

Advocacy Story Template



Example: Tell the story of the value of E-rate

Story Structure	Example: Be specific	Audience Journey
<p>SET THE STAGE</p> <ul style="list-style-type: none"> Introduce the issue and what group of individuals is affected by it. Tell a few succinct/specific examples. 	<p>Accessing healthcare providers may be difficult for senior citizens.</p> <p>Other ideas:</p> <ul style="list-style-type: none"> Telehealth; applying for FEMA assistance; license renewal; online courses 	<p>Discover a problem they care about.</p>
<p>DIG IN</p> <p>Introduce your library— Describe the library intervention.</p>	<p>Libraries offer senior citizens private spaces for telehealth appointments.</p>	<p>Hear about the way libraries have come to the rescue.</p>
<p>EXAMPLES</p> <ul style="list-style-type: none"> Connect to positive impact. Connect the intervention to your library's work. 	<ul style="list-style-type: none"> Through their local library, seniors now have more access to their healthcare professionals. As a rural library, we expand community access to resources. 	<p>Hear the solution.</p>
<p>SHOW KEY ADVOCACY NEEDS</p> <p>State potential consequences and what your library needs to resolve the issue.</p>	<p>This is why we need the E-rate program to continue.</p>	<p>Learn the obstacles to the solution.</p>
<p>CALL TO ACTION</p>	<ul style="list-style-type: none"> Support the E-Rate program, and/or Contact your representative to tell them why the E-rate is essential. 	<p>Learn what they can do to positively affect a good outcome.</p>