

Professionalism: Program Advocacy through “Telling Your Story”

Think about how you can represent your program to others in your community. What do people know about your program? How might you use your program’s story in an advocacy role?

Create an outline that you could use to tell your program’s story. Answer the following questions to help you think about your role as an advocate for your program and the information you would want to include in your story.

1. Who would be the audience for your program’s story?
2. What media would you use to tell your program’s story (e.g., video clips, slides, podcast)?
3. How would you depict the mission, philosophy, and goals of your program?
4. Which aspects of your program would your audience want you to include?
5. What types of data about your program would be of interest to your audience? (For example, how many children are enrolled, what family events are planned, etc.)
6. If your program has specific needs, how would you depict those needs? How might your program’s story assist you in advocating for resources to meet those needs?
7. What other aspects of your program’s story would your staff or families want you to include?