

STORY OF SELF, STORY OF US, STORY OF NOW

While advocating for something in your community, it's important to recenter the things that matter most in your work. Without reminders of why you care about the issue and your dreams for a better future, advocacy and organizing can become a bit overwhelming.

One of the most effective ways to remind yourself of what matters and motivate others to join your organizing efforts is by developing your "public narrative," which is made up of three things: the story of self, the story of us, and the story of now.



As people of faith, one of the most valuable things we can share with others are our stories. How have we seen God work in our lives and our communities? How has God led us to where we are now and shown us our purpose? How have our faith and values led us to the work that we do now? **Developing our public narratives allows us to share our most authentic selves and testimonies to others, build community around shared values and experiences, and organize people toward a shared goal.**

1

THE STORY OF SELF (YOUR STORY & CALL TO LEADERSHIP)

- What's your story/testimony? What stories can you share with others that articulate who you really are?
- What are your values? Why do you do what you do?
- What experiences led you to be called to leadership on this cause or goal?



STORY OF SELF, STORY OF US, STORY OF NOW



2

THE STORY OF US (SHARED VALUES & EXPERIENCES)

- Who are we? What are our shared values and experiences?
- Why do we do what we do? What stories can you share with others that articulate your shared values?

3

THE STORY OF NOW (SHARED DREAMS & CALL TO ACTION)

- What are our shared dreams for our community? How can these dreams bring us closer to beloved community?
- What does success look like? How do you hope to inspire others to take action?
- How can others take action now?



TIP:

Much like you, your story of self is a living thing! As you continue to be in community with others and share your story, you will continue to tell an ever-developing story of who you are and why you do the work that you do. Don't be afraid of change — both in your own life and in your story.

The public narrative methodology was originally developed by Marshall Ganz, a longtime organizer and teacher in the United States. You can learn more about developing your story of self [here](#).



We also want to hear about your experience developing your own story of self. Share it with us on social media [@SojoAction](#) or via email at sojoaction@sojo.net!

Looking for a community of faith that cares deeply about justice and works to build a better world together? Join the Faith-Rooted Advocates Network! Learn more at sojo.net/FRAN.