

# TELLING YOUR STORY: UW–Madison Advocacy



As a Badger, you know firsthand the value of UW–Madison. You likely have powerful stories to tell about what the UW has meant to your life and how much it has impacted our state, country, and world.

When advocating for UW–Madison, we know that three areas of impact are almost universally important. We encourage you to reflect on these areas and think about how to share your stories that connect to these themes.

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## Making a Healthier Wisconsin

- Have you or a family member benefited from UW Health’s expertise or treatment? (This might include clinical trials, transplants, research on Alzheimer’s disease, cancer treatment, sports medicine, etc.)
- Do you have a personal story or connection to a health issue that the UW is researching?
- Are doctors or nurses in your area UW alumni? Do you seek out UW medical expertise when looking for care or information?

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## Building Strong Businesses

- Are you a business owner or executive who can talk about how your UW education prepared you for your role?
- Have you gotten additional training or education through UW Extension, Continuing Studies, E-Business Consortium, or other UW-connected business programming? What did you learn and how did your education make you more successful?
- Are businesses that are important to you and your community owned/run/founded by alumni? What do they mean to you?

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## Winning the War for Talent

- What are your connections to key industries/areas in which UW graduates are important? (This might include doctors, educators, engineers, pharmacists, veterinarians, computer scientists, etc.)
- Has being a UW graduate influenced you or someone you know to stay in or return to Wisconsin?
- Why is it important to you that we continue to have UW–Madison graduates keep their talents in Wisconsin? Do you have positive experiences to share about UW alumni you have hired or worked with?