

## YOUR IMPACT STORY

### Intro (15–20 seconds)

**“Hi, my name is \_\_\_\_\_. I’m a proud alum of Public Allies [Site], Class of [Year]. I’m a [nonprofit founder / social entrepreneur / community leader], and I’ve been doing this work because...”**

- Share one personal detail (e.g., hometown, cultural roots, passion, or identity)
- Name of your organization you served
- Impact you had on your community (e.g. we provided necessary resources to XX population...)

### Video Opening (20–30 seconds)

**Prompt: *How did Public Allies lead you to your community impact work?***

- “Public Allies helped me understand the power of community, and now I lead with that value every day.”
- “Working at [a nonprofit] was hard work, and I’m proud of...”

### The Challenge (30–40 seconds)

**Prompt: *What was the issue you were trying to address/change in your community?***

- “Before PA, I had a vision for change but lacked resources and guidance.”
- “I wanted to address homelessness, but didn’t know how to turn my passion into action—I just knew something had to change.”

### The Outcome (30–40 seconds)

**Prompt: *What was the impact that you made, and why does Public Allies still matter now?***

- “Today, my organization serves [# of people, type of service, or community impact].”
- “My community service showed me how to effectively work at community work—and how I could lead one differently.”

### Call to Action & Salutation (15–20 seconds)

Choose your CTA and deliver it clearly. Then close with the community call.

- Tell your story and make your voice heard with policymakers.”
- “Keep the movement going—because we’re stronger together.”

**“This is my Public Allies Story. This is our Public Allies Story.”**