



NATIONAL HEAD START ASSOCIATION

Telling Your Story

For Alumni and Families

By Olivia Burlingame Goumbri

Manager, Alumni and Grassroots Advocacy

Effective Storytelling ...

- gives voice to an issue
- is interactive
- uses compelling words and actions
- has a clear beginning, middle, and end
- delivers an important message
- utilizes a respected messenger

A powerful story is always...

- short
- emotional
- gets to the point
- connects to your core values

Who are we?

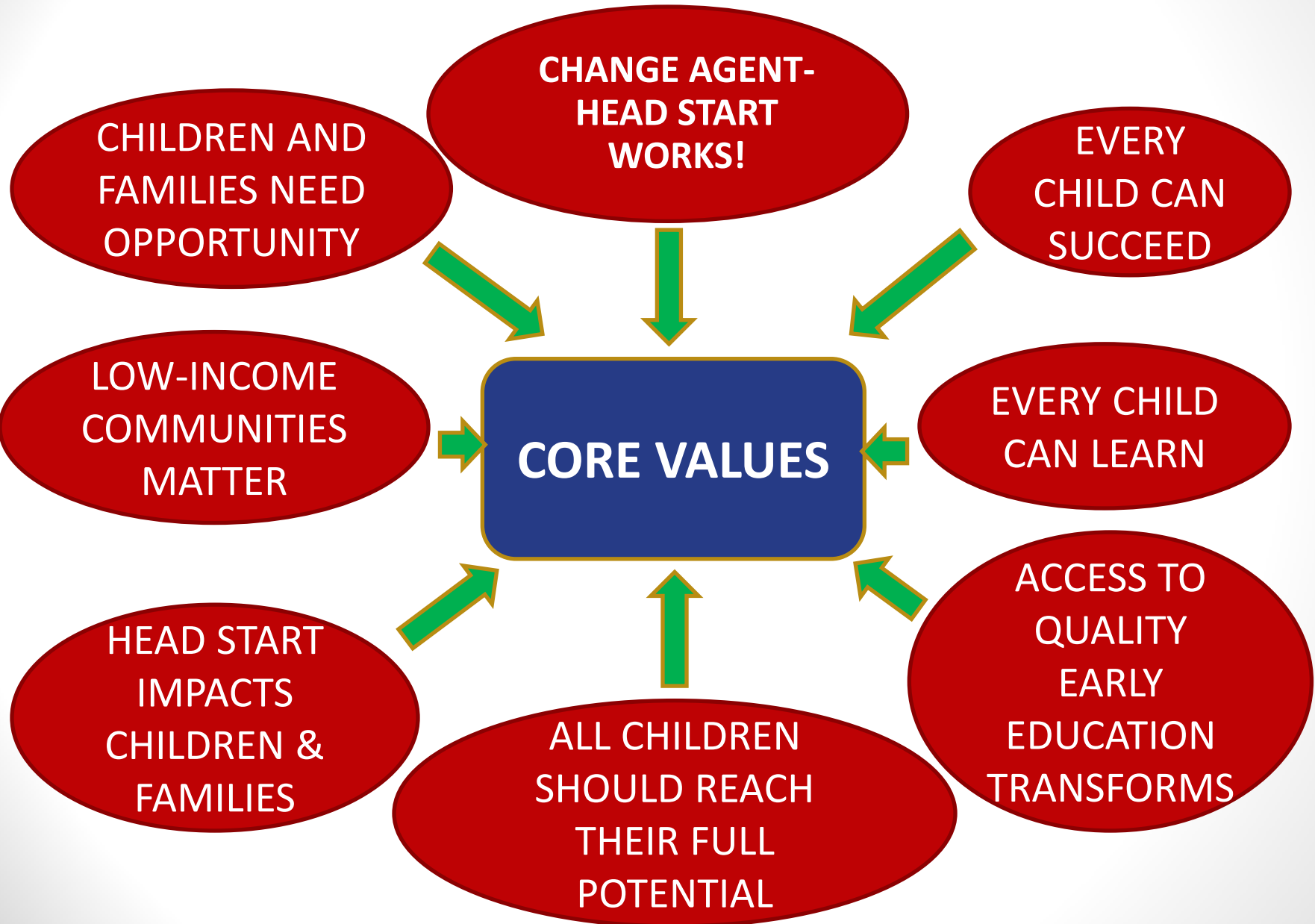
Head Start Alumni and Families



Why are we here?

Our core values

Core Values. We believe...



Key Elements of a powerful public story must include...

- **Self:** Explanation of why you care about Head Start and how it impacted your life and that of your family's. Explain how it helped you overcome a challenge, hurdle or obstacle and how it has affected you in a positive way. Explain how overcoming and finding Head Start made you feel. Remember, you are the expert!
- **Us:** How you connect to your audience, what do you have in common, connect over core values. (ex. I know that as an American just like me, you believe that every child should have access to quality early childhood learning and be given the opportunity to succeed in life...)
- **Now:** Why it is urgent to act now, how would not acting go against your audience's core values/beliefs. (ex. If we don't act now, thousands of children may not have access to Head Start programs and will miss out on being put on the pathway to success in school and life.)

**Adapted from Marshall Ganz' worksheet on Self, Us, Now, Kennedy School of Government, 2007.*

A successful public story

- Can you identify the key elements of this powerful public story?
- Use this as a guide when you craft your own public story testimony about Head Start.