

## STORYTELLING FOR SOCIAL CHANGE GUIDE

Once you have identified your story, you will want to shape it for sharing in a public context. The Harvard scholar Marshall Ganz breaks down the method of preparing a narrative as the **Story of Self**, the **Story of Us**, and the **Story of Now**. The worksheet below will help guide you.

What is the issue at the heart of your story?

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How are you **personally** connected to the issue through your story? (Story of Self)

Why is this issue important in your **community**? (Story of Us)

What is your **call to action**? (Story of Now)

Now that you have the building blocks of your story, think about your **hook**. What will grab people's attention right from the beginning? Think about emotion, the five senses, time and place.

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What is your **core message**? Put it in one sentence.

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What **three things** are most important for you to share from this story?

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