



Training Your Advocates to Share their Stories

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AARP Storytellers**

What We'll Cover

- Building Relationships with Storytellers
- First Touch: the Interview
- Strategies to Cultivate, Care & Feed Storytellers
- Consistency, Coordination, and Connection
- Coaching Storytellers

How did we get here?

- Leadership challenged us to solve a problem: no standardized approach or approach to storytelling across Departments & State Offices.
- A lot of storytellers fell by the wayside, and siloed work led to a bad member experience for our storytellers.
- Solution: a more thoughtful, coordinated approach that lifts up more quality, real-person stories + relationship building with storytellers.

AARP Storytellers powered by Campaigns

Who we are and what we do:

- We are the **connective tissue** to Vetted Storytellers who engage with AARP at the highest level by sharing their personal experiences and stories to amplify our advocacy agendas.
- We build relationships, care for, and feed storytellers with **Consistency, Connection, Communication, and Coordination.**
- We **source and pitch storytellers** for use across Campaigns, Government Affairs, State Offices, and enterprise-wide partners including External Relations, Editorial, Studios, Research, and the Office of the CEO.

“Stories that achieve real and meaningful change don’t just materialize; they are strategically conceived...”

It's all about the relationship...

- Behind every story, is a REAL person who is living their experience.
- Recognize the emotional weight stories can carry.
- Be empathic, validate their experiences.
- Trust is earned.

First Touch: the Interview

- Story Profiles
- Making assessments
- Flagging articulate
- Biases



Consistency & Coordination

- **PRO Tip** – Dedicated POC
- No surprises.
- Touch base on every tangible ask
- Follow up to see if their story/situation has changed.

Connection

- **PRO Tip** – The Tangible Ask
- Match the right storyteller
- Briefing Materials
- Storytelling Summaries

COACHING STORYTELLERS



- **PRO Tip:** Practice sharing with the storyteller.
- Identify the main takeaway.
- Communicate the goal of the story (inform/persuade).
- Share the audience.

Storyteller Journey

Building & Nurturing Relationships Through Connection, Communication & Coordination

**The Social, Digital & Storytelling
Team
Tracks All Aspects of the
Storyteller Journey**

Initial
Contact



Schedule
Interviews



Phone
Interview



Request
for Use



Manage Use
Across CSN



Track Use
Across CSN



Thank You
Messages



Reconnect
for Updates



Maintain
Relationship
with Storyteller



AARP[®]

CSN Storytelling Ladder

GOAL: Follow storytellers over time across multiple topics, nurturing them for deep levels of engagement.

1

Story Collection

Stories collected by
**Campaigns, Government
Affairs, and Programs**



STORYTELLING TEAM

Stories collected by **states**

2

Interviews

**Proactive and Anticipatory
Approach to Interview Questions**
(added to all stories collected)

- Multi-topic
- Standard questions & emerging federal advocacy issues
- Subtleties & keywords
- External Relations requests



STORYTELLER

Narrowly written questions crafted by the state to elicit responses for a specific use case to advance state legislative objectives

3

Story Use & Distribution

PRIMARY FOCUS: Effective use of stories

CAMPAIGNS

GOVERNMENT AFFAIRS

PROGRAMS

STATE OFFICES

EXTERNAL RELATIONS

CSN STORYTELLING TOOL

4

Recontact



Recontact **STORYTELLERS** on emerging advocacy issues

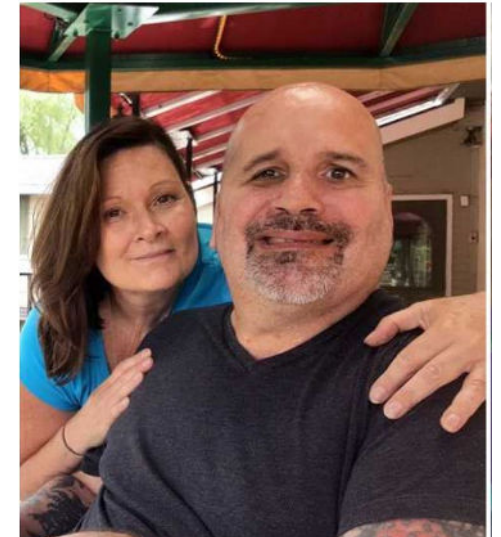
People Behind the Stories...



Ana Tris



Nicole Marquez



Barbara Tarallo



Jenny Carlson & Abaree Rayfield

“One of the things that’s been super helpful has been working with the Storytelling Team because we’ve done some UMP surveys that have generated a lot of different stories that they’ve been able to comb through in a relatively short period of time and turnaround some really compelling storytellers for local, state, and national media,” Jeff Johnson, AARP Florida State Director.

Questions?