Telling your story is one of most tools we have as organizers. It tells people why we show up and take action and inspires others to join us. Honing and sharing your story is your responsibility as an activist. Engaging and tracking the stories of others is your responsibility as an organizer.

Why do We Need Your Story?

- We need your story to build a retiree movement that brings the reasons we organize and advocate to life with faces and real life examples.
- 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 the media
- 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
- What problem needs to be solved and how that problem affects your life
- Your ask: for change, action, and/or for others to share their story.
Story Starters

▪ Are you or a family struggling to pay for prescription medications? Do you fear being able to pay for them in the future?
▪ Do you have diabetes, arthritis, or other conditions that requires expensive medicines?
▪ Have you ever fallen into the Medicare prescription drug “donut hole?”
▪ What do you fear would happen to you or your relatives if Medicare were cut or you had to pay more for your coverage?
▪ Do you rely on Social Security to make ends meet? Could you have waited to collect Social Security until you were 72?
▪ Are there basic necessities you need but cannot 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?
▪ How will you pay for long-term care if you or a relative needs it in the future.

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.
▪ Define you “ask.” Remember – your ask may be different depending on the audience.
▪ 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.
I was a **member of** __________ union/workplace, and or **worked as a** __________ for ________ years.

I think Congress needs to **Prescription Drug Prices** because:

________________________________________________________________________________________

________________________________________________________________________________________.

Lowering **Prescription Drug Prices** is important to retirees because:

________________________________________________________________________________________

________________________________________________________________________________________.

**My ask** for you today is: __________________________________________________________________

________________________________________________________________________________________

**Please use back of this page for additional space.**

*Send a copy for publication to: mcampbell@retiredamericans.org*

By completing this form you are agreeing to allow the Alliance for Retired Americans to share your story on its website, social media accounts and with elected officials. Please contact Lisa Cutler at 202-637-5394 or lcutler@retiredamericans.org with any questions.

*By providing your cell phone number you agree to receive automated calls and text messages from the Alliance for Retired Americans. Message and data rates may apply.*