

Public Testimony & Staff Outreach Template

Module 3.8 - Preparation Tools for Decision-Maker Advocacy

Public Testimony Worksheet

Write your testimony below. Target: under 400 words / 3 minutes.

Element	Your Testimony
IDENTITY: My name is..., I live in..., I'm here as a...	
SCENE: One concrete moment that makes this real:	
STAKES: What's at risk if nothing changes:	
ASK: Exactly what I want them to do:	
CLOSE: One sentence — thank + coalition presence:	

Testimony Quality Check

Check	Status
Could I deliver this without reading word-for-word?	Y / N
Does it include a specific scene, not just statistics?	Y / N
Is the ask specific (vote #, funding amount, action)?	Y / N
Would a board member remember this tomorrow?	Y / N
Is it under 3 minutes?	Y / N

Coalition Testimony Coordination

Role	Focus	Who (Name)
Speaker 1: The Expert	Data, research, factual case	
Speaker 2: The Storyteller	Personal story, human impact	
Speaker 3: The Connector	Community breadth — 'I represent X families'	
Speaker 4: The Bridge	Unexpected demographic — breaks expectations	

Staff Relationship Plan

Who	Introduction Approach	Info I Can Provide	Follow-Up Schedule
Staff contact 1:			
Staff contact 2:			
Staff contact 3:			

Remember: Staff are the gatekeepers. Build the relationship before you need the vote.