

Emily's MAPSS Advocacy Story Editing Checklist

Editing your story is an opportunity to refine and improve its impact. Use this checklist to guide your revisions and ensure your advocacy story is clear, compelling and effective.

M

Make your mark with your **Message**:

Have you shown why your issue is interesting and important?

Can you provide evidence or personal experiences to support your claims?

A

Attract your **Audience**:

Is your story relatable to your audience?

What do they want and need to know?

P

Provide your **Perspective**:

Does your story align with your advocacy goals?



Are your arguments and examples consistent with this?

S

Slot it into a **Structure**:

Is the story clear?



Is the story easy to follow?

S

Share it with **Style**:

How is the story told?



Have you used engaging techniques to capture attention?