

# Welcome!

## Virtual Housekeeping Tips



Please be mindful of background noise and mute your microphone when not speaking.



Drop questions in the chat throughout the presentation.

## Icebreaker



**As you log on, let us know in the chat box -  
Who is your favorite storyteller?**

# **FY22 Virtual Appropriations Hill Week**

## **Training Two:**

### **Effective Storytelling + Organizing Your Pitch**

THURSDAY, MAY 27, 2021

2:30 - 4:00 PM, EDT

# Agenda

---

- I. Overview of FY22 Virtual Appropriations Hill Week Journey and Outcomes
- II. Today's Training Objectives: Organizing Your Pitches
- III. Our Collective Asks and Framing
- IV. Story Share Outs and Organizing Your Pitch
- V. Large Group Activity: Planning Your Pitches
- VI. Breakout Room Activity: Practice Storytelling
- VII. Storytelling Share Outs and Reflections
- VIII. Q&A
- IX. Closing and Next Steps

# Outcomes of Our FY22 Virtual Appropriations Hill Week Journey

---

## Community Impact

Advocate for funding priorities that impact the communities you serve



## Advocacy Training

Receive training on how to advocate for your goals and meet with policy makers



## Relationship Building

Establish or deepen connections with congressional offices within your state or district

# Overview of Virtual Appropriations Hill Week

America Forward Virtual Appropriations Week: June 22-29  
<http://www.americaforward.org/virtualhillweek2021/>

## Kick-off Webinar

June 22, 3 - 4 pm ET



## Virtual Meetings with Congressional Offices

June 22-29



## Celebration Hour

June 29, 4 - 5 pm ET

*Technical assistance and feedback opportunities*

### Office Hour 1

June 17,  
2:30 - 3:30 pm ET

### Office Hour 2

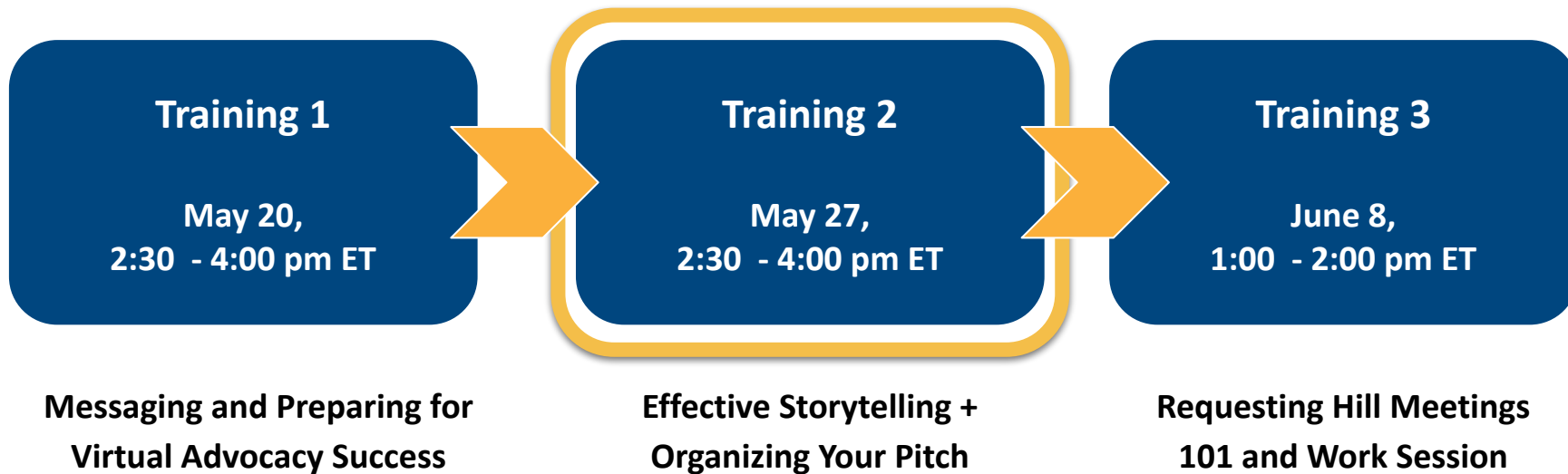
June 23,  
2:30 - 3:30 pm ET

### Office Hour 3

June 24,  
2:30 - 3:30 pm ET

# Today's Training

---



# Today's Training Objectives: Organizing Your Pitches

**Collective Framing  
& Collective Asks**

**America Forward's  
FY22 Collective  
Appropriations Asks**



**Your Organization's Asks  
& Areas of Focus**

**Asks Your  
Organization Would  
Like to Focus On**



**Your Stories & Data**

**Your Organization  
AND/OR  
Individual Stories**

**PLUS  
Data**

**= Effective Pitches for  
Collective Advocacy**



**& Collective Ask**

# Suggested Framing of our Collective Ask

---

*Our organization, [Name] serves ...*

*We are here as part of the America Forward Coalition, a network of over 100 social innovation organizations that champion innovative, effective, and efficient solutions to our country's most pressing social problems.*

*We are here today participating in America Forward's Virtual Fiscal Year 2022 Appropriations Week. The America Forward FY22 appropriations letter outlines our collective vision for how to support communities as we go from crisis to recovery.*

*While we support all of these priorities, today, we would like to specifically highlight several areas, mentioned in the letter, for which funding is critical in advancing the work we do [supporting students with X needs, for e.g.] and share with you the importance of [increased/sustained] funding for these programs...*



# A Refresher on Our Collective Letter

---

Our **FY22 Appropriations request letter** centers around our priorities for federal funding in Education, Workforce, National Service and other programs important to our Coalition.

## Highlights include:

- **Early childhood:** Builds on Funding in American Rescue Plan for Child Care and Head Start
- **K-12:** Supports White House \$20 Billion increase for Title I, plus billions more for Teachers, Whole Learner Initiatives, School Innovation, After School Programs, and Special Education
- **Higher Education:** Calls for \$400 increase for the maximum Pell Grant
- **Workforce:** Supports the American Jobs Plan for Workforce Investments, plus increases for YouthBuild and Community College Training Grants
- **National Service:** Supports the expansion of the number of service members and the increase of equitable access to service opportunities and service providers
- **Evidence:** Calls for Congress to focus funding on programs that are evidence-based and reward those that work

# Resource Spotlight: Meeting Organization Worksheet

Available on the hill week website,  
this resource can help you organize  
your pitch + speaking order

<http://www.americaforward.org/virtualhillweek2021/>



America Forward FY22 Virtual Hill Week  
Meeting Organization Worksheet

Meeting Date & Time: \_\_\_\_\_  
Office / Staffer Info: \_\_\_\_\_  
Meeting Platform (i.e., Zoom, Hangouts, etc.)/ Details: \_\_\_\_\_

**Step 1: When prepping for the virtual Hill meeting, please organize yourself, your colleagues, and assign meeting roles:**

Group Introduction: \_\_\_\_\_  
Speaker by Topic: \_\_\_\_\_  
\_\_\_\_\_  
Closing: \_\_\_\_\_  
Note-taker\*: \_\_\_\_\_  
Meeting Log (Who will fill out)\*: \_\_\_\_\_

**\*Note:** America Forward will provide a Google doc for which to log meeting scheduling and notes, for which you'll enter this information

**Step 2: Plan the order in which you will introduce yourselves, then introduce the America Forward Coalition, the FY22 virtual hill week you are participating in and what you would like to share during the meeting.**

Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_

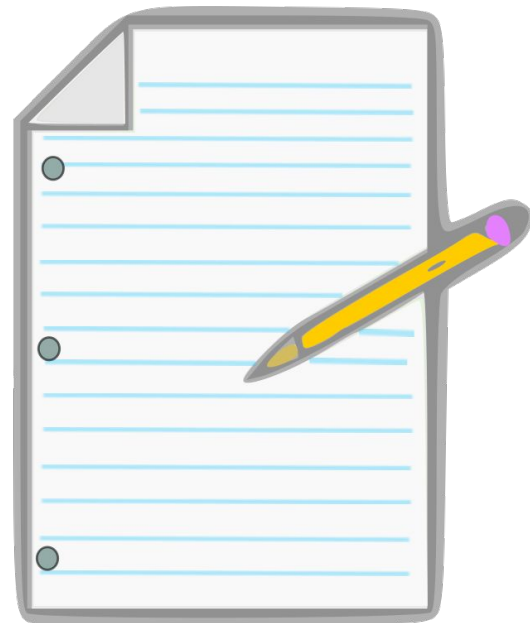
**Example introduction:** Hello and thank you for your time today. We are here as part of the America Forward Coalition, a network of over 100 social innovation organizations that champion innovative, effective, and efficient solutions to our country's most pressing social problems... Our organization, [name] serves ... We are here today participating in America Forward's Fiscal Year 2022 Appropriations Virtual Advocacy. We would like to share our FY'22 priorities with you and share the importance these programs have on our work...

1

# Large Group Activity - Plan Your Pitch

---

- **Decide and Determine**
  - Which asks are most important to your organization?
  - What is key data for your organization to share?
  - Who you will bring to the meetings to tell the stories?
    - Board members?
    - Community members?
    - ...?



# Bring Asks to Life through Effective Storytelling



**Clearly And Concisely Communicate** individual's story and/or your organization's story



**Paint A Picture** of the individual themselves, peers they represent OR types of partners and communities served



**Communicate The Impact of** the issue on individuals OR your organization's impact on communities served



**Highlight Data And/Or Research That Makes** stories and issues faced come alive OR which guide organization's work



**Memorable And Compelling Pitch**

# Resource Spotlight - Storytelling Worksheets

Here are storytelling worksheets you can use to draft and work on your story

- [Staff / Organization](#)
- [Individual / Community Member](#)



# Breakout Room Activity - Practice Storytelling

---

## In Breakout rooms (20 minutes total)

- Get Settled / Say Hello (2 min)
- Jot down (or Refine) Your Organization or Individual Story (5 min)
- Take turns sharing your stories (10 min)
  - Each participant has 2-3 min to share
  - Practice incorporating collective frame while lifting up your specific asks through storytelling
  - After each participant shares, team members have 1-2 min to give quick feedback
- Opportunity to Tweak Your Story (3 min)

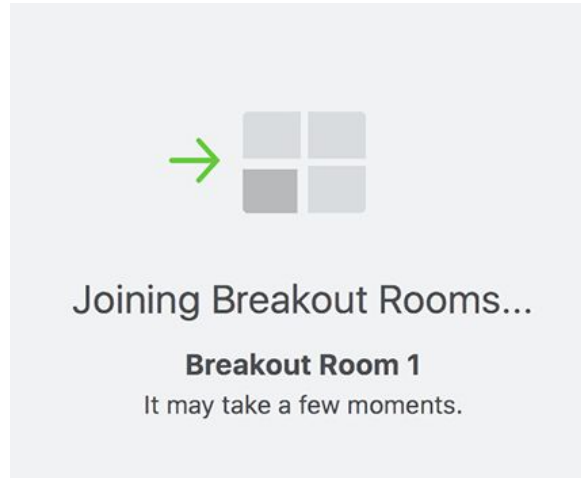


**Share  
YOUR STORY**

<https://bit.ly/3hvB17d>

# Breakout Room Instructions

---



- Next, teams will go into breakout rooms to work prompts
- **You will have 20 minutes before returning to the main Zoom**
- After a 1-minute warning, we will “bring” you back from the Breakout rooms.
- Following this, we will ask 1-2 volunteers to share their stories

# Call for 1-2 Volunteer Story Share Outs

---





# Quick Reflection

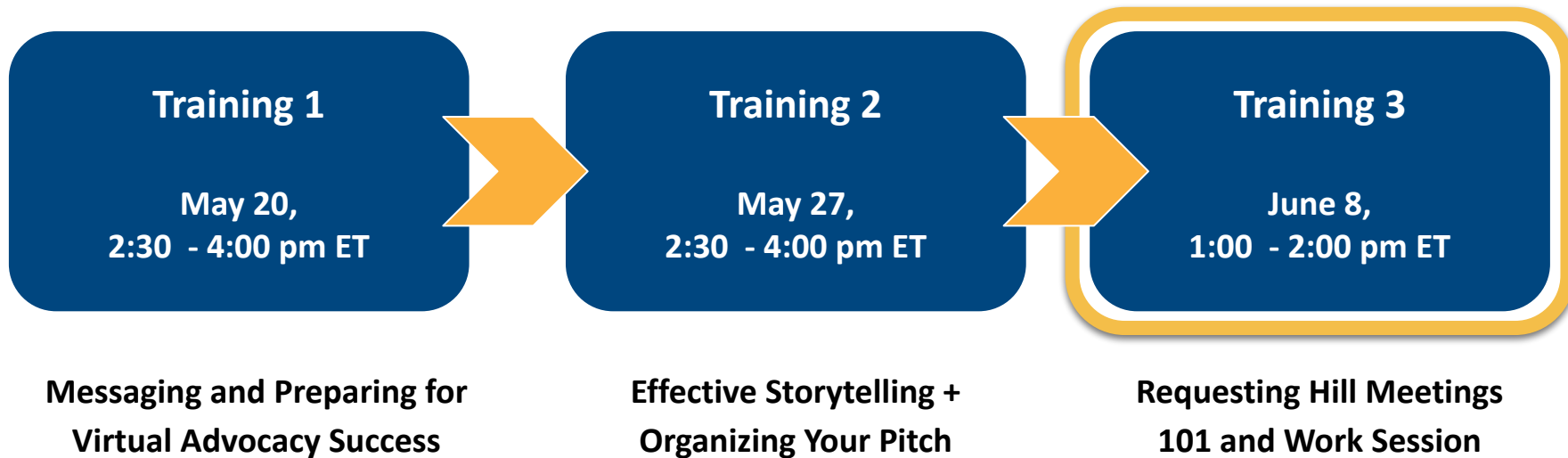
---

- How did the exercise feel?
- What feedback did you receive that resonated with you? What feedback surprised you?
- Do you feel more confident telling your story?
- Any specific insights you'll take with you to tweak your story and how you present your asks, and/or the collective ask, further?



# Virtual Hill Week Training Series

---



# Q&A

---



# Closing & Next Steps

---

- Please take the post-survey at:  
<https://forms.gle/ewe7tBRykkm7VgkS7>
- Register for our upcoming trainings & Hill Week events at  
<http://www.americaforward.org/virtualhillweek2021/>
- Reach out to Jon with any questions  
(jonathan\_briggs@newprofit.org)

# **FY22 Virtual Appropriations Hill Week**

## **Training Two:**

### **Effective Storytelling + Organizing Your Pitch**

THURSDAY, MAY 27, 2021

2:30 - 4:00 PM, EDT