



Share Your Advocacy Story

Your voice matters. Policymakers need to hear directly from providers, staff, and participants about the real challenges and opportunities in aging services. Sharing your story helps turn complex issues into real-life experiences that lawmakers can understand and act on. This toolkit is designed to guide you in capturing your story in a clear, compelling way—so you feel prepared and confident when advocating for the people you serve.

Why Share Your Story?

- **Personal Impact:** Data is important, but stories make issues relatable.
- **Local Connection:** Legislators care about the people and organizations they represent.
- **Policy Influence:** Your story helps policymakers see the consequences of their decisions.

What Makes a Good Story?

- **Be Specific:** Share a challenge or success your organization has faced because of state or federal policy.
- **Highlight People:** Focus on how residents, participants, or staff are affected.
- **Keep It Brief:** 2–3 paragraphs is usually enough.
- **Be Authentic:** Speak in your own words—don't worry about being perfect.

Key Tips for Crafting Your Story

- **Start with the 'why.'** Why does this issue matter to you and your community? Describe the challenge. What barrier or burden are you facing (workforce shortages, Medicaid underfunding, regulation, etc.)?
- **Show the human side.** How does it affect people's daily lives—caregivers, participants, or families?
- **End with a solution.** What do you need policymakers to do? You don't need all the answers, but share your "ask", whether it's changing a regulation, supporting workforce-friendly policies, or increasing funding for providers.

Ways to Share

- **With Legislators:** Use your story in emails, letters, or conversations. Use the [Find Your Legislator tool](#) to find their contact information.
- **With LeadingAge Iowa:** Send your story to us so we can amplify your voice throughout our advocacy work. [Use this form](#) to share your story with the LeadingAge Iowa team.
- **With Media:** Consider sharing with local newspapers, radio, or social media.

Need Help?

LeadingAge Iowa can help you shape your story and share it effectively.

Contact Samantha Heibel, Director of Advocacy & Engagement: sheibel@leadingageiowa.org