Storytelling Strategy Screen: A Quick How-To

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WHAT IS A STORY?

An account of events or an experience of a change happening, shared by a person or group within relationship to those events or changes.
Storytelling can change how people think, but without a guiding strategy, it can backfire or be ineffective.
Advance a Bold Vision
Navigate, Leverage, & Shift Frames
Illuminate Structural Inequities
Estamos comprometidas a 15,000 votos en Noviembre.
Tenemos listas de 164,000 votantes.
Esperamos conectar con 41,000 de ellas/as.
Identificar 27,000 que digan "Sí" a la Propuesta 30.
Llevar 15,000 votantes a las urnas en Noviembre.
Start using your strategy screen right away and share with the people you’re working with.