

Telling My Story: Writing a Needs Statement

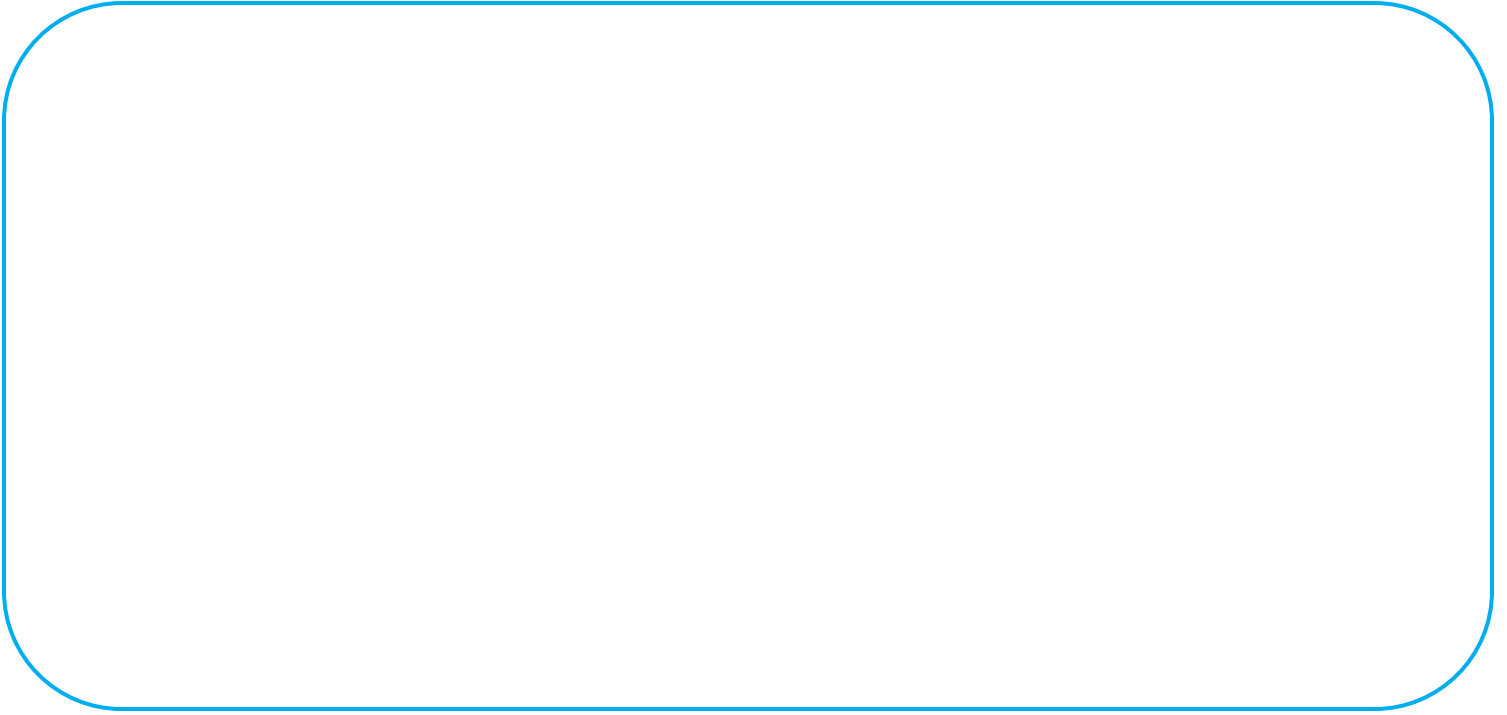
Use the boxes below to help shape your needs statement as the first part of your story.

- **What is the need you would like to address?**

- **Who will be listening to your pitch? What is important to them? Some data will work across audiences, but at other times, you'll need to tailor your message.**

- **Which data will you use to describe the need?**
- **What are the 1-3 key points you want to make?**

- **What example can you give of someone affected by this need?**



- **How would you communicate this need in one minute or less?**
- **Write what you would say.**

