



Telling your story is one of most powerful tactics we have as organizers. It gives the reason as to why we show up and take action. Honing and sharing your story is your responsibility as an activist. Engaging and tracking the stories of your peers is your responsibility as an organizer.

### **Why do We Need Your Story?**

- We need your story to build a retiree movement that can articulate with faces and examples the reason we organize and become active.
- The most important aspect of organizing is the why. Why do you do what you do is central to everything else. It's the purpose that drives your activism. Why do you remain an active retiree? What are you fighting for and why do you believe in it?

### **How Will You Use Your Story?**

- During district and capitol lobby visits
- Speaking at press conferences and fulfilling TV, print, and digital news requests from journalists and reporters
- Testimony on Capitol Hill, before committees, and during hearings
- During membership meetings, rallies, protests, and direct actions
- In Alliance literature, online platforms, and recruitment materials

### **What Makes an Effective Story?**

- Who you are
- Your experience
- Why you became an active retiree
- What still needs to happen
- Your ask: for change, action, and/or for others to share their story.



## Story Starters

- Do you have a health condition that Medicare helps you address?
- Did you experience a relief in your health care costs with the passage of the Affordable Care Act?
- Have you ever fallen into the Medicare “donut hole?”
- Do you have diabetes, arthritis, or other expensive medication necessities?
- What do you fear would happen to you if Medicare is cut or privatized?
- What about your relatives? Would anything happen to them if Medicare were cut or privatized?
- What role does Social Security play in your life? How would it affect your life if Social Security were reduced?
- Do you have things you need but are unable to afford?
- How would it affect your life if Social Security benefits were to increase by \$100 per month?
- Have you had to make adjustments in your living situation due to financial or health issues such as moving in with adult children or other relatives?

## Ok, I Have a Story to Tell, What’s Next?

- Use the Storytelling Organizer to structure your story.
- Edit your story to roughly 500 words so that you can deliver it in less than 5 minutes.
- Develop your ask.
- Practice telling your story with a friend or fellow Alliance member.
- Ask for their feedback.
- Plan to share your story at a membership meeting, rally, or action.
- Share your story with your State Alliance and the Alliance for Retired Americans team in Washington.
- Change the world.



**Storytelling**  
Minikit

## Storytelling Organizer

|               |                      |
|---------------|----------------------|
| <b>Name:</b>  | <b>Phone Number:</b> |
| <b>City:</b>  | <b>State:</b>        |
| <b>Email:</b> |                      |

My **name** is \_\_\_\_\_. I was a **member of** \_\_\_\_\_ union/workplace, and or **worked as a** \_\_\_\_\_ for \_\_\_\_\_ **years**.

My **Social Security/Medicare/Medicaid/Prescription Drug** story is about \_\_\_\_\_

---

**I became an active retiree** after/because/when: \_\_\_\_\_

---

We still **need to see/work toward/fight for:** \_\_\_\_\_

---

**My ask** for you today is: \_\_\_\_\_

---

Please use back of this page for additional space.

Send copy for publication to [mcampbell@retiredamericans.org](mailto:mcampbell@retiredamericans.org)

