# Advocating for energy efficient building codes: How to tell your story

**Your story matters.** And it’s important to know how to tell it. There are three key parts.

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| Story of self | Story of us | Story of now |
| Why this issue?  Who inspired me?  What are my values?  How are they inspiring me to act?  What stories from my life demonstrate my values? | Who is your community?  What makes your community great?  What do they have in common?  What has the community experienced together?  What change is the community hoping for? | Why now?  What is the challenge?  What is the ideal outcome?  What choice has to be made?  What is the best thing that could happen? And the worst? |

Share your story in a way that puts these three parts together. Then, you can effectively communicate to your representative why energy efficiency and a clean recovery matter.

**What happens when I call?**

1. You may go to voicemail, which is okay. Leave a message with a short summary of what you want to discuss, and your name and number for a return call.
2. If someone answers, tell them what you want to discuss. You may talk to a staff member who focuses on your issue or the representative themselves.
3. Have a conversation. They are people, and hopefully people who want to listen and represent you and your needs. This is their job. Share your story and be respectful.
4. End with a clear ask - what do you want them to do after this call? (Ex. Circulate a letter you’ve written, sign a petition, ask a question in parliament).
5. Ask for an email that you can use to send a follow up in a week or two, to check in your ask while thanking them for the call and sending over more information if they requested it.