



Speak up to defend the Endangered Species Act!

Advocacy Matters: Personal Story Worksheet

Everyone’s story is important – especially in advocacy. The reason YOU care about protecting wildlife deserves to be shared and can be one of the most effective ways to influence policy makers, urging them to stand strong for the environmental policies that support our wildlife and the land they need to survive. This worksheet can help you organize your thoughts to ensure you are sharing the most compelling aspects of your story.

Please email Caitlin if you have questions or would like her to review your worksheet: ccattelino@defenders.org

Checklist for developing your story:

Does your story have:

- A lead character → that’s YOU

- Tension building or rising action → what brought you to this moment

- A discovery of a solution → the “ask” of policy makers

How does your story connect to your community or your state?

How would your community or state be impacted (positively or negatively) by the policy maker taking the action you request? *(Defenders may be able to help with data, stats, scientific information.)*
