Strengthening Stories by Developing Pitches Tailored for Audiences

Collective Framing & Collective Asks
NCAN's Messaging / Asks

Your Organization's Asks & Areas of Focus
Asks Your Organization Would Like to Focus On

Your Stories & Data
Your Organization AND/OR Individual Stories PLUS DATA

Through well-crafted pitches adjusted for your specific meeting audience

= Effective Pitches for Collective Advocacy + Asks
Effective Storytelling
Remember: You’re an expert with a story to tell!

- Clearly And Concisely Communicate student’s story and/or your organization’s story
- Paint A Picture of the individual themselves, peers they represent OR types of partners and students served
- Communicate The Impact of the issue on individuals OR your organization’s impact on students served
- Highlight Data And/OR Research That Makes stories and issues faced come alive OR which guide organization’s work
- Memorable And Compelling Pitch
Kevin’s Story

My name is Kevin and I’m from St. Louis, Missouri. I am a first-generation college student and will be graduating next year from Bucknell University. I still vividly remember when I was applying for college and my single parent father informed me that he would not be able to offer any financial assistance towards my education. My father works 60 hours a week as a handyman and janitor, raising two kids on his own. I used to think he was invincible, but I started to realize that he was just surviving. After receiving my acceptance and financial aid letter, I started to wonder if the education system was even meant to support kids like me. My $2,000 Pell Grant only made a dent in my tuition and housing bill of $70,000, even with Pell grant and scholarships, I was still expected to pay for my expected family contribution of $3,000, a remaining balance of $3,500 on my own. In my home state of Missouri, 125,404 students rely on Pell Grants to make ends meet as they pursue education. Raising the maximum Pell Grant is a huge help to me and my peers, however a lot more is still needed to truly make the full cost of college affordable. I urge your office to work to spell out the plan to reach Double Pell over the next several years.
Resources to Help You Craft OR Work on Your Story

Here are storytelling worksheets you can use to draft and work on your story:

- Staff / Organization
- Individual / Student
Adapting Our Stories for Different Audiences
Messaging for Different Audiences - just a few keywords you may hear:

**More Conservative**
- Return on Investment
- Workforce development
- Meeting Employer Needs
- Balanced Budget
- Deficit Reduction

**More Progressive**
- Racial Justice
- Racial inequality
- Equitable distribution of resources
- Debt-free
- Free College