

DEVELOPING YOUR STORY



1. STORY OF SELF: Why are YOU called to make this change in the world? When did you start to care? Why? Can you share a personal story that could enable others to "get you"—to understand why you want to lead? Focus most of your time on this section.

Before moving on to the next section, ask yourself:

Did I include visual descriptions?

Did I make it emotional and relatable?

Is it memorable?

2. STORY OF US: What values do you share with the ACLU community? What moments or experiences have you and your community shared that express these values? **1-2 sentences only!**

Before moving on to the next section, ask yourself:

Did I include visual descriptions?

Did I make it emotional and relatable?

Is it memorable?

3. Story of now: What is the change you want to make in the world? Why is it urgent? What can people join you in doing now? (remember to make an ask!) **1-2 sentences only!**

Before moving on to the next section, ask yourself:

Did I include visual descriptions?

Did I make it emotional and relatable?

Is it memorable?