

HOW TO CRAFT YOUR NARRATIVE

Stories can help us connect with others and move people to action. To build your narrative, learn how to share three stories...



Story of Self

A story of self is a personal story about your lived experience — it explains how and why you got involved in a given cause.

Think about what motivated you to support Jagmeet and the NDP. How did your experiences growing up influence this decision? Were you inspired by a particular injustice or issue? What key moment pushed you to act?



Story of Us

A story of us is a collective story that illustrates the shared vision of your community and invites others to be a part of it.

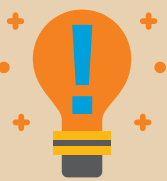
Think about the values that shape our movement. How do NDP policies empower people to lead better lives? How will Jagmeet's leadership improve healthcare, education and the environment?

Story of Now



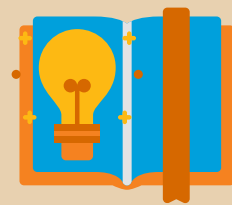
The story of now invites people to join you in taking hopeful action on a pressing challenge. It is urgent and has a clear call-to-action.

Think about the values you celebrated in your story of self and us. How can your listener get involved with the NDP? Are you inviting them to phonebank? Urging them to vote? What makes "right now" the best time to act?



Use your story when:

- Recruiting friends to volunteer
- Calling voters on the phone
- Telling people about Jagmeet
- Engaging with social media
- Organizing in your community



Further exploration:

- Marshall Ganz's Public Narrative [worksheet](#)
- Public Narrative [participant guide](#)
- Camp Obama in Burbank, California has [videos of campaign volunteers' stories](#) of self, us, and now.

Quick tip: practice sharing your narrative with a friend or family member!