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**Here's how you build an advocacy story.**

**(It's all about identity)**

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February 6, 2018



**We're living in a period of  
unprecedented activism.**





There's a hunger for participation.

NO BAN  
UNITE 4 PEOPLE

The old models need rethinking.



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**Political organizations learned this lesson first.**



# 2012

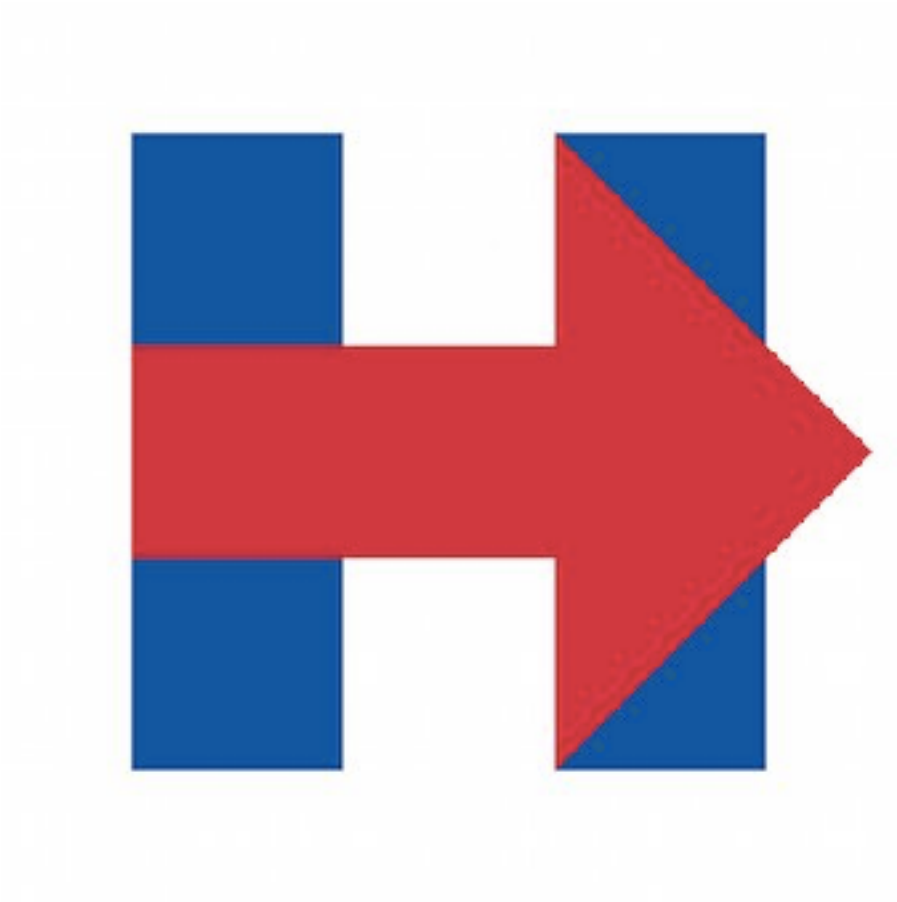
BARACKOBAMA.COM





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**Campaigns help their supporters see themselves in the work.**





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## You're a DOER!

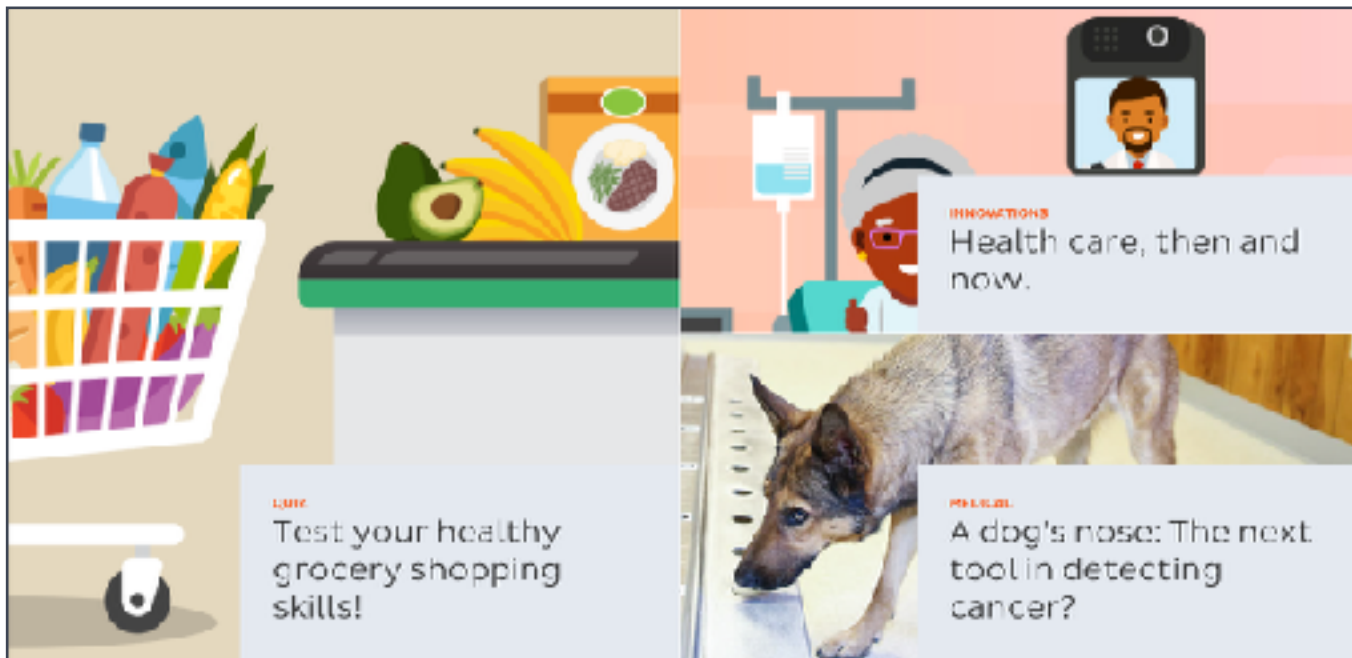
You care a lot about helping people: your friends, your family, and your neighbors.

[Keep reading and get to-dos](#)



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**Demystify the process to make supporters feel included.**



**We're Advancing Access to Quality Care in California. Here's How You Can Help:**



**Your Caring California personality is...**

# Nurse

You're a great communicator and listener. Just as a nurse attends to patients and interacts with their loved ones, you look at the whole situation to help solve problems, making sure everyone's perspective is considered.



TAKE QUIZ AGAIN



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**Use collective action to entice  
supporters to be part of a success.**

COALITION TO PROTECT  
**AMERICA'S  
HEALTH CARE**

WHY PROTECT HEALTH CARE?

WHAT WE'RE DOING

TAKE ACTION



Your community hospitals need your help. We're fighting to protect high-quality health care for all Americans. Join our efforts to protect patient care. [Learn more »](#)

## Sign Our Petition

Tell Congress that it's time to advocate for hospitals.

Eric Bena

### Tweets

  [@healthcare](#)  
To ensure quality patient care, all  
states that could protect against high-cost  
care.  
[@healthcare](#)  
11 Nov 2014

[Health Care](#)  [@healthcare](#)



Tweets  
4,904

Following  
206

Followers  
162K

Likes  
2

Lists  
1

Follow

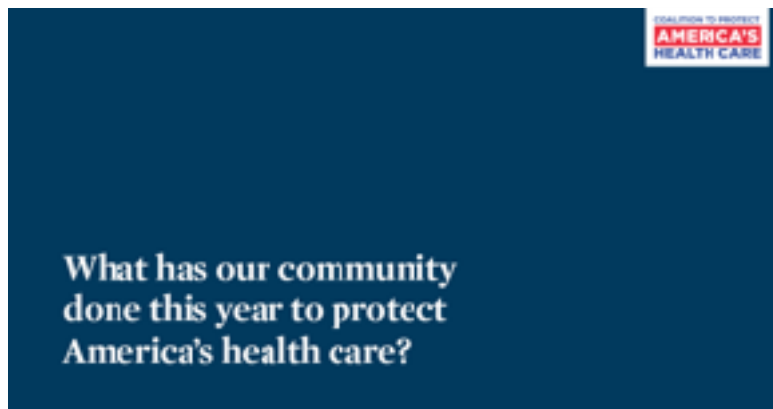


5 12

ProtectCare @Protectcare · 22 Nov 2017



This community has taken more than 560,000 actions this year, and every single one of them was important. For everything our community has done to protect health care in 2017 — we are grateful. Thank you.



2 5

ProtectCare @Protectcare · 21 Nov 2017



Before one doctor transformed leukemia treatment, medical care was often considered hopeless.



17

## Takeaways

Understand the stories your supporters want to tell the world about themselves.

Reference those stories back to your supporters when you communicate with them.

Give your supporters context for what you hope to accomplish together.

A person's hands are holding a white telephone receiver over a laptop screen. The laptop screen displays a document with a table and a bar chart. The entire image is overlaid with a semi-transparent blue filter. The text "Ask me anything." is centered in white.

**Ask me anything.**