



FINDING YOUR HERO

- Start with your target audience
- Interview your hero
- Utilize existing resources and relationships
- Develop skills and spokespeople
- Collect and record stories

Start with your target audience

Who do you need to move to win? Before finding the actual hero, it's important to understand who is the target audience for your campaign and to choose a hero that represents their values and concerns.

Interview your hero

Ask them to tell you their story, using the questions from our workshop. What are their problems? What is their world like? What kind of risk is this requiring of them? This builds genuine relationships and will help you to do your work better too.

Utilize existing resources and relationships

There's no need to reinvent the wheel when searching for great heroes. Start with your field team, they will be invaluable allies in reaching into the community. Searching past newspaper articles, asking organizational partners, or attending community events can all lead to great stories, and new relationships!

Develop skills and spokespeople

Telling one's story to the media is intimidating and requires some training. Invest staff time and capacity in engaging your heroes in skill-building workshops to prepare them for the spotlight. We can help with trainings that help your heroes tell their story from the heart.

Collect and record stories

First, understand how your organization is currently collecting and recording stories. One good model is for field staff to find heroes and communications staff to help develop the stories, but each organization is different. An in-house story bank is a useful tool for organizing all the stories collected in the field. We can help you create a system that works for your organization.

Connect with the Communications Hub for one-on-one coaching on finding and building relationships with your campaign's heroes.

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