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**Implementing Successful MRC Communications &   
Advocacy Strategies**

**Set Yourself Up for Success**

|  |
| --- |
| **Goal:** |
| **Audience:** |
| **Action:** |

**Craft a Compelling Story**

|  |
| --- |
| **Number:** |
| **Story:** |
| **Image:** |
| **Call to Action:** |

**Next Steps to Craft a Compelling Story**

Identify what your unit has, is missing, or wants to start collecting in a systematic way.

1. Numbers
   1. What numbers are you already collecting (for internal purposes or for national reporting) that tell your story?
   2. What are you missing? How will you collect this going forward?
   3. What national numbers can you use? Look to MRC Program Office reports, Network Profile of the Medical Reserve Corps, and other NACCHO reports or publications.
2. Stories
   1. Build a story bank.
   2. Identify how you will collect stories.
   3. Identify someone (or multiple people) among your ranks who will help you collect and document stories.
   4. Save good quotes from your evaluations and partner communications.
   5. Solicit specific stories.
3. Images
   1. Identify what you need to show through your photos.
   2. Who might help you capture good images? Examples include the Public Information Officer (PIO) with your local health department, a photo enthusiast among your volunteers, or someone you recruit with this specific interest in mind.
   3. Ensure you have your photo releases in place and that anyone taking pictures understands any guidelines your organization has established around photography.
   4. Establish where you will save images and how you will save captions/details to go with each image.
4. Call to Action
   1. Include an actionable next step. What tangible step can your audience take to help you accomplish your goal?

**Additional Next Steps to Consider**

1. How will I deliver my message? Examples include:

One-on-one meeting

Email

Presentation

Flyer

Report/Publication

Newsletter

Media Release

Via social media

Video  
Podcast

1. How can I repurpose this story for a different audience or in support of another goal?
2. How might this story support advocacy efforts locally, in my state, and/or nationally?

**Questions? Stories to share?**

Reach out to [mrc@naccho.org](mailto:mrc@naccho.org) or Beth Hess at [bhess@naccho.org](mailto:bhess@naccho.org)