Amplify Your Advocacy: Telling Better Stories, Reaching More People



About your Presenter: Cheryl Daniel

My expertise lies in strategic communications and media advocacy, where I combine my background in journalism with a strong commitment to amplifying the voices of communities and activists. With a Bachelor's degree in Mass Communication, focused on Multimedia Journalism, and a Master's degree in Media Advocacy, I have honed a unique skill set in both crafting compelling narratives and driving meaningful change through media.

Beyond my professional work, I’m an avid music lover, a self-taught home chef, and someone who finds joy in connecting with my friends and family through laughter and shared experiences.

Goals and Objectives of the Workshop:

- Advocacy and Communications Strategy Are Complementary but are not the same
- Storytelling is only as powerful as the strategy and method
- Understanding that is only gets better with time

Advocacy and Communications Strategy Are Complementary but Are NOT the Same

Advocacy		Comunications Strategy
Letter Writing Campaign	+	Targeting, Messaging, and Cadence
Informational One-Pager	+	Audience, Distribution, and Placement
Speaking at Town Meeting	+	Spokesperson, Storytelling and Framing

Advocacy and Communications Strategy Are Complementary but Are NOT the Same

Can you identify the advocacy and communications strategy?

A town bans all homes unless they have a two-car garage for ghosts. Advocates launch a “Homes for the Living” campaign using spooky social media posts, local press, and testimony at City Hall to get the rule changed

Advocacy and Communications Strategy Are Complementary but Are NOT the Same

Can you identify the advocacy and communications strategy?

Advocacy: Testimony at Town Meeting

Comms Strategy:

- Coordinated Messaging and Campaign “Homes for the Living”
- Social Media Posts
- Identifying Spokespeople for Press and Pitching Stories
- Identifying Spokespeople for Town Meeting and Crafting Testimony

Advocacy and Communications Strategy Are Complementary but Are NOT the Same

Can you identify the advocacy and communications strategy?

A town proposes banning apartment buildings because they "block the squirrels' views." Advocates plan a Lobby Day to tell their elected officals how the squirrels are impacted by apartments. They create one pagers, a petition, and lawn signs saying "Squirrels Deserve To Live and Thrive in the Cities They Love"

Advocacy and Communications Strategy Are Complementary but Are NOT the Same

Can you identify the advocacy and communications strategy?

Advocacy: Lobby Day & Petition

Comms Strategy:

- Developing Messaging for Lobby Day, One-Pagers, Petitions, & Lawn Signs
- Targeting For Petition to Key Squirrel Supporting Stakeholders

Storytelling is only as powerful as the strategy

Example: Assessory Dwelling Units

The YIMBYs are coming, to the suburbs

As the housing debate heats up in Boston-area suburbs, supporters are starting to organize to advocate for more

By Andrew Brinker Globe Staff, Updated May 25, 2024, 6:00 a.m.



Cobi Frongillo is a 25-year-old town council member in Franklin who lives in a cottage in his parents' backyard — the only way he can afford to live in the suburban town, he says. SUZANNE KREITER/GLOBE STAFF

THE SUN — Kanson-Benanav: ADUs one of the easiest ways...

Kanson-Benanav: ADUs one of the easiest ways out of housing crisis

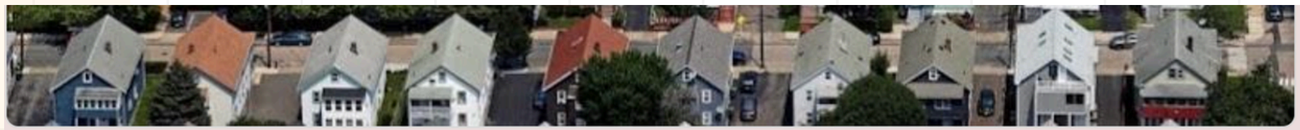
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June 26, 2024 ACTION ALERT

Tell your Senator to support ADUs!



What is your Massachusetts housing story?

Storytelling is only as powerful as the strategy

G.A.S.P Before Telling Your Story

1. **Goal**
    a. What are you trying to achieve with this story? Is there an action you want people to take?
2. **Audience**
    a. Who is this story intended for?
3. **Sythensize**
    a. Is your story clear and compelling? What is the overall message?
4. **Plan**
    a. Where should the story be placed with the goal and audience in mind? Newsletter? Social Media? Ads? Local/Traditional Media?

Storytelling is only as powerful as the strategy

G.A.S.P Before Telling Your Story

A your town council is voting to ban duplexes becuase they are afriad neighbors will accidential become friends which will lead to too much joy in the neighborhood.

You have a friend in a neighboring town that allows duplexes and experiences copious amounts of joy. You also have a friend that lives in a neighborhood that has already banned duplexes and is severly depressed.

Storytelling is only as powerful as the strategy

G.A.S.P Before Telling Your Story

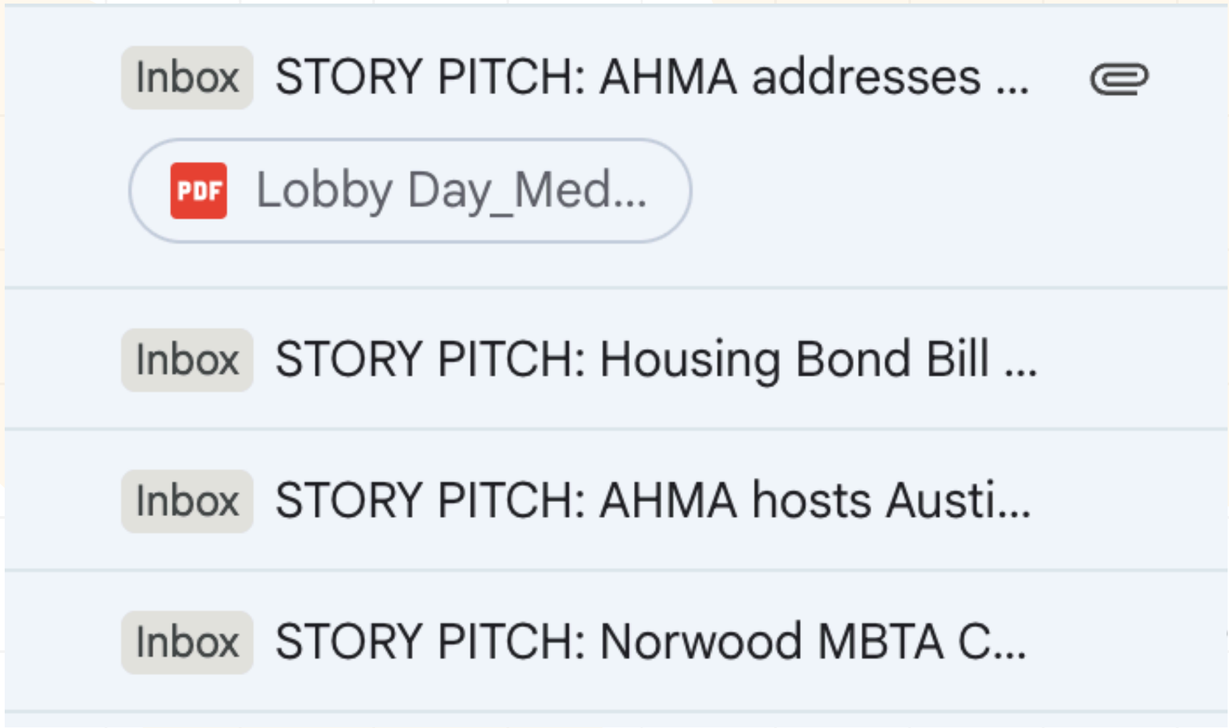
G Persuade Town Council to support joy through duplexes. Convince Neighbors that Joy is Good for you

A Town Council & Neighbors

S The side effects of Joy: How duplexes can improve your overall wellbeing and help you live a happier lifestyle

P Local Town Paper or Bulletin Board/Facebook, Testmony at upcoming town council meeting,

It only Gets Better with Time



Questions?



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