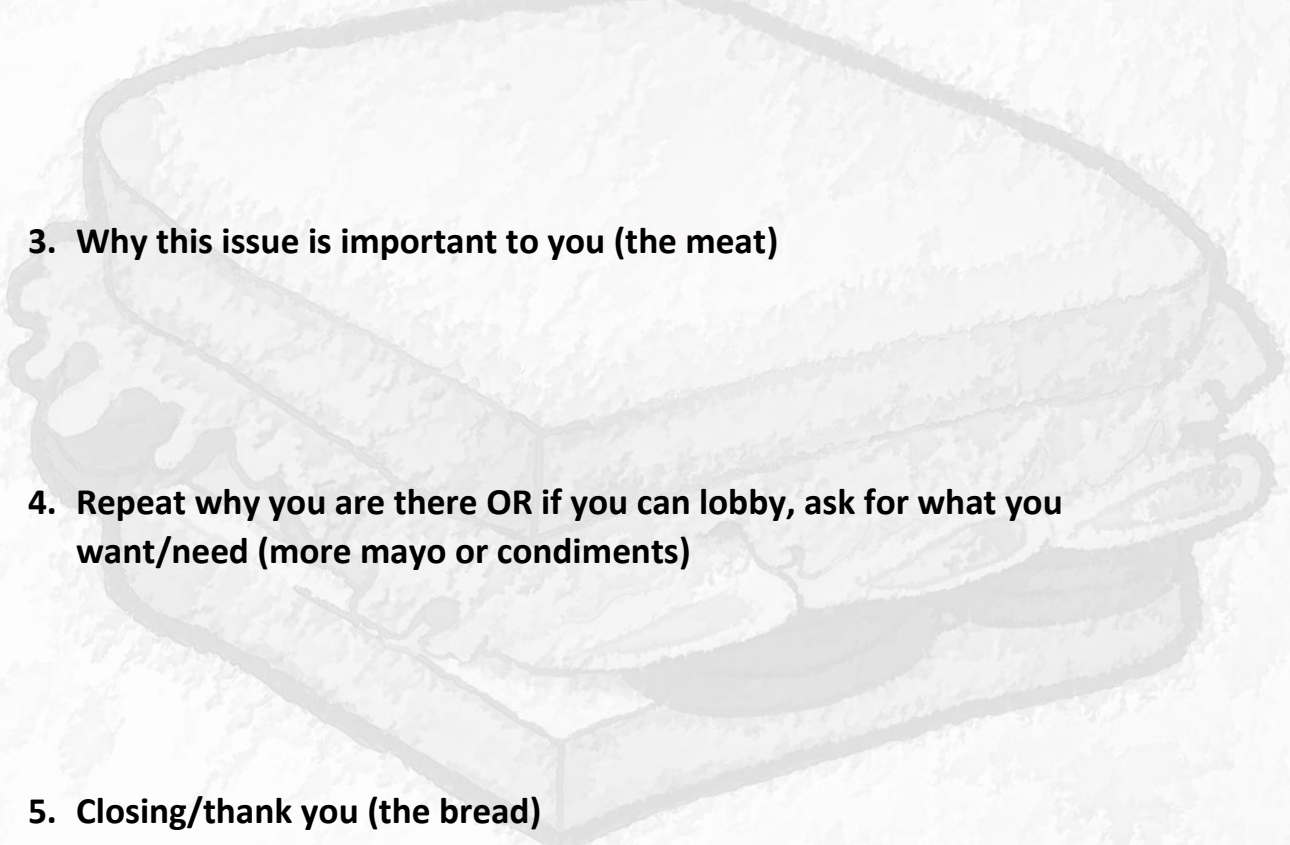


Five Steps to Creating Powerful Personal Testimony

The “Sandwich” Worksheet

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- 1. Greeting and who you are (the top slice of bread)**
 - 2. Why you are there, what is your issue/concern (the mayo/condiments)**
 - 3. Why this issue is important to you (the meat)**
 - 4. Repeat why you are there OR if you can lobby, ask for what you want/need (more mayo or condiments)**
 - 5. Closing/thank you (the bread)**

Tips for powerful testimony:

- Speak in your “real voice” – use your everyday language as if you were talking to your best friend.
- Paint a picture of who you are – “I am a family caregiver trying to balance work and care needs” or “I work with older adults who are homebound and isolated...”
- Connect with your audience at an emotional level.
- Telling your own story is more powerful than telling someone else’s. If possible, say “I” not “We.”
- Think of short, powerful sound bites that will help your audience remember your story (and provide a nice quote for any members of the media present). “The home-delivered meal I receive provides me not just food, but someone to talk to and to check on my safety.”
- End happy and show a solution – “I am grateful for the meals I receive and, with your help, all seniors in need will be able to receive meals.”

For written testimony

- Include a photograph of the person, if possible, in their own environment (home, work, etc.).
- Place text below the photo to convey your key message. This is the text most likely to be read.
- Include quotes, using the actual language of the person telling the story.