

TELLING OUR STORY

THE IMPORTANCE OF PERSONAL NARRATIVES

One of the most effective ways of bringing new supporters into this campaign is by connecting our plan to real-life situations and personal stories that demonstrate what energy independence means.

When people hear from other Vermonters who have gone solar, or weatherized their homes — they want to learn more. When people hear from other Vermonters who wish they could do more to reduce fossil fuel usage, but feel they don't have the ability to do so — they understand that. When people hear from Vermonters who think it's possible to build a more sustainable future for their kids or grandkids — they connect with that.

So how do we do get these stories? We go out and talk to people!

You can do this at farmers markets, community gatherings, or get-togethers you organize in your own home! **We'll provide whatever support you need.**

Contained in this toolkit you'll find guides on how to table, places to collect petitions, and various tips on how to **gather and submit stories!**

TIPS FOR STORY COLLECTING:

- ◇ Keep it brief. Short stories are easier to share and get in front of more people.
- ◇ Look for variety. We want to hear from people who are both achieving energy independence and those who aspire to it. This campaign is about making energy independence an opportunity for everyone.
- ◇ Think about how and where to share them. Images are powerful—especially on social media. See our tips on collecting photo and video!

SAMPLE STORY:



I am a single senior living in my own home in Barre.

I have investigated the options for placing panels on my own south facing roof, but the budgetary limits of many of us seniors throughout the state often make that difficult, if not impossible.

For very low income folks, it's out of the question. Many of us in this position want to be part of this important energy transition, but need more financial help to do so. **We all should be in this together.**

And as soon as I am able to make this happen, in my own little way, I will.

— Islene Runningdeer, Barre, VT—