

Story Map Template

Use this six-step structure to draft your advocacy micro-story.

1. The Scene

Where are we? What can we see, hear, smell?

Porch, kitchen, barn aisle, feed store, county fair...

2. The Value

What matters here?

Fairness, stewardship, community, honesty, protection...

3. The Tension

What felt off? What question appeared?

Something you noticed that didn't sit right.

4. The Moment

One specific event that changed how you saw it.

Keep it concrete. One scene, one shift.

5. The Realization

One honest sentence. Not a lecture.

What did you understand that you didn't before?

6. The Next Step

One doable action that fits the listener's world.

Not "become perfect." One incremental ask.

Dignity Check

- If the story makes the listener feel stupid → rewrite.
- If the story invites curiosity → you're on track.
- The ask is one step, not a lifestyle overhaul.