TexProtects

# *Telling the Story of Your Work*

**Use these guiding questions to translate your frontline expertise into a compelling message for lawmakers and community leaders.**

What is one specific community strength or daily reality your team sees that a lawmaker or community leader may not fully know about?

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What is the biggest roadblock or budget threat currently making it harder for your organization to serve families effectively?

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How does your program directly solve or alleviate this issue? What makes your team's approach unique, proven or cost-effective?

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What is one key metric or outcome that proves your impact?

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What specific action do you need the lawmaker or leader to take to protect or strengthen your work during the 90th Legislative Session?

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**Use these guiding questions to craft a client narrative that highlights their resilience and the impact of your work.**

Who is the family (or families) you are highlighting? What are their strengths and goals?

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What is the barrier or challenge the family was facing? (Remember: Make sure you frame this as a challenge and not a personal failing.)

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How did the family partner with your organization? What tools and/or concrete resources did they utilize to reach their goals?

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What positive outcome did the family achieve? How is their household stronger today because of early support? How does this relate to long-term outcomes for them and their community?

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Did the family co-create or approve this story? Have you removed identifying details (or receivedconsent) to protect their privacy?

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TexProtects

# *Talking to Your Leadership/Board*

**Use these guiding questions to build a strategy for getting your organizational leadership/Board engaged in advocacy during the 90th Legislative Session.**

What is your organization's mission?

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What are the goals your organization is focused on in their strategic plan?

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How does engaging in local or state-level advocacy directly protect or advance your organization's mission and strategic plan?

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What could happen to your clients, staff or budget if proposed state budget cuts go through and nobody speaks up on behalf of your community?

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What are some activities your Board could take to join you in advocacy? (Example: attending a site visit, sharing a priority one-pager with their networks)

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