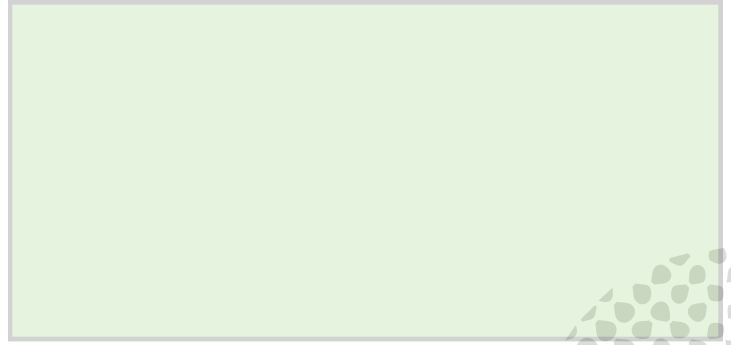


SHARING YOUR STORY

SHARE WHY YOU CARE.

- Tell your story.
- Speak from your heart.
- Tell why you care.
- Used shared values to open their ears and hearts.

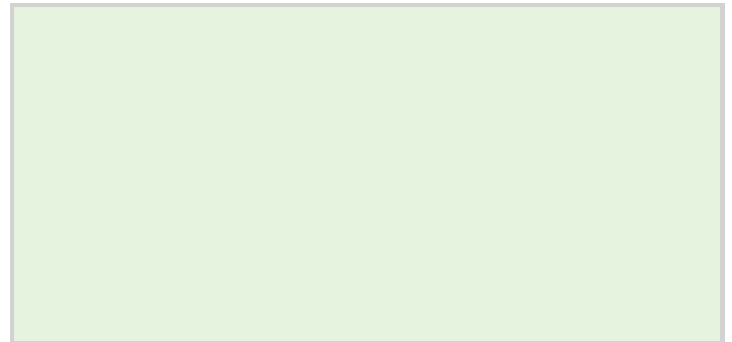


Examples of Shared Values (Credit: Sequel Consulting)

- No matter... [who you are / where you're from / what language you speak / your genders / how you pray / who you love / the color of your skin / where you live / what you do for a living / how much money you have in your wallet] (choose 3)
- From [Region X] to [Region Y] (use alliteration if possible, ex: "from Weirton to Washington")
- No matter [what we look like, where we live, who we vote for, where we come from] (Choose 3)
- Whether you're Black or white, Asian or Latino, Native or newcomer...
- Whether our backyards have corn or bodegas, forests or freeways...
- Regardless of where we come from, how we worship, or who we love...
- No matter where we come from or what our color, most of us work hard for our families...
- People of different races and from different places...
- No matter our differences, most of us want pretty similar things...

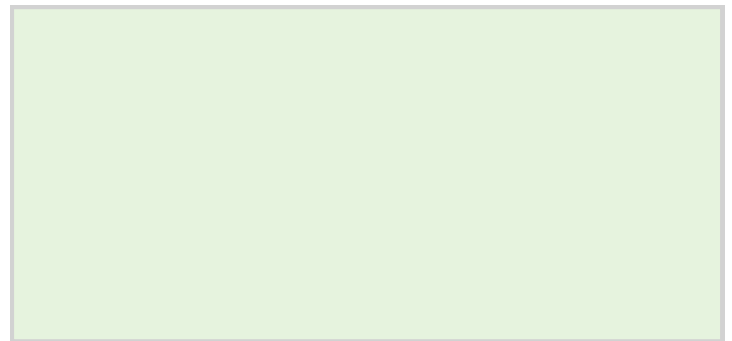
NAME THE PROBLEM.

- Clearly state your concern.
- Explain how the problem is impacting people.
- Keep it short & simple.
- Focus on the part of the problem that your solution will address.



EMPHASIZE THE SOLUTION.

- Keep the focus on what change you want to see.
- Name the person, group, or agency who can bring the change forward.
- Name the specific action you want the decision-maker to make.



This resource is part of Fair Shake Environmental Legal Service's Community Democracy River. For more information and additional resources, tools, and levers, visit: <https://www.fairshake-els.org/community-organizing-resources>.