How to Tell Your Personal Story To Advocate for MPS and MPS Related Diseases

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M+R
National MPS Society

Welcome

Why are you here?
Why are personal stories powerful?

There are 2 ways to share knowledge:
- You can push information out
- You can pull them in w/ story
Diane Jones, Ohio
Responded to a request to share stories about the impact of secondhand smoke

Nearly 100 people per day took action on the campaign website on the days her ad ran.
The Connelly Family, ME

“The canary in the coal mine”
What’s unique about storytelling for advocacy?
What makes a good advocacy story?

- Personal
- Timely
- Relevant
- Surprising
- Relatable
Why is it hard to tell our story?
Why is it hard to tell our story?

Soooo much information...
Why is it hard to tell our story?

Soooo much information...

It’s emotional
Why is it hard to tell our story?

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Details are important to us…but not necessarily the listener

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Adults have the attention span of an ant
So....

How do I tell my personal story effectively for advocacy?
Big picture recommendations

- Be concise
- Go light on the details
- Don’t fear emotion
- Be strategic based on the specific listener
- Capture attention with a short elevator message…and then expound
Answer
key
questions
<p>| Answer key questions | Who is your audience? |</p>
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<th>Answer key questions</th>
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<th>What might appeal to their direct self-interest?</th>
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<td>27 words or less</td>
<td>9 seconds or shorter</td>
<td>No more than 3 points</td>
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The 27-9-3 Rule for Compelling Messages
"My son has had 3 open heart surgeries. Despite having health insurance, our family has suffered significant medical debt from high premiums, deductibles, and co-pays."
“Cardiac arrest kills 250,000 people yearly. In 2001, one of these people was my husband Joel. If an AED had been available, it could have saved his life.”
Ready to give it a try?

- Use the 27-9-3 messaging worksheet
- Answer the key questions and draft a 27-9-3 message
- Send to dpickles@mrss.com by next Wednesday, December 10th, for customized feedback
Questions?
Thank You

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