**Story Template**

*Use these questions and prompts to write your own story.*

***Guiding Questions:***

* Who actually is the audience (e.g. other parents, students, community members, the school board).
* What is the makeup of the audience (e.g. gender, race, age, education level).
* What do you have in common with the audience?
* What differences exist between you in the audience?
* How is the audience connected to education and school choice?
* What are the interests of the audience?

***Don’t forget to keep these best practices in mind:***

* **Keep your story clear** - The audience should be able to easily follow your story. A good way to do this is to make sure your story follows a clear narrative arc (beginning, middle, end with a clear conflict and resolution). After hearing your story once, the audience should be able to give a quick summary to a friend who hasn’t heard your story.
* **Keep your story concise** - Make the story as concise as possible. You don’t need to include extra details. The audience wants to hear about you and your experiences. Adding excess detail can confuse the audience. They might get distracted, get lost, or not fully understand the point that you are attempting to convey with your story.
* **Make your story compelling** - After hearing your story, an audience should be excited about taking action and engaging in your effort to fight for school choice. You can get them excited by telling a compelling story. If there are parts of your story that are particularly interesting or engaging, focus on those. If there is a conflict in your story, focus on that conflict and make it clear how you resolved the conflict. When thinking about making your story compelling, think about your audience members. What is going to make people hearing your story tell their friends about you? You are using your story to inspire action, so make sure you are using the words and choosing the anecdotes that will help do that.

*You can go ahead and write your story on the back of this handout*

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