

Communicating Your Story Worksheet

One way to advocate for an issue is to share how it personally affects you, in other words, by sharing your story. Sharing your story as an advocacy tool means more than just stating what you are going through or have gone through. The most impactful stories focus on a specific issue, strategically use facts and statistics, provide at least one solution, and include a call-to-action. A call-to-action is essentially an 'ask' of your audience. Including a call-to-action transforms your story from just a story to a form of advocacy as it moves people from reading to doing. This worksheet should be used to help you advocate for an issue while framing it as a personal story.

What Are You Advocating For?

Problem

Identify the issue that you want to advocate for. Some common topics of advocacy for breast cancer patients include:

- Metastatic Breast Cancer*
- Financial Impacts of Breast Cancer*
- Being a Young Women Diagnosed with Breast Cancer*
- Breast Cancer Drug Access*
- End-of-Life and Palliative Care*

Summarize your key message in 25 words or less.

What is the main impact of the issue? How are most breast cancer patients impacted by this issue? Is it:

- Mental/Emotional*
- Physical*
- Social*
- Financial*

How are most breast cancer patients impacted by this issue? Add facts and statistics.

Solution

What would resolve the issue?

Propose a few solutions. Be as specific as you can.

What positive impact would the resolution have?

Focus on the impact on your life as well as the lives of others diagnosed with breast cancer

How will the proposed solution(s) help you? How will it help other breast cancer patients?

Call-To-Action

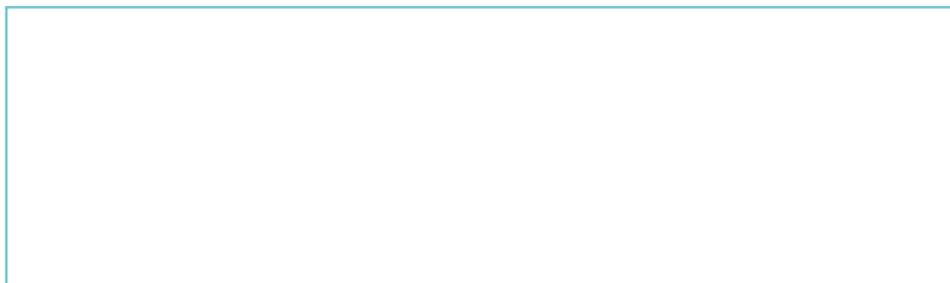
What would you like to urge others to do?

What would you like people hearing your story and issue to do about it?

What is Your Story?

Illustrate the scope and main impact of the issue on your life. Is it:

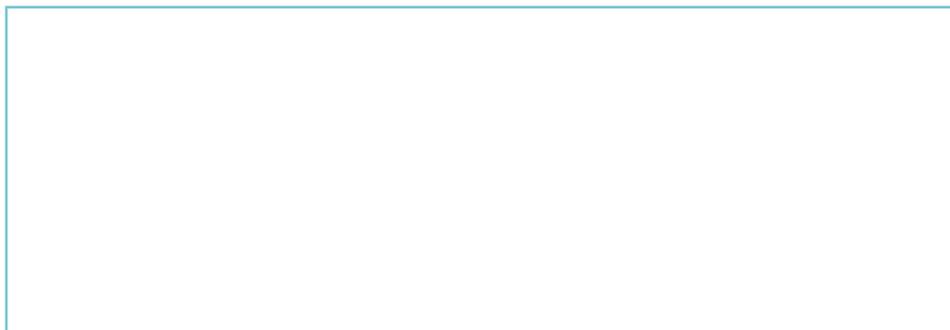
Financial
Spiritual
Mental/Emotional
Physical
Social



Consider adding how long this has been an issue in your life.

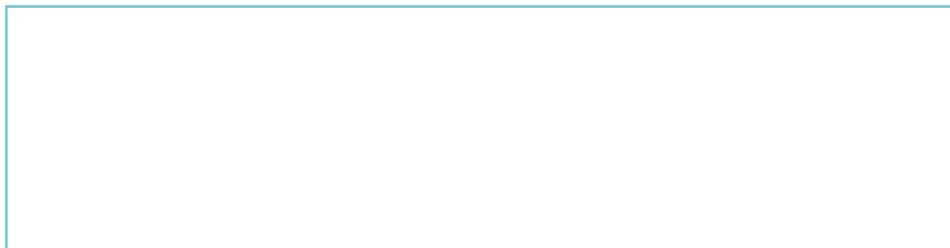
What impact has the issue had on your loved ones?

Your partner
Your children
Your parents or parental figures
Your friends and other family members



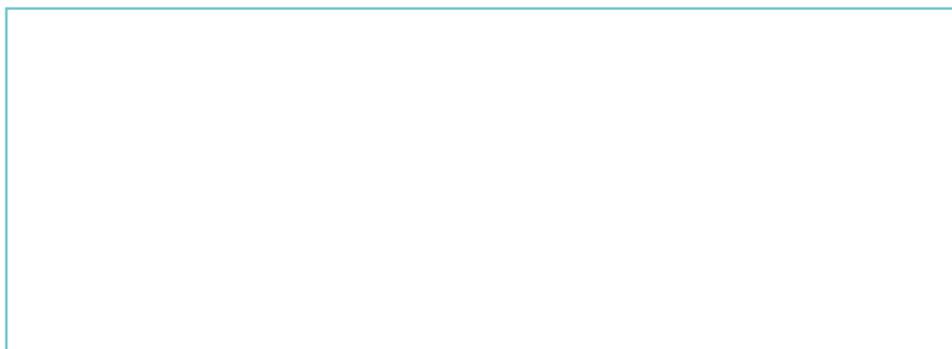
Ask your loved ones how they have been impacted.

What has surprised you about this experience?



What are some things you were not expecting?

What has supported you/given you hope/motivated you/inspired you to keep going?

A large, empty rectangular box with a thin blue border, intended for the user to write their response to the question above.

Recognize the things and people in your life who have been there.