

# Strengthening Stories by Developing Pitches Tailored for Audiences

**Collective Framing  
& Collective Asks**

**NCAN's Messaging /  
Asks**



**Your Organization's Asks  
& Areas of Focus**

**Asks Your  
Organization Would  
Like to Focus On**



**Your Stories & Data**

**Your Organization  
AND/OR  
Individual Stories  
PLUS DATA**



**Through well-crafted pitches adjusted for your specific  
meeting audience**

**= Effective Pitches for Collective Advocacy + Asks**



# Effective Storytelling

## Remember: You're an expert with a story to tell!

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**Clearly And Concisely Communicate** student's story and/or your organization's story



**Paint A Picture of** the individual themselves, peers they represent OR types of partners and students served



**Communicate The Impact of** the issue on individuals OR your organization's impact on students served



**Highlight Data And/Or Research That Makes** stories and issues faced come alive OR which guide organization's work



**Memorable And Compelling Pitch**

## Kevin's Story

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My name is Kevin and I'm from St. Louis, Missouri. I am a first-generation college student and will be graduating next year from Bucknell University. I still vividly remember when I was applying for college and my single parent father informed me that he would not be able to offer any financial assistance towards my education. My father works 60 hours a week as a handyman and janitor, raising two kids on his own. I used to think he was invincible, but I started to realize that he was just surviving. After receiving my acceptance and financial aid letter, I started to wonder if the education system was even meant to support kids like me. My \$2,000 Pell Grant only made a dent in my tuition and housing bill of \$70,000, even with Pell grant and scholarships, I was still expected to pay for my expected family contribution of \$3,000, a remaining balance of \$3,500 on my own. In my home state of Missouri, 125,404 students rely on Pell Grants to make ends meet as they pursue education. Raising the maximum Pell Grant is a huge help to me and my peers, however a lot more is still needed to truly make the full cost of college affordable. I urge your office to work to spell out the plan to reach Double Pell over the next several years.

## Resources to Help You Craft OR Work on Your Story

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Here are storytelling worksheets you can use to draft and work on your story:

- [Staff / Organization](#)
- [Individual / Student](#)



# Adapting Our Stories for Different Audiences

## Messaging for Different Audiences - just a few keywords you may hear:

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### **More Conservative**

- *Return on Investment*
- *Workforce development*
- *Meeting Employer Needs*
- *Balanced Budget*
- *Deficit Reduction*



### **More Progressive**

- *Racial Justice*
- *Racial inequality*
- *Equitable distribution of resources*
- *Debt-free*
- *Free College*