STORY OF SELF

My Narrative

Your "Story of Self" is a story that moves other people to take action.
It might include things about why you started caring about your campaign issue,
your core values, or the world you hope to see.
Remember- it is up to you what parts of your experience to share with who.

Where to start?

It can be hard picking where to start with our own stories. This framework might help:
CHALLENGE- What are you trying to overcome? Why must change happen now?
CHOICE- How are you addressing the issue? What do you want others to do to help?
OUTCOME- This is the world you want to see- your "dream" if you win your campaign.
LEARNING- What have you learned so far?

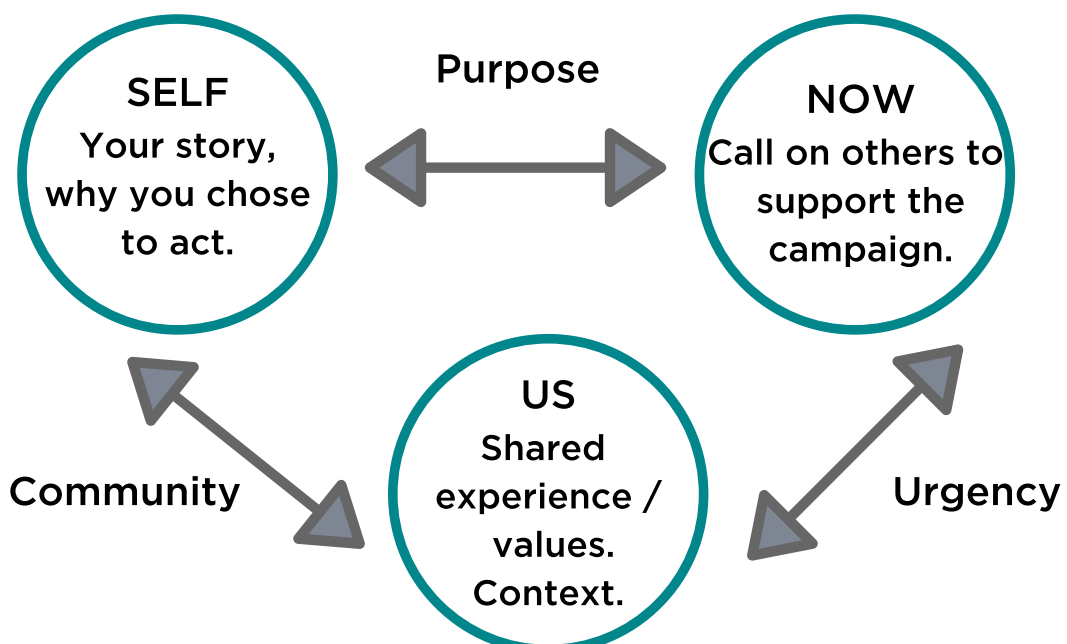|	
CHALLENGE	CHOICE
OUTCOME	LEARNING

PUTTING IT TOGETHER

My Ganz Story of Self, Us, and Now

Ganz storytelling is a way of sharing your story that compels people to take action against the issue you are facing. It has 3 parts:

Story of **Self**	Empathy ♥	**Why** take action?
Story of **Us**	Context	**Why** take action?
Story of **Now**	Call to Action ✋	**How** to take action?

Story of Self- The issue or challenge you have faced. This connects to peoples heart / feelings and tells them WHY they should take action

Story of Us- How other people have faced similar challenges- it isn't just one isolated case! This connects to peoples head / logic and also tells them WHY they should take action

Story of Now- This is how you want people to support you. A specific way that can help your campaign. It connects to peoples hands / actions and tells them HOW to take action.

SELF
Your story, why you chose to act.

Purpose

NOW
Call on others to support the campaign.

US
Shared experience / values. Context.

Community

Urgency

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PUTTING IT TOGETHER

My Ganz Story of Self, Us, and Now

Use this space to start writing your own Ganz Story of Self, Us, and Now.
It doesn't have to be perfect or polished, we're learning something new.