



SPEAK UP STAND UP

Disability Advocacy Summit

Live it. Shape it. Share it. Worksheet

Before we start: The Big Issue

A) What is your big concern or issue that you want to take action on?

Part 1: Your Story

How you live is your story to tell!

Your story is when you talk about your life. Some things you might share in your story could be:

- What has happened in your life, and how you think and feel about your life.
- What things could have made your life better.
- What you want to see happen next in your life, and what you want to happen for other people who have lives like yours.

STEP 1: Start with Your Story

B) How does the issue you named earlier affect you, your family, and your community? Does the issue affect your health, work, independence, or something else?

Example:

"I use Medicaid to get my medications and see my doctor. Without it, I can't stay healthy enough to work."

STEP 2: Tie It to the Bigger Issue

C) Is there a policy, bill, or decision that connects the issue to your story? What is it?

D) Who has the power to impact this issue? Who are you appealing to for this action?

Example:

“The new bill includes cuts to Medicaid that would reduce services for people like me. Our elected officials can stop this bill.”

STEP 3: Make It Real

E) What does this issue look like in real life?

Use one clear, emotional, but honest example. Keep it simple.

Example:

“This isn’t about numbers on a page. It’s about whether I can afford to stay alive and independent.”

STEP 4: Name Why It Matters

F) Why does this matter beyond just you?

Example:

“This affects thousands of people with disabilities, seniors, and families across our state.”

G) Is there a positive that can come from the issue?

Example:

“Medicaid helps me stay independent by providing in-home supports so I can live in my own home.”

Part 2: Shape it

Now that we brainstormed your story, let’s put the pieces together into a message.

What’s your hook?

We want the message to grab the audience’s attention. This opening sentence is called a hook.

H) Is there a powerful fact about your issue that you want to share? Or do you have a powerful moment, experience, or story to share that relates to your issue?

Example:

“Did you know Medicaid covers more than 70 million people, including children, adults, seniors, and people with disabilities.”

The Call to Action

A call to action is a clear message that tells people what you want them to do next.

How can people take action to support your cause:

- Share my story
- Share your story
- Contact your legislator
- Show up to a hearing
- Wear a color / attend a day of action
- Other:

I) Write out exactly how you want them to take action about your issue.

Closing

J) What do you want your audience to remember about this issue?

PART 3: Putting it all together - Your Script to SHARE

The Script:

(H) Write your hook.

My name is _____ and _____.
What is your name? Who are you?

Because of _____, I can _____.
(A) What is your issue? (B) How does the issue help or hurt you?

_____ is important because _____.
(A) Name the issue (F) Say why it's important

That's why I'm asking _____ to _____.
(D) Who can impact? (I) What is the action you want them to do?

You can help _____ by _____.
(G) What is the positive from your issue? (I) What is your call to action for your audience?

_____ today!
(J) Say your call to action again or leave them with something to remember!

Fillable version:

↑ (H) Write your hook.

My name is

and

↑ What is your name?

↑ Who are you?

Because of

, I can

↑ (A) What is your issue?

↑ (B) How does the issue help or hurt you?

is important because

(A) Name the issue

(F) Say why it's important

That's why I'm asking

(D) Who can impact?

to

(I) What is the action you want them to do?

You can help

by

(G) What is the positive from your issue?

(I) What is your call to action for your audience?

today!

(J) Say your call to action again or leave them with something to remember!