



# Handouts Engaging for the Long Game:

Strategies and Pivots for Effective Advocacy

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# Civility Pledge Examples

## Greater Des Moines Partnership:

The Partnership works with The Robert D. and Billie Ray Center at Drake University on the Show Some Respect Campaign. With that in mind, I would like to take a moment to remind everyone of the importance of civility in today's event. Advancing meaningful conversation requires respect. At The Partnership, we urge all Iowans to engage in active listening and to be courteous as they express their opinions about issues. Together, we can have tough conversations in a respectful way and find common ground solutions.

## The City of Urbandale Local Candidates:

Urbandale is a national leader in CHARACTER COUNTS!, and as a candidate for office I will strive to conduct myself in my campaign with the principles of trustworthiness, respect, responsibility, fairness, caring and citizenship. And, if elected, I will strive to serve with the same principles in mind.

## The City of Urbandale City Meetings & Events:

Urbandale is a national leader in CHARACTER COUNTS!, endeavoring at all times to promote and model the principles of trustworthiness, respect, responsibility, fairness, caring and citizenship. In conducting our work, we expect that all participants will act in a respectful manner consistent with these principles.

## West Virginia Oath for Lawyers:

"I do solemnly swear or affirm that: I will support the Constitution of the United States and the Constitution of the State of West Virginia; that I will honestly demean myself in the practice of law; that I will conduct myself with integrity, dignity and civility and show respect toward judges, court staff, clients, fellow professionals and all other persons; and to the best of my ability, execute my office of attorney-at-law; so help me God."

# Six-Word Reason

Source: Living Proof Advocacy



## Exercise objective:

Briefly explain how you got here and why you are an advocate



## Use this exercise to:

Claim your identity as an advocate.

Refocus your story.

Pinpoint the reason you're telling your stories.

Find concise, effective language.

Generate headlines and hooks.

# Six-Word Reason

## How short can a story be?

Frederic Brown is credited with the shortest horror story. *"The last man on earth sat alone in room. There was a knock on the door."*

Ernest Hemingway purported was once challenged to write a story in six words. He penned, *"For sale: baby shoes, never worn."*

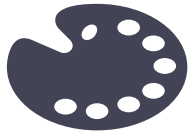
For nearly 15 years, the online storytelling magazine, *Smith*, has asked people to summarize their lives in six words. The Six-Word Memoir Project spawned a popular book series that includes "terse true tales" of the human experience including Johan Baumeister's "Joined Army. Came out. Got booted."

## Six-Word Reason

In 2010 journalist Michelle Norris began asking people to submit their six-word thoughts about race and culture identity, which she turned into an online archive called [\*The Race Card Project\*](#).

It features candid contributions such as Laura N. Weston's "*I am both, not just one.*" and Pauline Devlin's "*We joke, but it's not funny.*"

The Six-Word Reason Exercise is our spin on the Hemingway, *Smith*, and Race Card challenges. We use this exercise to jumpstart our Living Proof Advocacy workshops and focus advocates on their personal reasons for sharing their stories.



*“An art teacher changed my life.”*

– Jamal, a board member for an organization



*“Bikes opened the world to me.”*

– David, an advocate for a community-based cycling non-profit



*“I believe nobody should be hungry.”*

- Roberta, an advocate for ending world hunger