



Lights, Camera, Impact: Using to Advocate for Yourself and Your Community.

Transform Your Personal Experiences into
Clear, Impactful Messages

Your story. More impact.
Let's build it—together.



D'TreSean Burge



Wanda Johnson

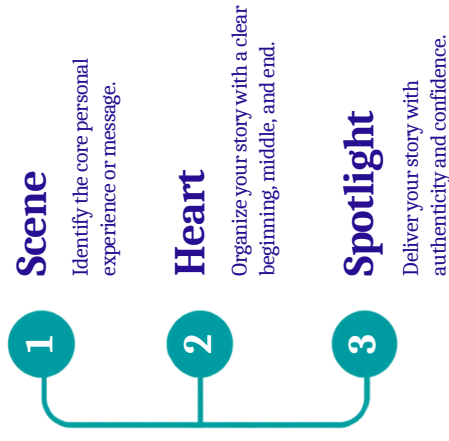
Why Storytelling Matters

Stories build real connection. They
turn facts into meaning. They move
people to care and act. **Your story**
helps others understand and care.



The 3-Step Storytelling Framework

A simple, repeatable path to turn your experience into a story that connects and makes an impact.



Step 1: The Moment

What Happened?

Set the Scene

"Where were you?"

"Who was there?"

"What happened?"

"What were you thinking?"

Help Us See It

Step 2: The Meaning

Why Did It Matter?

Stop telling the facts and start sharing the impact.

“How did it change you?”

“What challenge did it create?”

“What emotion did you experience?”

“What did you learn?”

Help Us Feel It

Why Do You Want People to Remember?

“What needs to change?”

“What do you wish people understood?”

“What advice would you give someone else?”

Shine a Light on What Needs to Change

Step 3: The Message

Guided Reflection & Group Interaction

Reflect on an experience you want to advocate for

Identify the message at the heart of it

Share in small groups and listen to each other's stories



02:57

Emotions

- scared
- frustrated
- embarrassed
- relieved
- hopeful
- determined
- confused
- angry
- grateful

00:54

00:02:07

Small Groups

- 1 minute - Tell your story.
- 1 minute - The other two answer the questions
- No criticism.
- No fixing.
- Just listening.



00:54



Practice

No rewriting

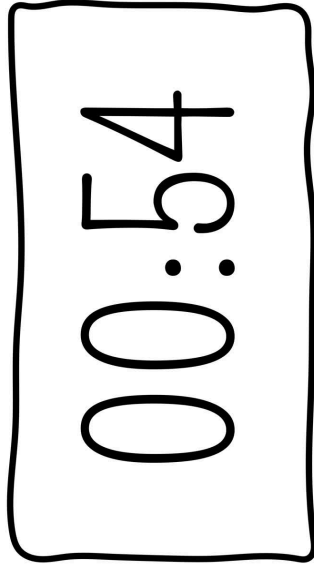
Just improve

Maybe

- stronger beginning
- clearer ending
- more emotion
- better lesson



00:02:07



1-Minute Advocacy Story

- Used the 3-step framework to shape your story.
- Made it clear, connect emotionally, and land your message.
- Practiced it aloud with your group.
- Refined and delivered it with confidence.



1	20 seconds Tell us what happened
2	20 seconds Tell us why it matters
3	20 seconds Tell us what you want us to remember

You have a one minute story now.

"The bravest advocacy begins
when you give your story a voice."
Becca Anderson

Thank You & Next Steps

Thank you for being part of
today's storytelling workshop.



- 01 Share your story**
Tell it, listen to feedback, and keep refining.
- 02 Keep practicing**
Apply the 3-step framework in everyday moments.
- 03 Stay connected**
Find resources and ways to connect.

Questions or reflections?
Let's open the floor.

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