



THE REAL CLOUT TOOLBOX



Campaign Story Book	
Name	
Contact Information	
Story	
Willing to Talk to Policymakers?	
Willing to Talk to Local Press?	



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The Short Guide

Making Your Campaign Story Book

We're all suckers for a "good story," even when we know the storytellers are trying to get us to help them to somehow fix their problem. Even when we know that helping the storytellers will take a lot of work. Even when we know that it will take a long time. There is something about real stories of real people with real problems that makes us want to be able to help – especially when we are in a place with the expertise and the power to fix their problem for them. For elected and appointed policymakers a book of good stories about a critical mass of constituents with a fixable policy problem is an invitation to a Hero Opportunity.

What you find here is a blank form for your campaign story book. Use the form to collect good stories from your community. Make sure you protect the privacy of families who are unwilling to reveal their true identities by letting someone else -- a neighbor, friend or relative -- tell their stories for them.

For an example, see Chapter 2 White Pages of the Real Clout Workbook as well as the MIRACLE brochure at www.realclout.org/miracle.