Your "Story of Self" is a story that moves other people to take action. It might include things about why you started caring about your campaign issue, your core values, or the world you hope to see.

Remember- it is up to you what parts of your experience to share with who.

Where to start?
It can be hard picking where to start with our own stories. This framework might help:

CHALLENGE- What are you trying to overcome? Why must change happen now?
CHOICE- How are you addressing the issue? What do you want others to do to help?
OUTCOME- This is the world you want to see- your "dream" if you win your campaign.
LEARNING- What have you learned so far?
Ganz storytelling is a way of sharing your story that compels people to take action against the issue you are facing. It has 3 parts:

<table>
<thead>
<tr>
<th>Story of Self</th>
<th>Empathy</th>
<th>Why take action?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Story of Us</td>
<td>Context</td>
<td>Why take action?</td>
</tr>
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<td></td>
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<tr>
<td>Story of Now</td>
<td>Call to Action</td>
<td>How to take action?</td>
</tr>
</tbody>
</table>

**Story of Self** - The issue or challenge you have faced. This connects to peoples heart / feelings and tells them WHY they should take action.

**Story of Us** - How other people have faced similar challenges - it isn’t just one isolated case! This connects to peoples head / logic and also tells them WHY they should take action.

**Story of Now** - This is how you want people to support you. A specific way that can help your campaign. It connects to peoples hands / actions and tells them HOW to take action.

**Self**
Your story, why you chose to act.

**Purpose**
Call on others to support the campaign.

**Us**
Shared experience / values. Context.

**Now**
Call on others to support the campaign.

**Community**

**Urgency**
Use this space to start writing your own Ganz Story of Self, Us, and Now.

It doesn’t have to be perfect or polished, we’re learning something new.