point you've chosen above, try to be as detailed as possible. Create setting for your listeners - paint a vivid image of what you experienced (what you felt, how it sounded or looked like). Feel free to draw pictures, too.

Story of Us

To start in developing your Story of Us, reflect on the following questions:

1. What values do you share with this community? (note: 'community' here is the 'us' in your story)
2. What experiences have had the greatest impact on this community? What challenges has it faced?
3. What change does this community hope for and why?

Next, based on your responses to the above, use the table below to reflect on another choice point but this time, for your community. (Note: 'community' here can mean your group or organization, people involved in your campaign, or even the specific individual or group of people with whom you're sharing your story).

Challenge	Choice	Outcome
- What was the challenge we faced? What's the root of that challenge?	- What specific choice did we make? What action did we take?	- What happened as a result of our choice? What hope can it give us?

Your goal here is to tell a shared story that evokes shared values, illustrates the challenge(s) your community has faced or faces, and gives them hope that it can act together to make change.

Story of Now

In developing your Story of Now, reflect on these questions

1. What is the urgent challenge your community faces?
2. What change does this community hope for and why? What would the future look like if this change is made? What would the future look like if the change isn't made? (note: here, you're trying to paint a picture of the 'dream' of the future if the change is made, and the 'nightmare' of the future if it isn't.)
3. What choice are you asking people to make and why now?
4. What action are you asking them to take and what impact will this have on the bigger picture? What's the risk, or, what would the future look like if we fail to act?

Next, based on your responses to the above, use the table below to reflect on one last choice point but this time, one that your community faces now.

Challenge	Choice	Outcome
- What is the problem your community faces? Why is it urgent to organize now? What stories or images can you convey to make the challenge real for your listeners?	- What will the future look like if we fail to act? What could the future look like if we do act?	- What choice are you asking people to make? It is clear what form their action will take and how it fits within the bigger picture (the 'dream' of the future you've described)?

In drafting your Story of Now, remember that you're trying to paint a clear and vivid picture of the urgent challenge your community faces, what the future could look like if they join you, and what specific action your listeners can take now to make it happen. Quick tip: your Story of Now should end with a "hard ask."

Weaving it together

Now it's time to weave Self, Us, and Now together. Use the table below to guide you. Then, it's time to try it out by practicing your full Public Narrative with others.

Self	Us	Now
<ul style="list-style-type: none">- Which choices in your life have led you to be here today? Pick one or two that relate to this community and this moment.	<ul style="list-style-type: none">- What is this community all about and which stories reveal that? What specifically moves you about this community?	<ul style="list-style-type: none">- What challenges make you feel enough (or angry enough) to act? What gives you hope? What specific choice are you asking people to make?