Tales Around the Campfire

Telling your “Why it Matters” story
Activities
Director: Tamika Felder
Today we will talk about:

- Why you should share your story as an HPV vaccine advocate
- How your “WHY” matters to making your story powerful
- How to use your story to connect others to the mission of the HPV Vaccination Roundtable
Why should YOU share your HPV vaccine advocacy story?
Your HPV vaccination advocacy story can:

- Share knowledge and reduce myths or misunderstandings
- Educate, mobilize or empower others
- Create a platform for change
- Promote HPV vaccine work
Your story can help create the change you want to see in the world
What is holding you back?

My story isn’t worth sharing.

I want to share but I don’t know where to begin!

My story isn’t that interesting or relatable to anyone else.

People may judge me or want to get into a fight with me when they hear my story.
Advocates are just ordinary people doing extraordinary things.
Make it Powerful: Knowing your WHY
How to find your why

- We are all acquainted with **WHAT** we do – the services we offer, the jobs we do.

- A few of us know **HOW** we do it – the things we think differentiate us or make us unique compared to the rest of the crowd.

- But only some of us can clearly articulate **WHY** we do what we do.
What is your WHY?

- Why does your organization exist?
- Why did you get out of bed this morning?
- Why should anyone care about the work of the HPV Vaccination Roundtable?

Your WHY is your purpose. It’s what inspires you to take action. Your WHY is also what inspires OTHERS to take action.
What if your WHY feels less like this...
And more like this!?
Don’t Worry!
(we’re all friends here)

Your WHY statement should be:

- Simple and clear
- Actionable
- Focused on how you’ll contribute to others
- Expressed in language that resonates with you
Practice
(take 5 minutes to write your why statement)

“TO ________ SO THAT __________.”

- The first blank represents your CONTRIBUTION – the contribution you make to the lives of others through your WHY.
- The second blank represents the IMPACT of your contribution.
“To build a bridge of understanding so that people can move from a place of confusion and fear to a place of knowledge and empowerment.” – Jennifer Sienko
Crafting a powerful Story

Effective ways to tell your “Why”
5 qualities of a powerful story

1. Positive change
2. Crafted and polished
3. Framed for your audience
4. Practiced and prepared
5. Focused on a message
How to tell your HPV vaccination advocacy story:

- Use what you know
- Draw your audience in
- Mix in both your inner and outer stories
- Know your audience and tailor your story accordingly
- Recognize your limits
- Know what you are and are not willing to share
- Be clear about your key messages
- End with a call to action
Now do all that in 30 seconds or less!

ELEVATOR PITCH ESSENTIALS

- **Floor 1:** Who Are You?
- **Floor 2:** What Do You Do?
- **Floor 3:** What Makes You Unique?
- **Floor 4:** How Do You Do It and Who Does it Affect?
Practice
(take 5 minutes to practice an elevator speech for your HPV vaccine advocacy story)

- Who are you?
- What do you do?
- What makes you unique? (your WHY)
- How do you do it and who does it affect?
Connecting your story to the mission of the HPV Vaccination Roundtable
Our mission is to **convene**, **communicate** with, and **catalyze** member organizations, and by extension the public, to prevent HPV cancers and raise HPV vaccination rates.
Our Vision

We have the power to make a lasting impact by increasing HPV vaccination rates in the U.S. as we move toward elimination of vaccine-preventable HPV cancers.
Practice
(take 5 minutes to practice an elevator speech for the HPV Roundtable)

- What is the HPV Roundtable?
- What does the HPV Roundtable do?
- What makes the HPV Roundtable unique?
- How does the HPV Roundtable do the work and who does it affect?
How will YOU tell the story of the work we do here?
Keep In Touch!

tamika@tamikafelder.com