In shaping the development or revision of public policy, it is important to capture the hearts and minds of policy makers. Both are important and complementary. We can shape the hearts of policy makers by sharing human stories that link to policy and utilize our passion to convey need. Impacting the hearts of policy makers however, is not sufficient alone. We must have concrete data and put forth logical arguments based upon data to further illuminate need and recommendations.

**Pathos**

- reason based on passion and emotions

**Logos**

- reason based on content and logic

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**Pathos**

Client stories can be significantly helpful in influencing or helping to shape policy practice both on micro levels as well as macro (state and federal) levels. While anecdotal, client stories can be helpful aids to bring a policy issue into focus as it impacts individuals' lives. Client stories bring “heart” into policy advocacy and provide the voice of the client or constituent to the policy maker. One can use stories, of course with the permission of the client, in writing policy briefs, policy papers/white papers and in preparing legislative testimony. Internally, you can involve clients, sensitively and ethically, in local policy advocacy either internally (on agency policies) or on the community level (influencing police training and victim advocacy) for example. In this short video, we can hear the power of Shonda Roberts’ legislative testimony which can shape both the hearts and minds of policy makers. Ms. Roberts is a working mother, working for minimum wages, trying to support her children.

[Worker Testimony: California Legislative Hearing: Wage Levels in Fast Food Industry (YouTube Video Presentation)]

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**Logos**

It is equally important that we advocate using facts and figures to make persuasive policy arguments.
In the video we will see and hear Ken Jacobs, California State Legislature as he follows Shonda Roberts’ legislative testimony with facts and figures about the challenges of the current minimum wage.

California Legislative Hearing: Wage Levels in Fast Food Industry - Highlights (YouTube Video Presentation)