

LIBERTY
IN
NORTH
KOREA



LiNK STORY RESOURCE



Creating your LiNK Story

Stories have been a part of being human since the beginning of time. They've been used to pass down traditions, teach valuable lessons, and quite simply share information. But at the core, storytelling creates *connection*. This is because stories confirm some deep truths about who we are as human beings. Stories help us find meaning in our lives and allow us to experience the similarities between ourselves and others. Did you know people remember stories 22 times more often than facts alone?

Think of a memorable story. Chances are, the story stayed with you because it had elements you could relate with. Andrew Stanton, one of the creators of *Toy Story* and other popular Pixar films, said that there's just one story commandment and it's, "Make me care."

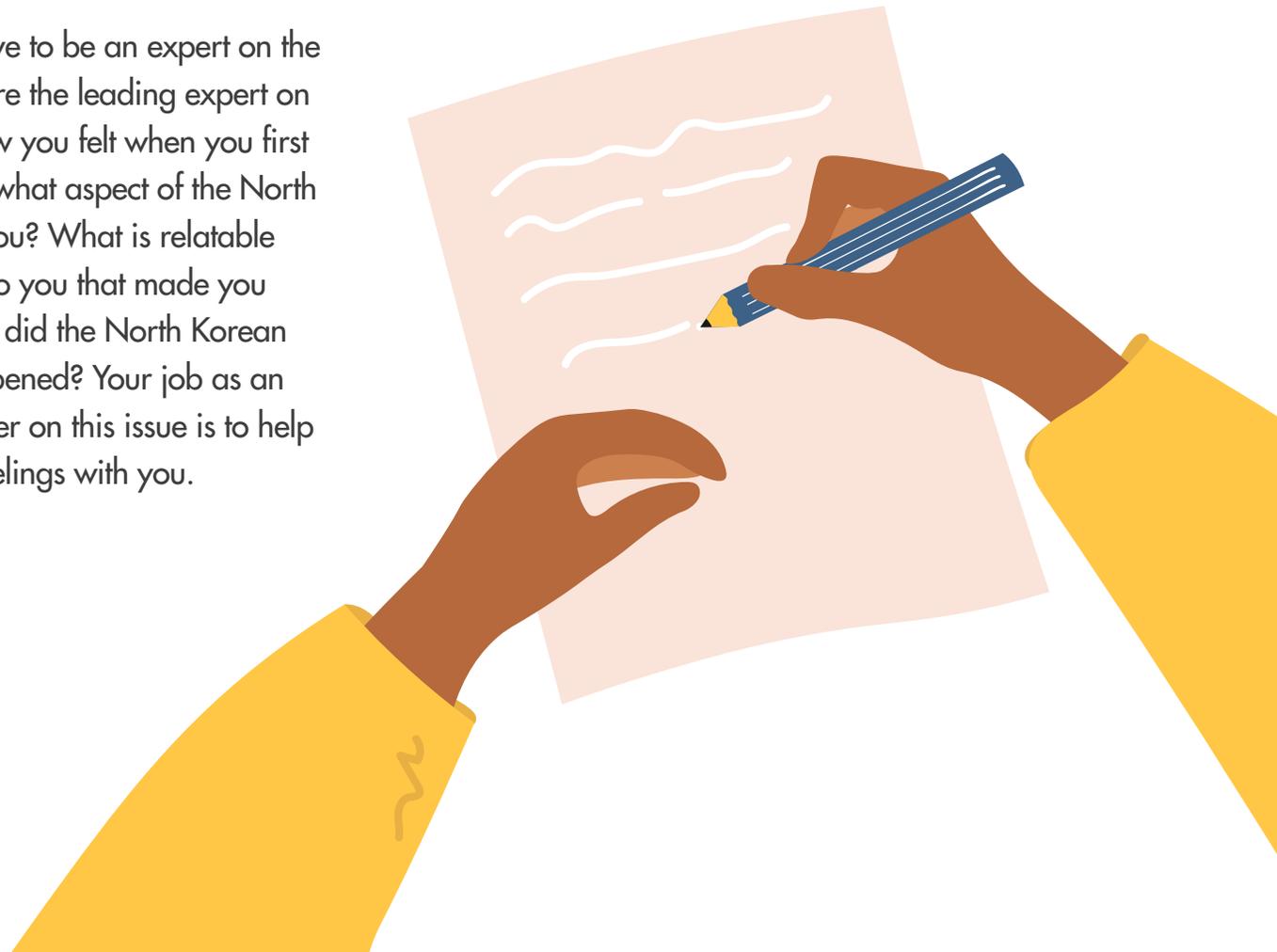
As an advocate for the North Korean people, you can use your LiNK story to create connections and invite people to feel the same passion about LiNK that you feel.

Tips on getting started:

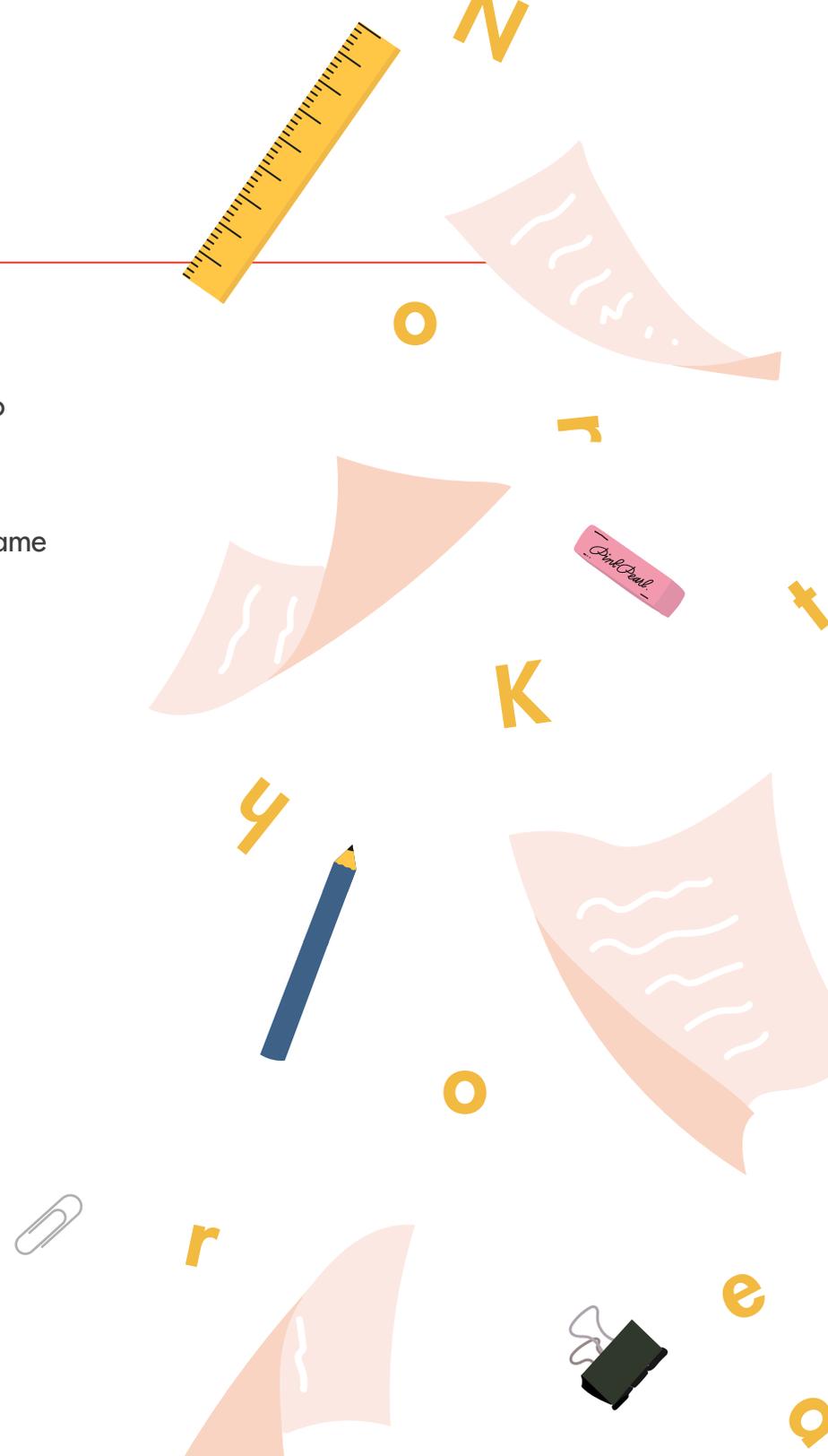


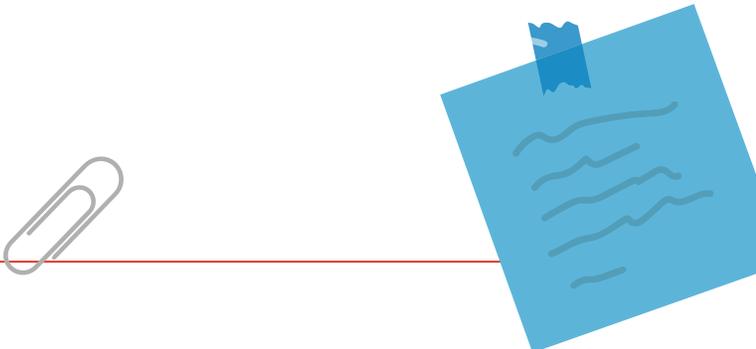
1. Write about what you know!

- This doesn't mean that you have to be an expert on the North Korean issue. But you are the leading expert on your own experiences and how you felt when you first learned about their plight. So what aspect of the North Korean issue resonated with you? What is relatable in your life? What happened to you that made you feel a particular way and how did the North Korean issue remind you of what happened? Your job as an advocate, storyteller, and leader on this issue is to help the audience share in those feelings with you.



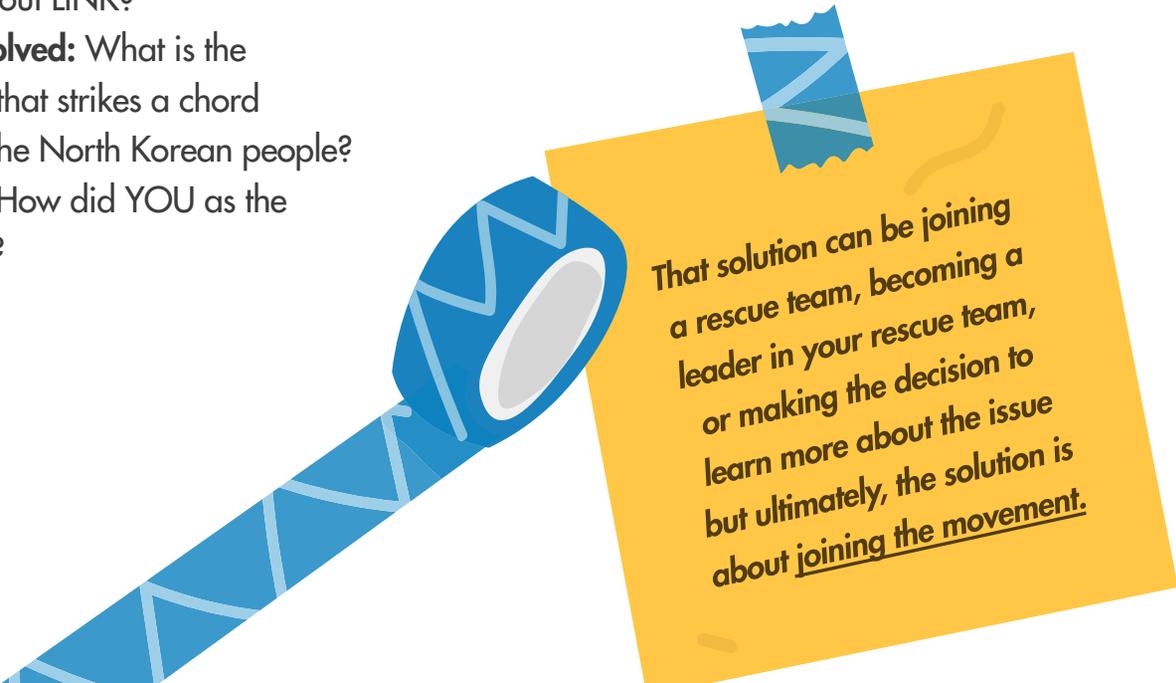
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- You might want to start thinking about topics you have strong emotions about. In other words, what injustices do you want to stand against? Some examples are:
 - People being systematically barred from having the same opportunities in life
 - Families being forcefully separated
 - Living in a place that suppresses your voice
 - Exploitation of the marginalized
 - Lack of basic human rights (freedom of religion, movement, information, etc.)





2. Organize your thoughts and feelings.

- All stories have a beginning, middle, and end. Good stories have a problem that needs to be solved and a resolution to that problem. We know that stories usually have a main character and include descriptive language, details, and important contextual information. With this in mind, gather the building blocks of your story.
 - **The beginning, middle and end:** What was life like before LiNK? How did you find out about LiNK? What is life like now that you know about LiNK?
 - **The problem that needs to be solved:** What is the particular *injustice* you see/feel that strikes a chord with you when you think about the North Korean people?
 - **The role of the main character:** How did YOU as the main character find the solution?



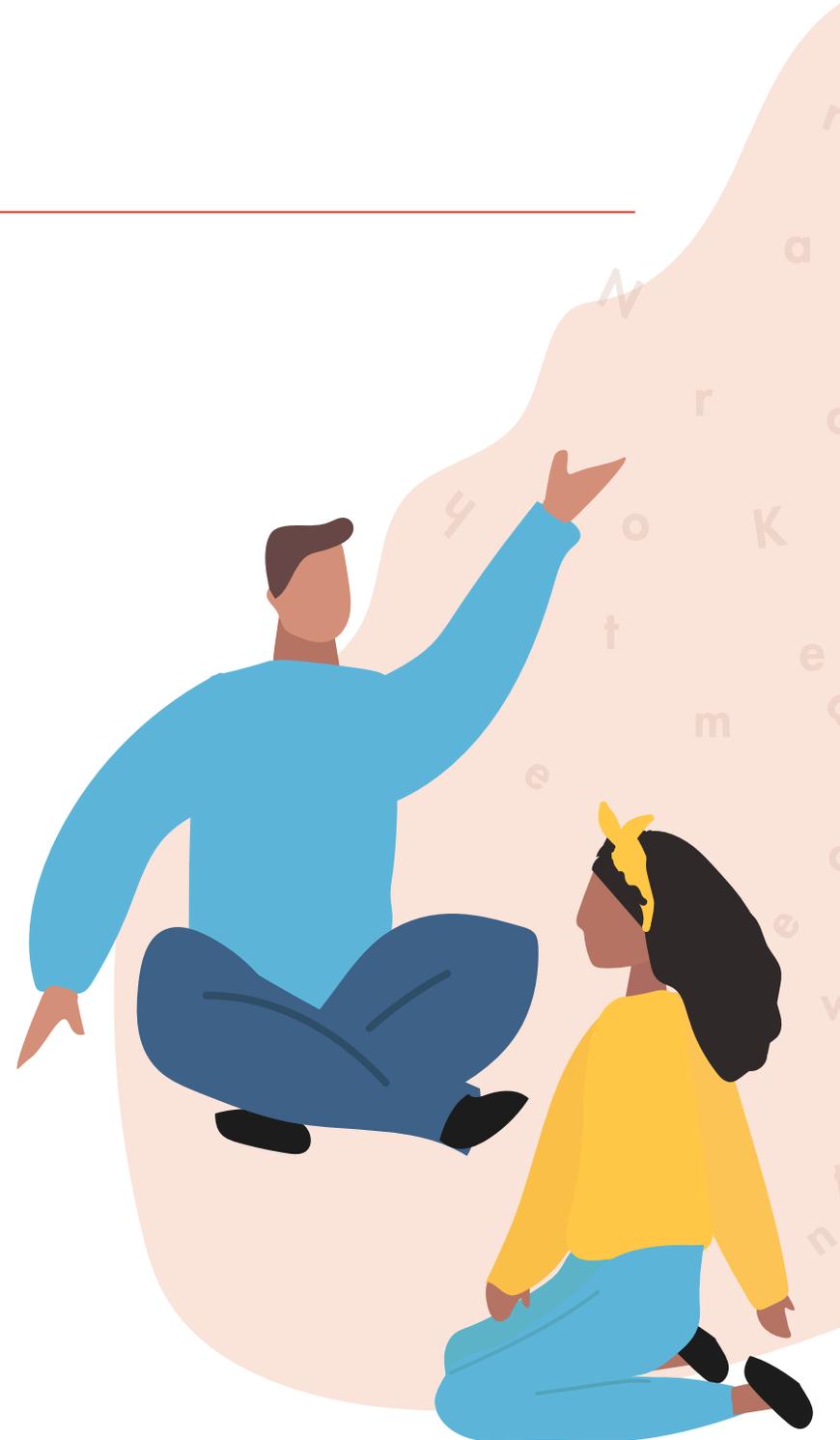
That solution can be joining a rescue team, becoming a leader in your rescue team, or making the decision to learn more about the issue but ultimately, the solution is about joining the movement.

3. Vulnerability will be necessary.

- Depending on who you are and how much you've shared your own story, being honest about your passions can be difficult to share (even if you're a seasoned storyteller). So take a deep breath and remember that anything of value will require you to take a risk. And don't forget that our North Korean friends are also constantly sharing their stories! Let their vulnerability serve as an inspiration to you as we all work towards the vision of liberty in North Korea together.

4. Create trust as a storyteller.

- Trust is key. Some listeners or readers may want to verify your story. So when you share your story, be sure to include outside sources that can verify your claims. This can be links to the [LiNK website](#), relevant news articles, or even a [LiNK Annual Report](#) which includes a breakdown of how finances are used.



5. Build a strong “ask.”

- The “ask” might be the most foreign part of this entire process. But don’t worry, you can be confident when you ask others to stand alongside the North Korean people because you’re inviting people into something amazing! LiNK’s vision is BIG and it’s going to take an international movement to work towards the day when every North Korean man, woman, and child are free. Don’t be afraid to use direct language while staying true to yourself and your voice. Avoid passive language such as, “If you can, please donate to my page,” but feel empowered to use direct language such as, “Read more about this cause that I care about and make a donation today!!” Here are some lines you can use or tweak to match your own style:

- “Join the movement”
- “Change history”
- “Stand alongside the North Korean people”



Example:

“Can I be honest? I didn’t know anything about North Korea until I became a first year at UC San Diego and I took a class on East Asian politics. I had briefly learned about the Korean War in the past but I didn’t know that the consequences of the war were still impacting so many lives today.

As I became more aware of the harsh realities that the North Korean people face, it made me so sad and angry. It was infuriating to read about how power and dignity were forcefully taken from the people by the regime and how North Korean refugees were being exploited because of their vulnerable position in China. It wasn’t just that. The more I read, the more I felt stripped of any power to do anything because it didn’t seem like I could ever make a tangible difference on such a huge issue that so few seemed to be talking about.



Example: *(cont.)*

But after doing some research online, I found out about an organization called Liberty in North Korea and more than anything, it gave me hope. I was so surprised to learn that there was an international movement of people who were actively making a difference and it led me to pursue opportunities that would help me be a part of the fight. I ended up starting a LiNK Rescue Team, or chapter, at my school during my junior year. Though there are ups and downs to leading a campus organization, I'm so grateful because everyday I get to use my voice, energy, and time to stand alongside the North Korean people.

You can also join this international movement by making a donation on my fundraising page! The movement spans dozens of countries and is made up of thousands of people just like you and me. Together, we can work towards the day when every North Korean man, woman and child is free.

Click [here](#) to support the North Korean people!"





Breakdown of the example story:

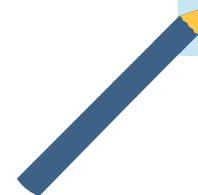
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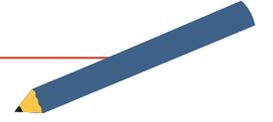
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The hook! Draw your audience in with a question or an interesting statement.

This sentence creates contextual understanding for your audience and describes what life was like before LiNK. It will also be relatable for audience members who may not know anything about North Korea!

This section highlights the injustice of people being denied basic dignity and forcefully and violently being stripped of any agency over their own lives. Using words to describe your emotion creates connection and helps the audience relate to your experience.





Breakdown of the example story: *(cont.)*

But after doing some research online, I found out about an organization called Liberty in North Korea and more than anything, it gave me hope. I was so surprised to learn that there was an international movement of people who were actively making a difference and it led me to pursue opportunities that would help me be a part of the fight. I ended up starting a LiNK Rescue Team, or chapter, at my school during my junior year. Though there are ups and downs to leading a campus organization, I'm so grateful because everyday I get to use my voice, energy, and time to stand alongside the North Korean people.

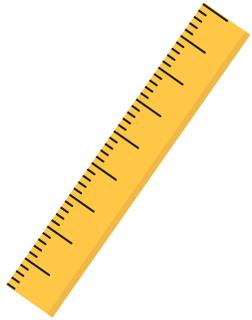
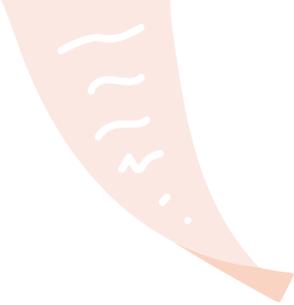
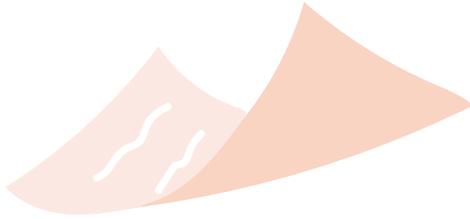
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[Click here to support the North Korean people!](#)

By using language such as hope, opportunities, and fight, this section highlights the very relatable theme of finding one's own voice and sense of agency.

The strong "ask"! Be very clear about what you are asking the audience to do and make sure you include any relevant links or information to make it as simple as possible.





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