

HOW TO: tell your story



Telling your story and sharing with others why you are passionate about taking action on climate change is a really great way to engage other people and inspire them to take action. Everyone has a unique story to tell about why they care about climate change - and this is a powerful tool to engaging people with your campaign and motivating them to act.

STEP 1: TO GET STARTED, BRAINSTORM SOME ANSWERS TO THE FOLLOWING QUESTIONS:

- Why do you care about climate change?
- How did you feel when you heard about the impacts of climate change on different people around the world, like natural disasters and rising sea levels?
- What are you most concerned about in regards to climate change?

STEP 2: FOCUS ON EMOTIONS, NOT SCIENCE OR NUMBERS

People often switch off if you talk about science or numbers, but if you talk about emotions and the reason you care about taking action, people are going to listen much more. You can use different emotions in your story to motivate people to act in certain ways.

EMOTIONS THAT PREVENT PEOPLE TO TAKE ACTION	EMOTIONS THAT MOTIVATE PEOPLE TO TAKE ACTION
Fear Anger Isolation Hopelessness	Hope Urgency I can make a difference Empowerment

You can use your story to inspire people to act by moving people from the emotions that prevent action, to emotions that motivate them to take action and help them feel like they can make a difference.

If you can explain why you care about something, and explain what steps you took to take action on it, it's really easy for other people to decide to do the same. And it's a lot easier and more interesting for you to do this by telling a story, rather than lecturing someone about facts and figures.

STEP 3: PRACTISE, PRACTISE, PRACTISE! TELLING YOUR STORY IS A SKILL - AND IT NEEDS PRACTISE.:

TOP TIPS:

A good personal narrative appeals to the emotions instead of science and numbers

Telling your story is a great way to get other students at your school interested and active on climate change

You can use your story in conversations, assembly speeches, home group, or speaking to the Principal about your sustainability campaign - the possibilities are endless!