**Story telling for professional learning advocacy**

Policy makers are moved by the stories of real educators and students. Tell your professional learning story – big or small – to raise awareness of the need for professional learning and to motivate decision makers to invest.

**Pre-planning**

1. What funding sources are used for professional learning in your school/district/province?

2. What data has your district/province/school collected over time? (Teacher retention data, educator confidence data, schools in need of improvement numbers, etc.)

**Tell your story**

1. What challenge did your district face?
2. How did professional learning address the problem?
3. How do you know that your professional learning intervention helped solve the problem?
4. What graphics/images do you have that you could include? (Charts, pictures, quotes, etc.)

**Share Your Story**

1. Who are the decision makers you want to influence? (School board members, district leaders, principal, parents)
2. Organize your talking points for emphasis.
3. 2. How will you share your story? (Presentation, newsletter, social media, website)