

Farm-to-School Storytelling for Impact

a Workshop
with
Barbara Ganley of Community Expressions,
LLC

March 22, 2016

Today's Itinerary

PART ONE Telling Our Stories

- A. **Exercise:** Walking Stories
- B. **Exercise:** Story Circles
- C. **Discussion/Sharing/Exercise:** The Story of Your Storytelling

PART TWO Strategic Storytelling

- A. **Presentation/Discussion:** The Flow of Strategic Storytelling — How to get to the RIGHT story
- B. **Exercise:** On the Spot Oral Storytelling

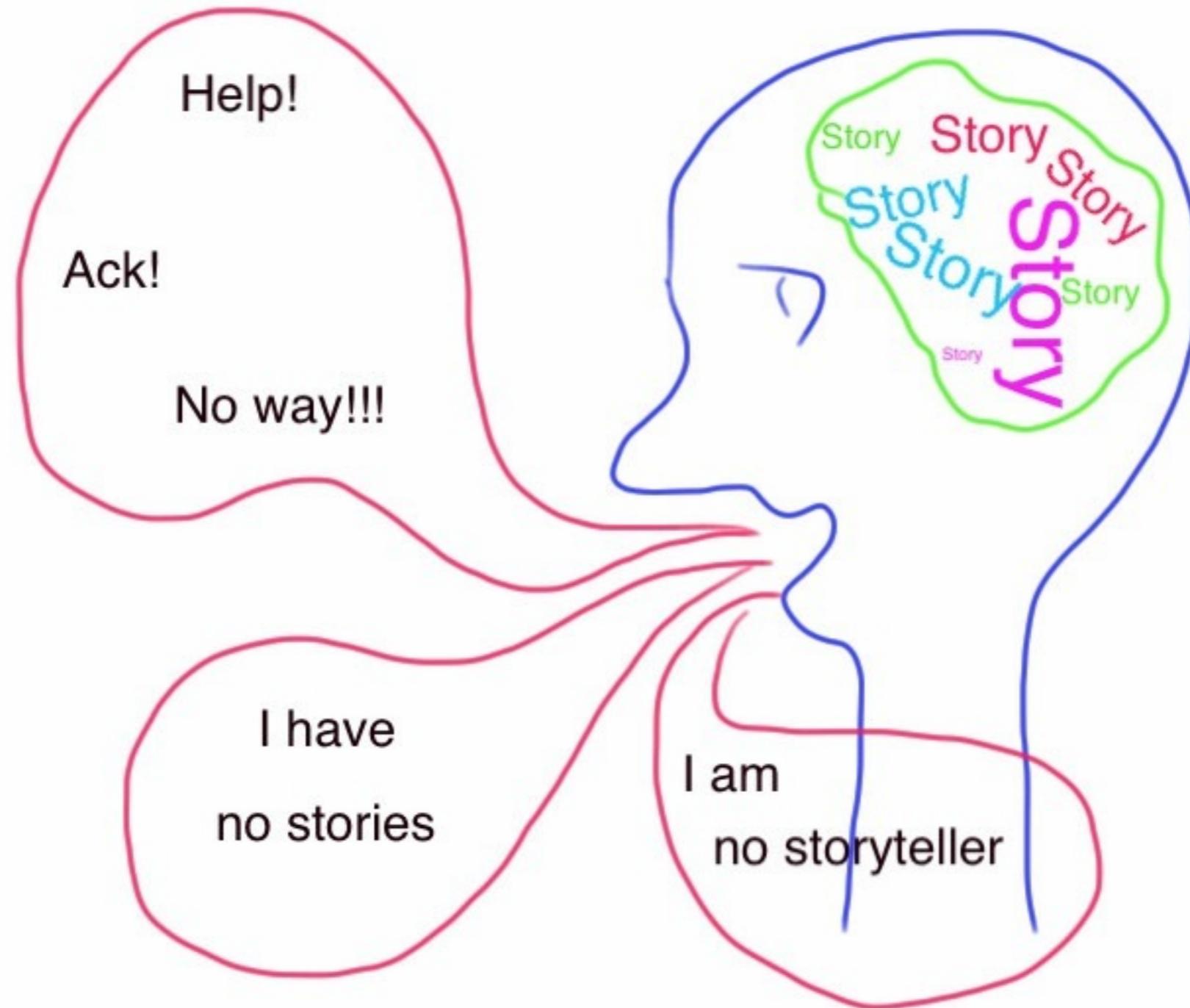
PART THREE Not the Same Old Story

- A. **Exercise:** Grant Application Story
- B. **Tour:** Putting the Visual into Stories
- C. **Exercise:** Quick Stories —Text and Image
- D. **Exercise:** Micro Videos

PART FOUR Implementation: Weaving Strategic Storytelling into Everything You Do

- A. **Presentation/Discussion:** Collecting & Documenting Stories for Collective Impact
- B. **Exercise:** Project Kitchen: Getting Help on a Story Project Idea
- C. **Wrap-up:** A-ha Story of Today

Time to share stories!



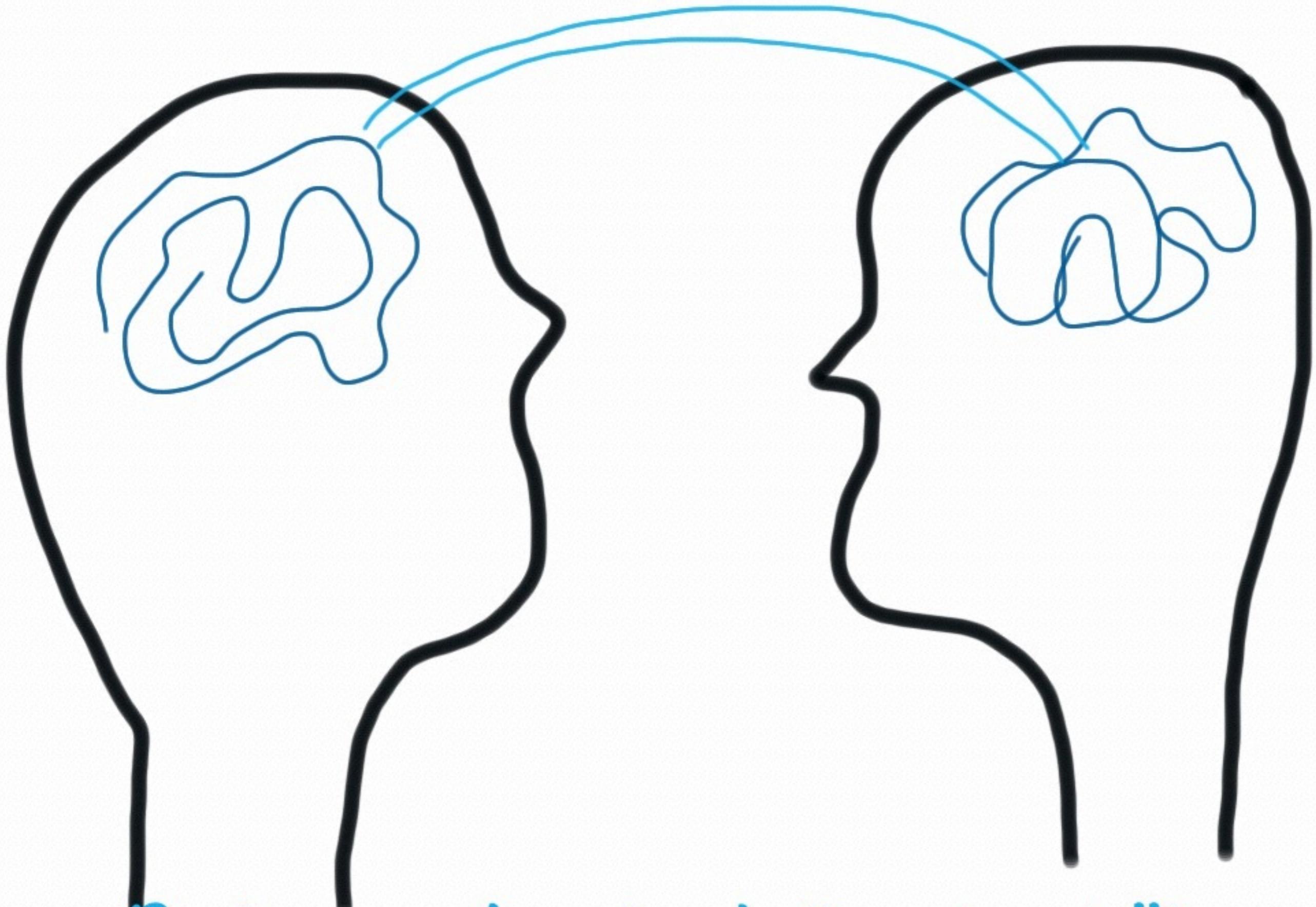


Story #1

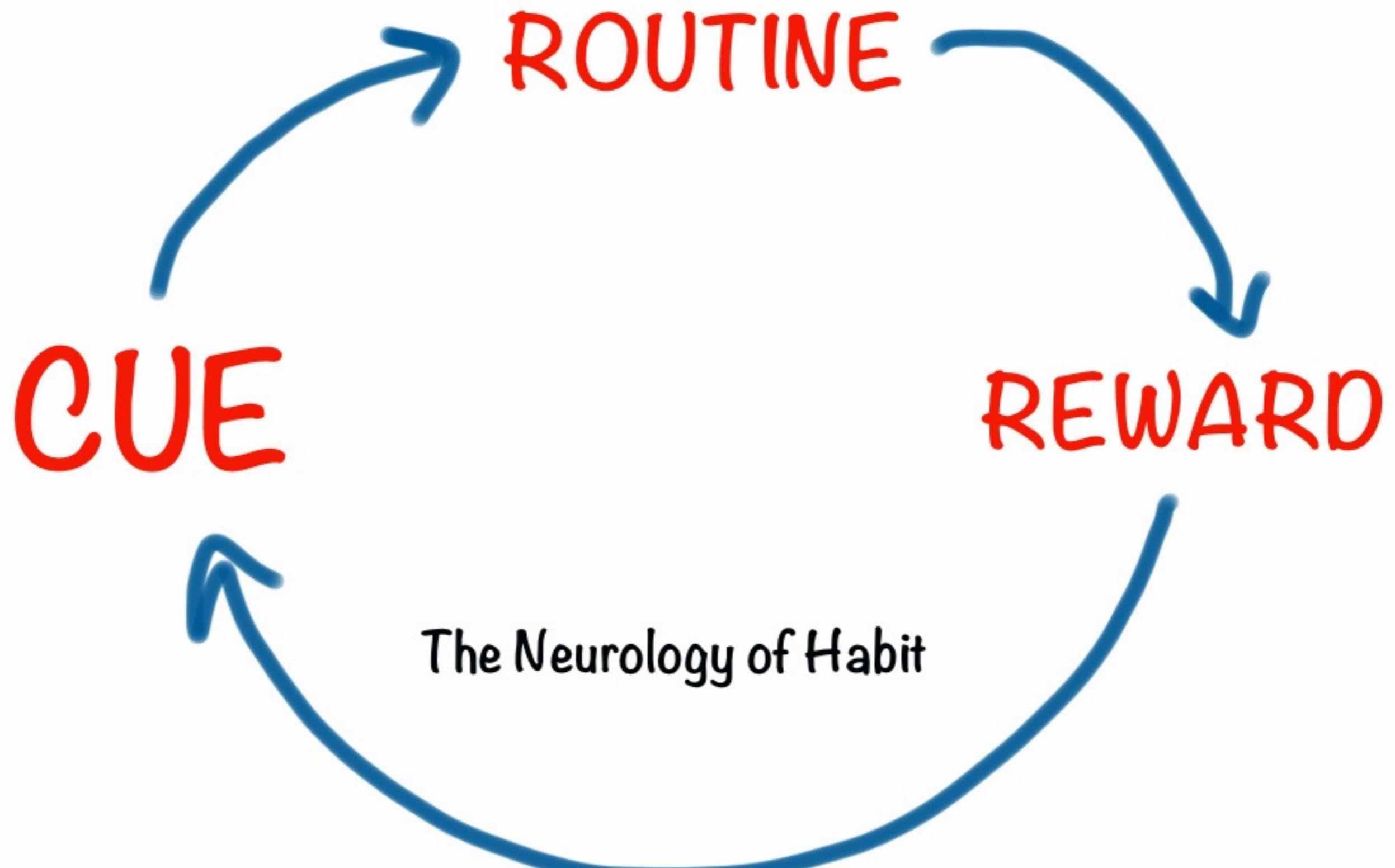
One-minute walking stories



We are the storytelling species



Brains synchronize during storytelling



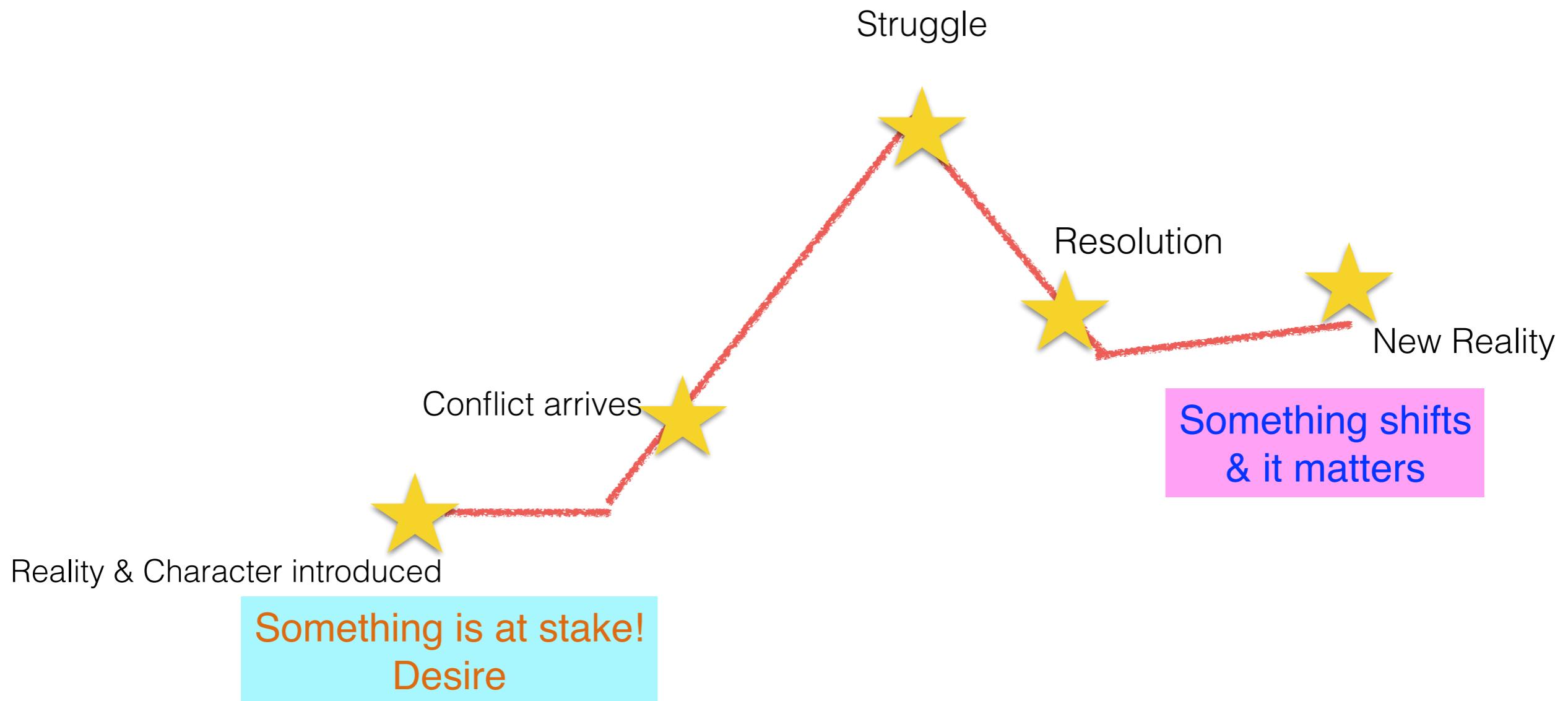
Charles Dugigg



<http://wistia.com/blog/video-testimonials-and-storytelling>

The Anatomy of a Story

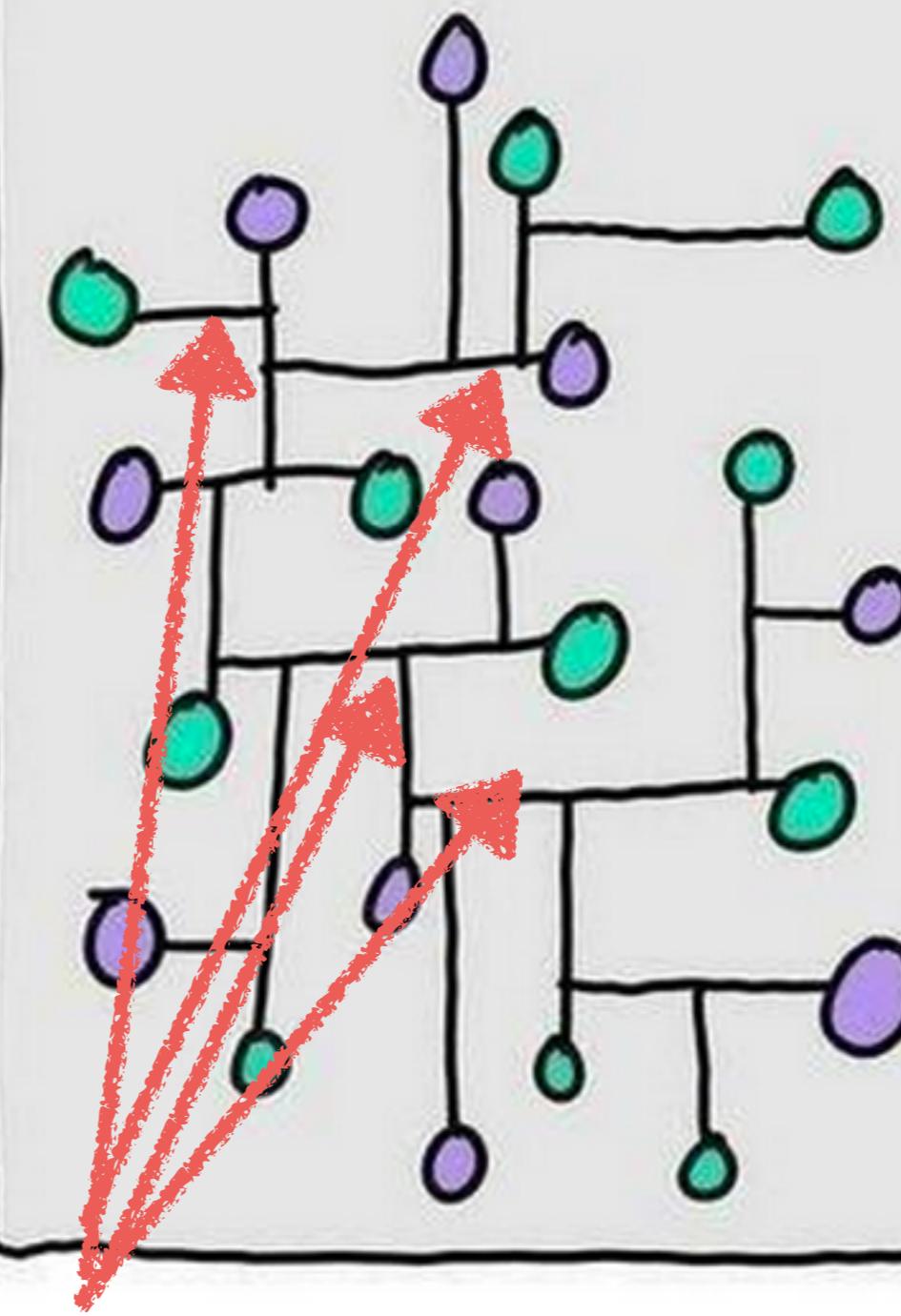
Situation—Struggle—Solution (Shift)



Knowledge



Experience



Stories!

Cartoon by Hugh McLeod

Steve DENNING

HBR

TELLING TALES

WE NEED STORYTELLING FOR

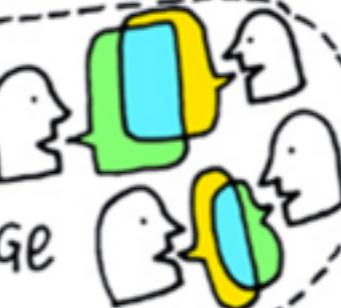
SPARKING ACTION


COMMUNICATING WHO WE are


TRANSMITTING VALUES


FOSTERING COMMUNITY


TAMING THE GRAPEVINE


SHARING KNOWLEDGE


LEADING PEOPLE INTO FUTURE


What stories can we tell...

discovering hidden talent

going beyond the call
of duty

act of kindness

the power of (im)patience

trusting our gut

being rescued

getting help from
an unlikely source

unexpected lesson

funny moment leads to
understanding

overcoming obstacle

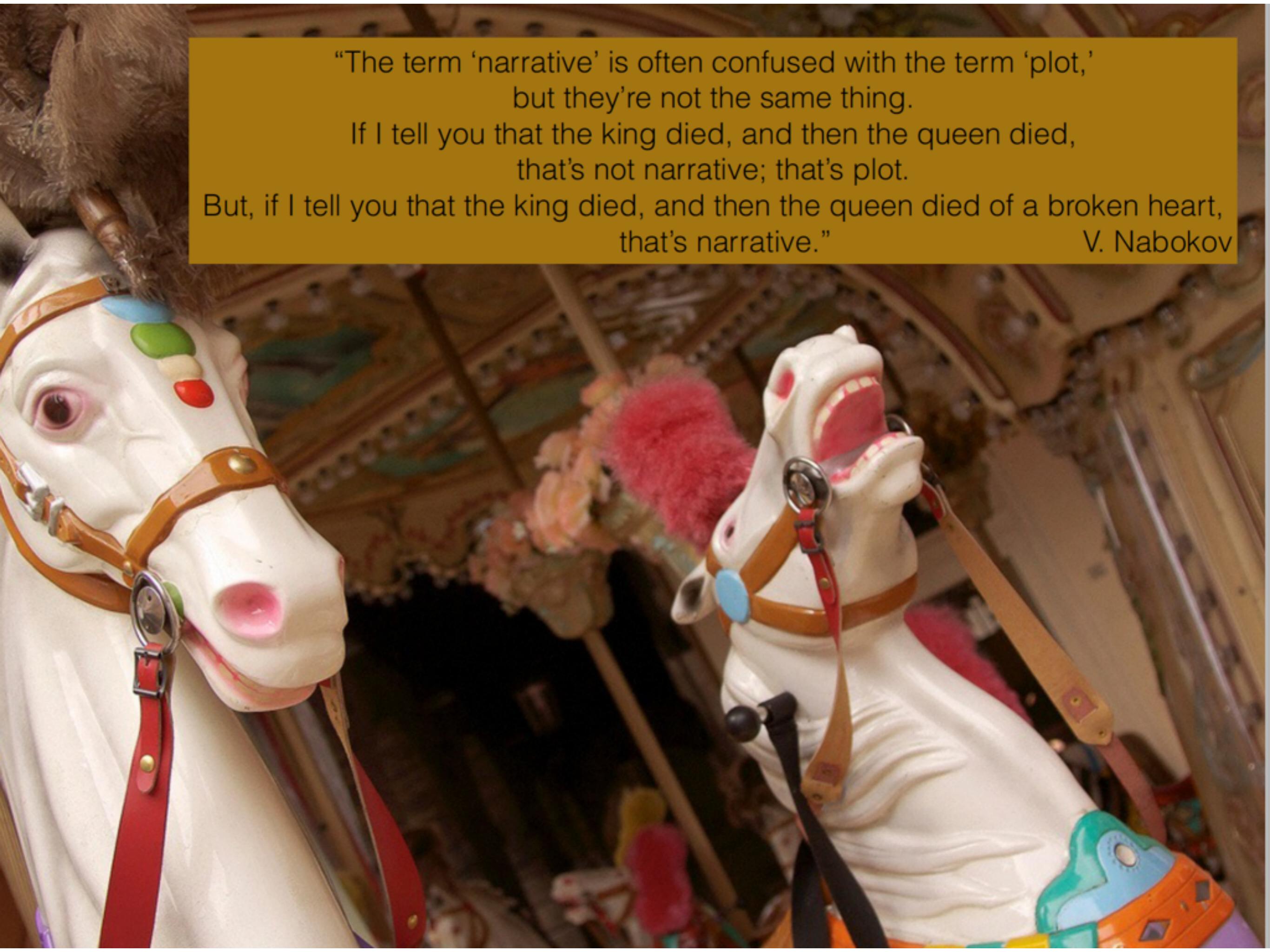
rising to the occasion

making a difficult choice

adapting to change



Created by Luke Anthony Firth
from Noun Project



“The term ‘narrative’ is often confused with the term ‘plot,’
but they’re not the same thing.

If I tell you that the king died, and then the queen died,
that’s not narrative; that’s plot.

But, if I tell you that the king died, and then the queen died of a broken heart,
that’s narrative.”

V. Nabokov



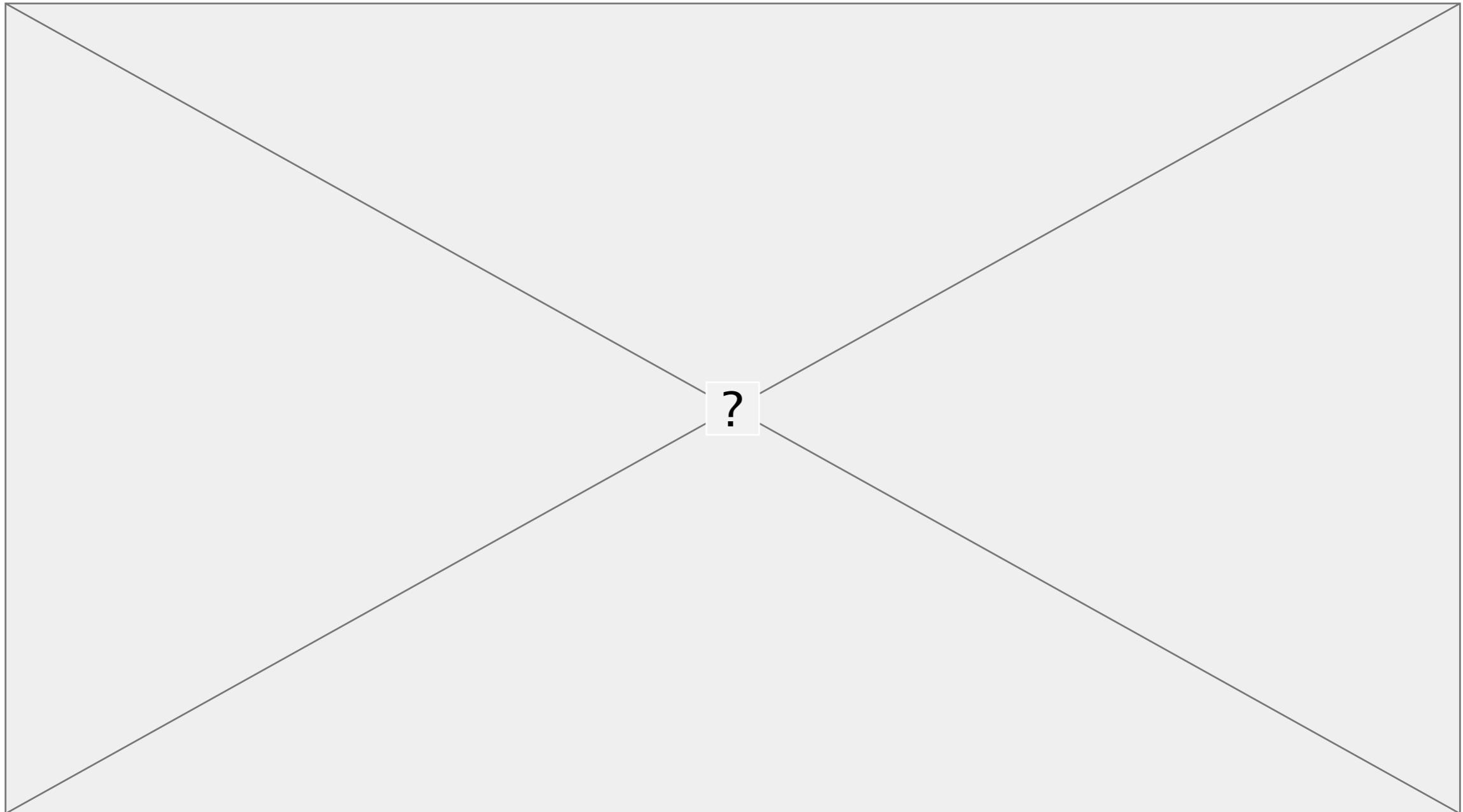
Ritz got his green thumb many years ago while teaching at a Bronx high school. Someone sent him a box of daffodil bulbs. Not knowing what to do with them, he stashed them behind a radiator.

A few weeks later, a fight broke out. Ritz says one student ran to the radiator because, he assumed, the boy had hidden a weapon there. Instead, he found "hundreds of flowers busting out of this box. And the kid, instead of coming out to beat someone's behind, came out with a box of flowers. The class burst out laughing."

Ritz says he had an epiphany. He and his students went on to plant some 20,000 bulbs across New York that year.

The lesson, Ritz says, is that a seed well-planted can grow into something beautiful anywhere.

A story within a story

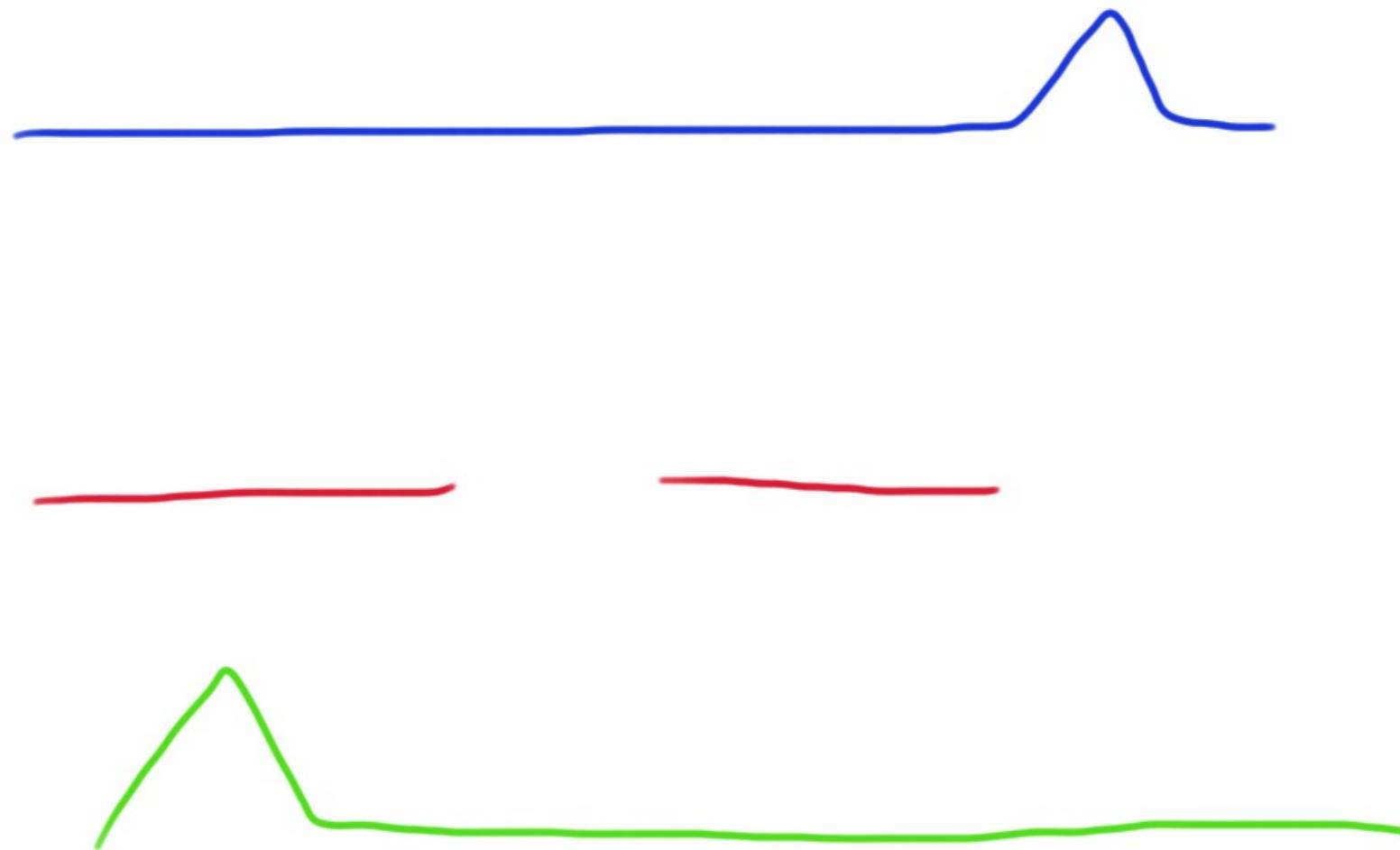


<https://www.youtube.com/watch?v=DIXqqe6kG0Q>

Great Stories

Arc
Voice
Detail
Action
Surprise

Common Mistakes



The **four storylines** look like this:



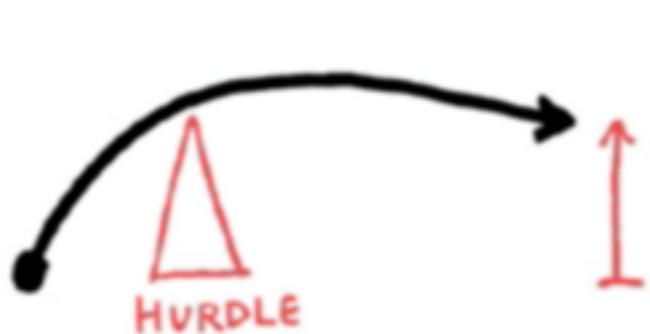
The REPORT

Conveys the facts.



The EXPLANATION

Teaches new insights or abilities.



The PITCH

Recommends a new action or solution.

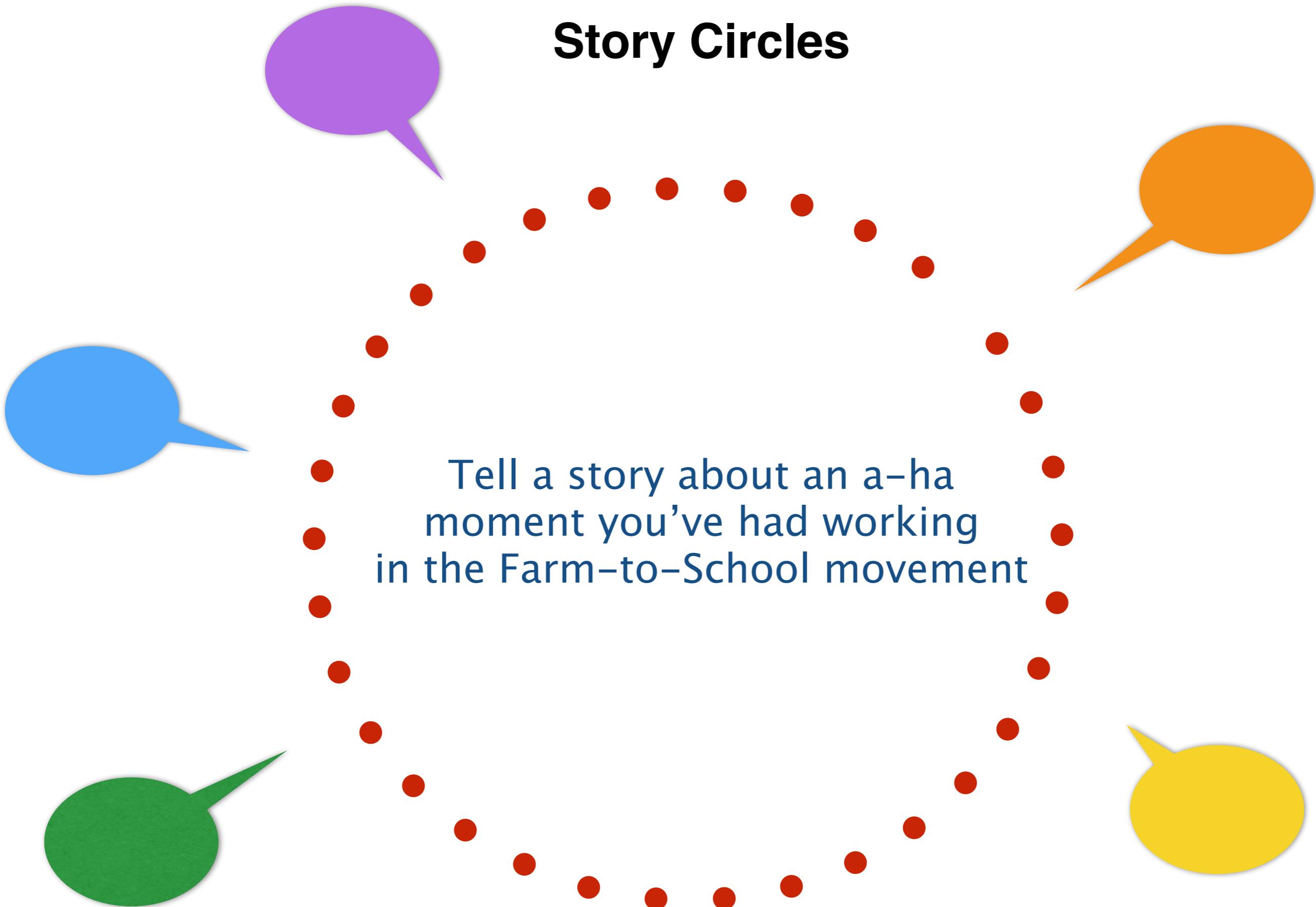


The DRAMA

Inspires a new belief or way of looking at the world.

Dan Roam

Story Circles



Oral Storytelling

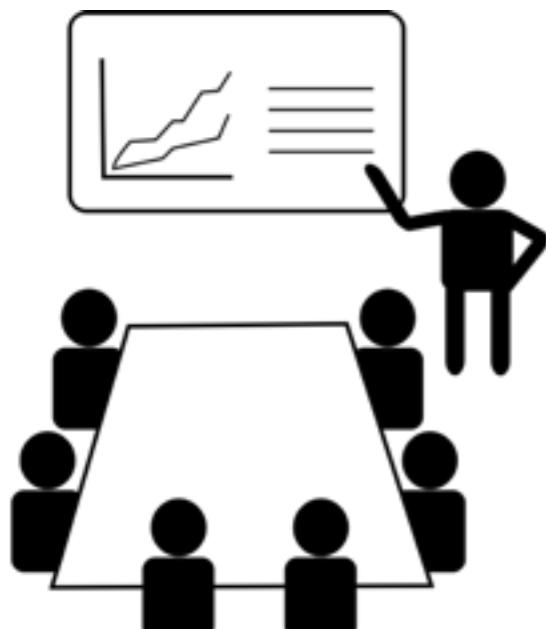


Created by Ethan Clark
from Noun Project

The importance of your
authentic
passion for topic &
respect for audience



Created by Takao Umehara
from Noun Project



Created by Olivier
from Noun Project

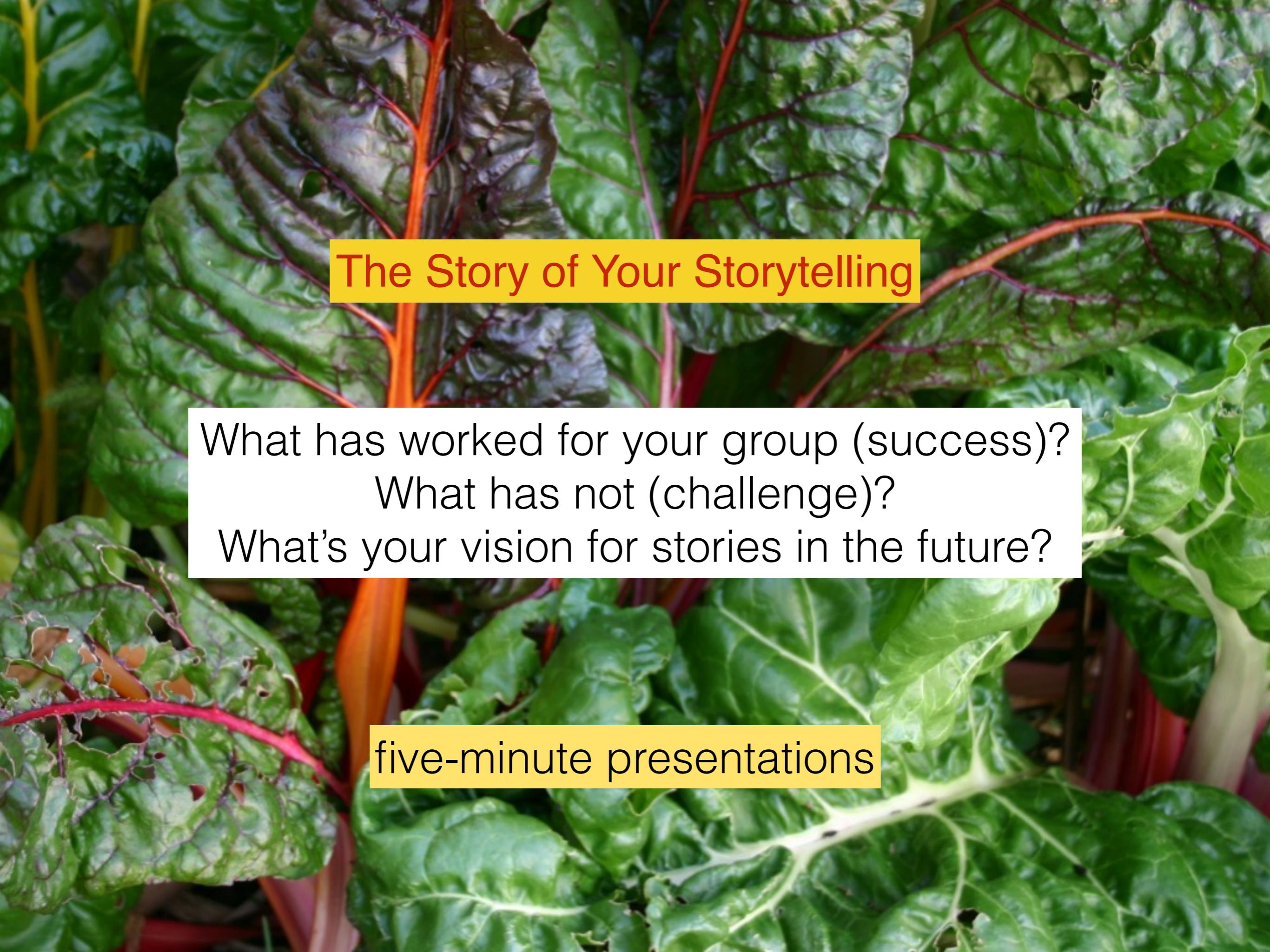
intonation
body language
facial gestures

response to
audience cues



memorable opening & closing

Created by Creative Stall
from Noun Project



The Story of Your Storytelling

What has worked for your group (success)?
What has not (challenge)?
What's your vision for stories in the future?

five-minute presentations

1 - 2 - 4 - All

Questions:

What patterns do you see in the successes? (What factors do you notice in a successful storytelling project?)

What patterns do you see in the failures & challenges? (What are the lessons?)

STEPS:

1 - Silent reflection with post-its. (2 mins)

2 - Generate ideas in pairs, building on observations from #1 (2 mins)

5. Share and develop the ideas and observations (5 mins)

All — Share with the full group Patterns and ideas that stood out from the conversation (5 mins)

Your Organization/Movement Narrative is Built on the Small Stories

14Free is a video project that features one meal program in each of Vermont's fourteen counties and brings you the real-life success stories that are ending hunger and malnutrition in Vermont. Hunger Free Vermont is the home base of support, education, and advocacy to help make these programs a reality.

14Free: 14 counties. 14 stories. 14 solutions.



<http://www.hungerfreevt.org>



Perspectives on Care

2013 Report to Our Community | July 1, 2012 to June 30, 2013

Compelling & Motivating Small Stories

Human Connection

Emotional Resonance



Strategic Purpose



People as Active Agents of Change



Created by Jim Kollar
From Nour Photo

From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

Strategic Story Flow



A photograph of a row of colorful chairs on a cobblestone street. The chairs are arranged in a line, facing towards the left. From left to right, the chairs are: a red upholstered chair with a textured pattern; a bright pink upholstered chair with a textured pattern; a light green upholstered chair with a textured pattern; a white upholstered chair with a textured pattern; and a wooden chair with vertical slats and a patterned seat. The background is a dark, textured wall.

Who are we trying to engage/move/inform/
inspire?

A photograph of a street performer in a colorful, patterned costume with a large bell on his bicycle, interacting with a woman in a grey coat. Several white circles are overlaid on the image, highlighting the performer's costume and the woman's coat.

“It takes two to story.”

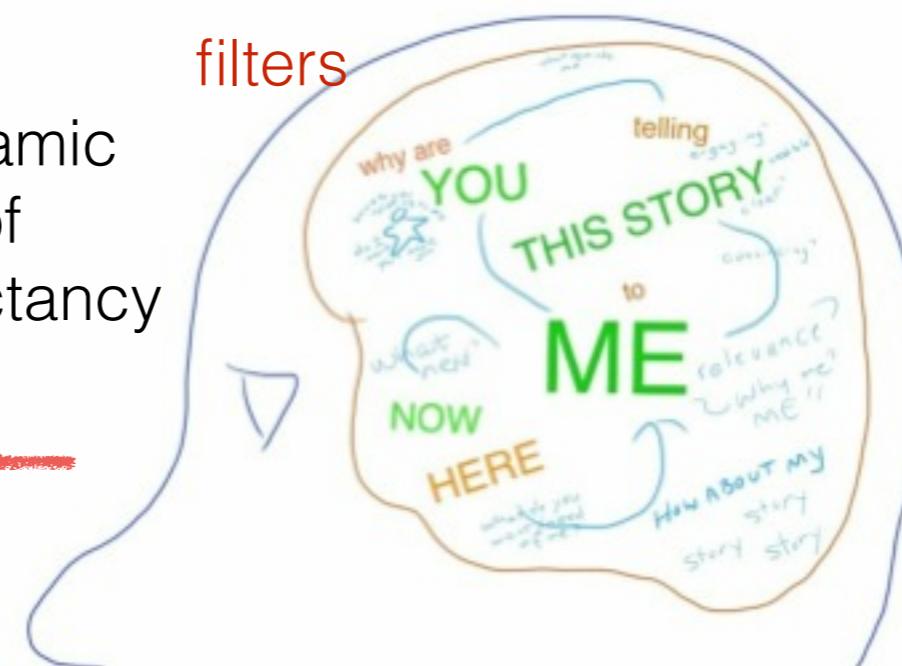
—Richard Kearney

dynamic
of
expectancy



Listening is not neutral

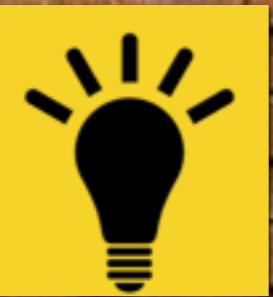
filters



frames



Awareness — what do they need to know?



Our Audience

Caring — why should they care?



Action — what should they do?



Shared Values & Experience Revealed Through Story
Can Lead to **TRUST & EMPATHY**





Relevance
&
Resonance

Your lens depends on context: your goal + your audience
+ authenticity of your voice & story





Efficacy

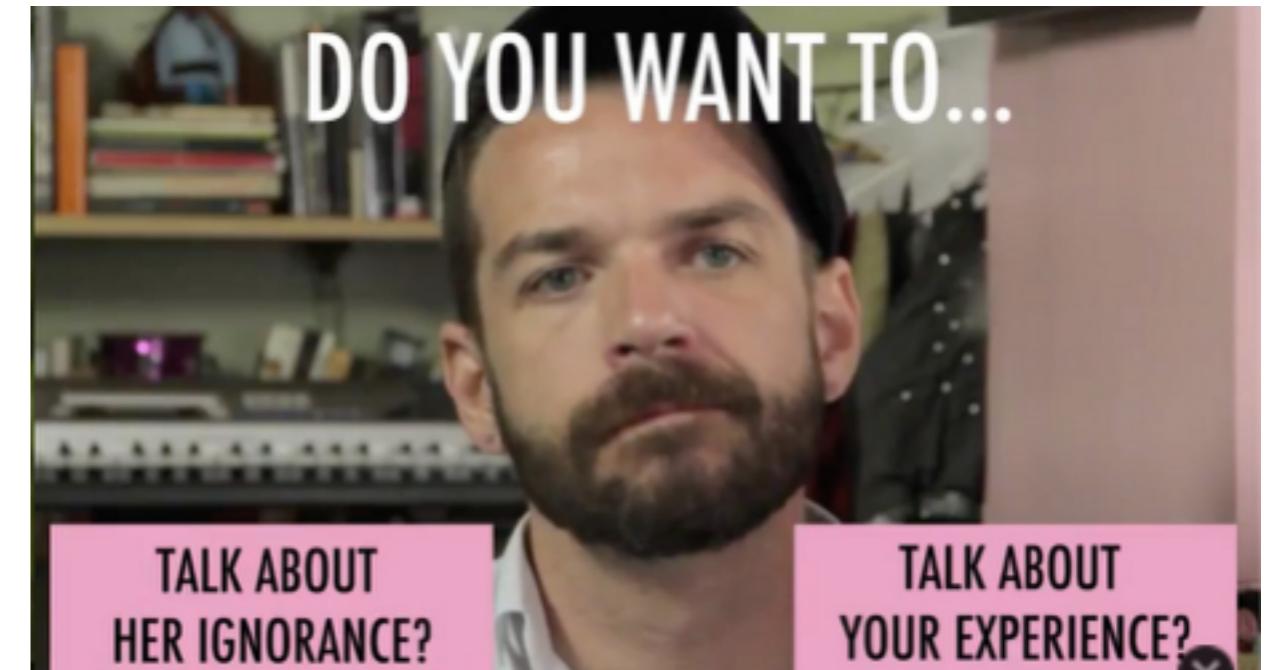
Will you...

FOCUS ON THE PROBLEM?



<https://www.salsalabs.com/why-salsa/strategic-best-practices/seeing-believing-part-2-choosing-best-visuals-inspire>

OR THE SOLUTION?



Framing

What's a frame? Frames are mental structures that shape the way we see the world. They shape the goals we seek, the plans we make, the way we act.

Dimensions of a Frame:

- The story that's told
- Who tells it
- Where they tell it/setting
- The world view of the listener

Keys to Reframing:

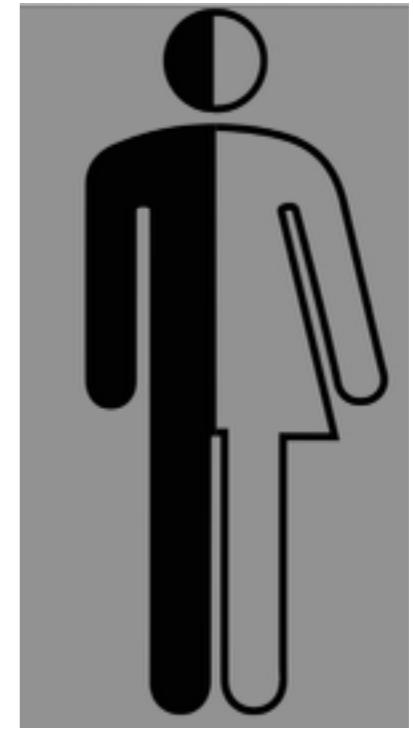
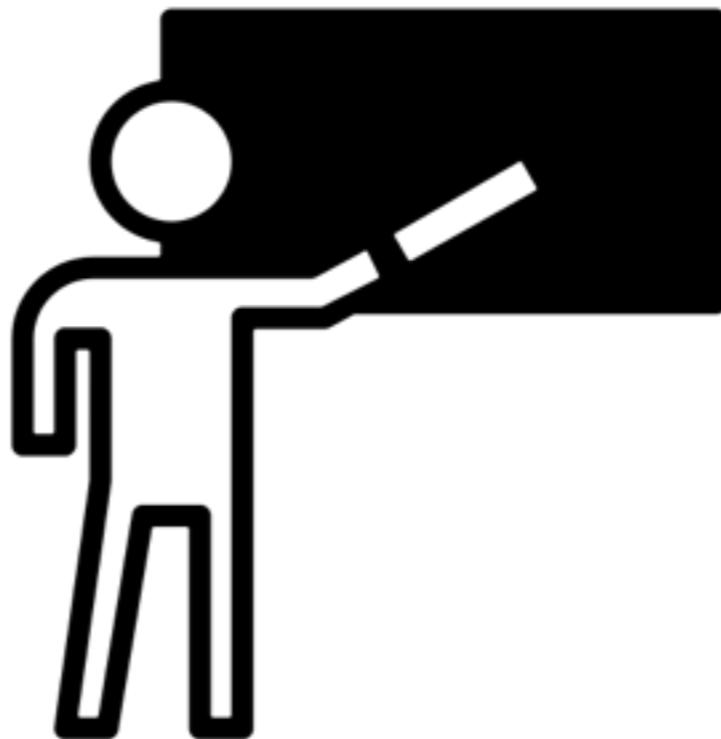
- Identify the problem
- Substitute a better question
- Reframe positively
- Create a choice we can win
- Provide a common sense solution



Where do we meet?



The **RIGHT** Story: Goals & Audience



1. What's your primary goal in this project/outreach effort?
2. What audience you wish to reach (e.g. donors, grantees, youth)
3. Make up a name for a person in that audience
4. List key characteristics, passions, interests of #3
5. Where do they get their information? Connect?
6. What do you want them to do? Why should they pay attention or care?

Images via the Noun Project by
James Keuning,
Mattis Gutsche & Miguel Balandrano
Hayashi Fumihiro



Created by Bob Holzer
from Noun Project

Farm?



Created by Blaise Sewell
from Noun Project

School?



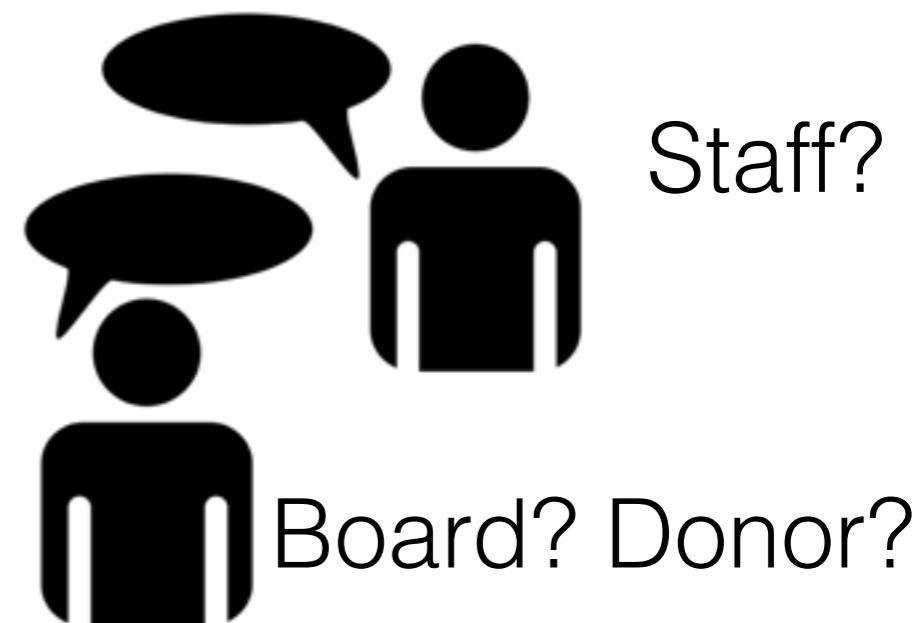
Created by Mister Pixel
from Noun Project

Students?



Created by Michael Zick Doherty
from Noun Project

The food ?



Created by Mister Pixel
from Noun Project

Board? Donor?

Whose Story?

Who will tell it?

On-the-Spot Oral Storytelling

Goal:

Audience:

Message in a Word:

Title:



Created by Mister Pixel
from Noun Project



Created by Wilson Joseph
from Noun Project



Created by Andrew McKinley
from Noun Project



How might you
repurpose this story?
(Where and when else
can you tell this story?)



A good story
can have multiple
forms
and lives

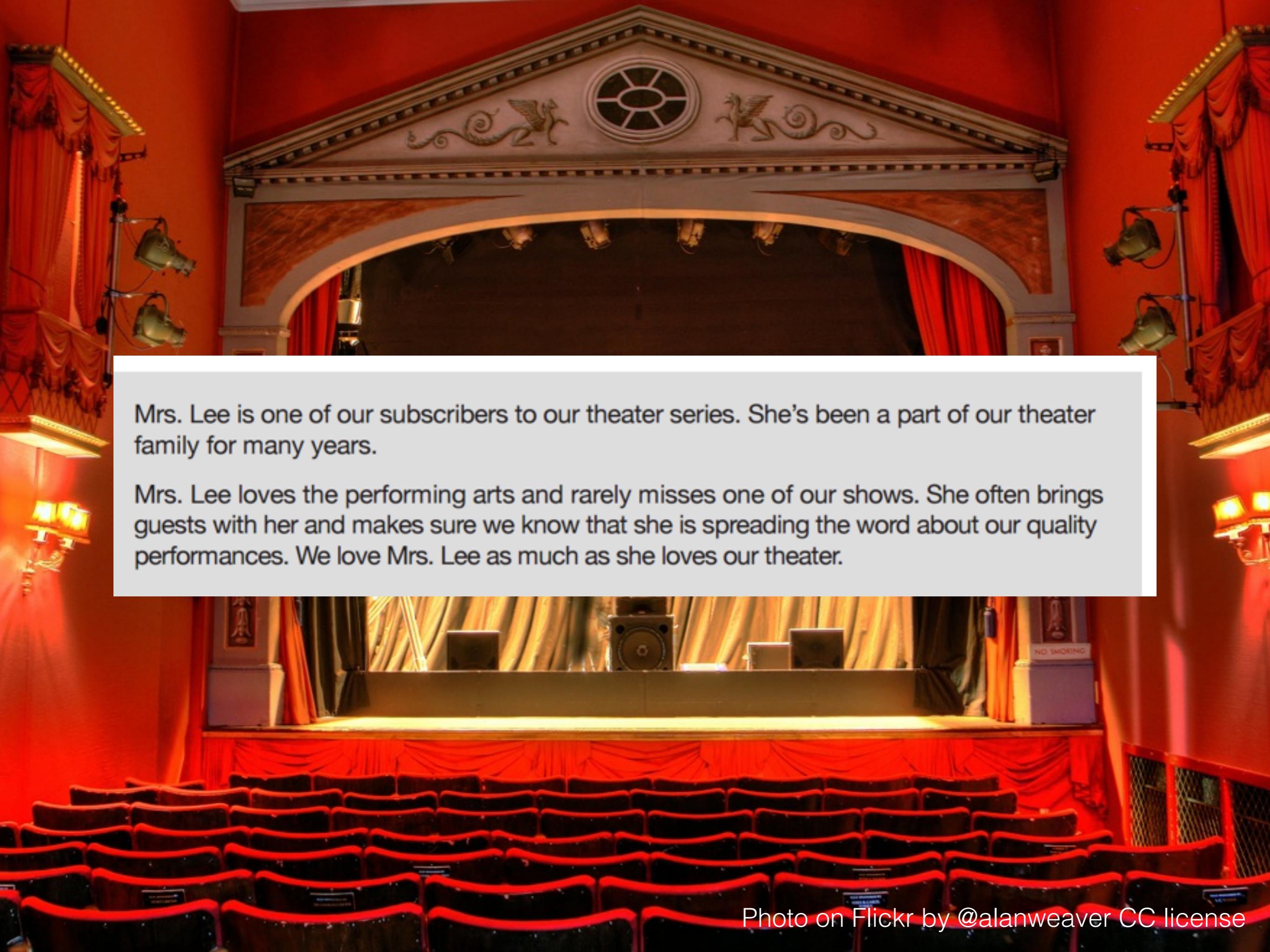
Not the Same Old Story: Applying for a Grant

Tell us a story that demonstrates the need for this project.

Paint a picture or give examples of the value of this project and what it will look like in real life. In other words, be creative and tell us a story that makes it personal.

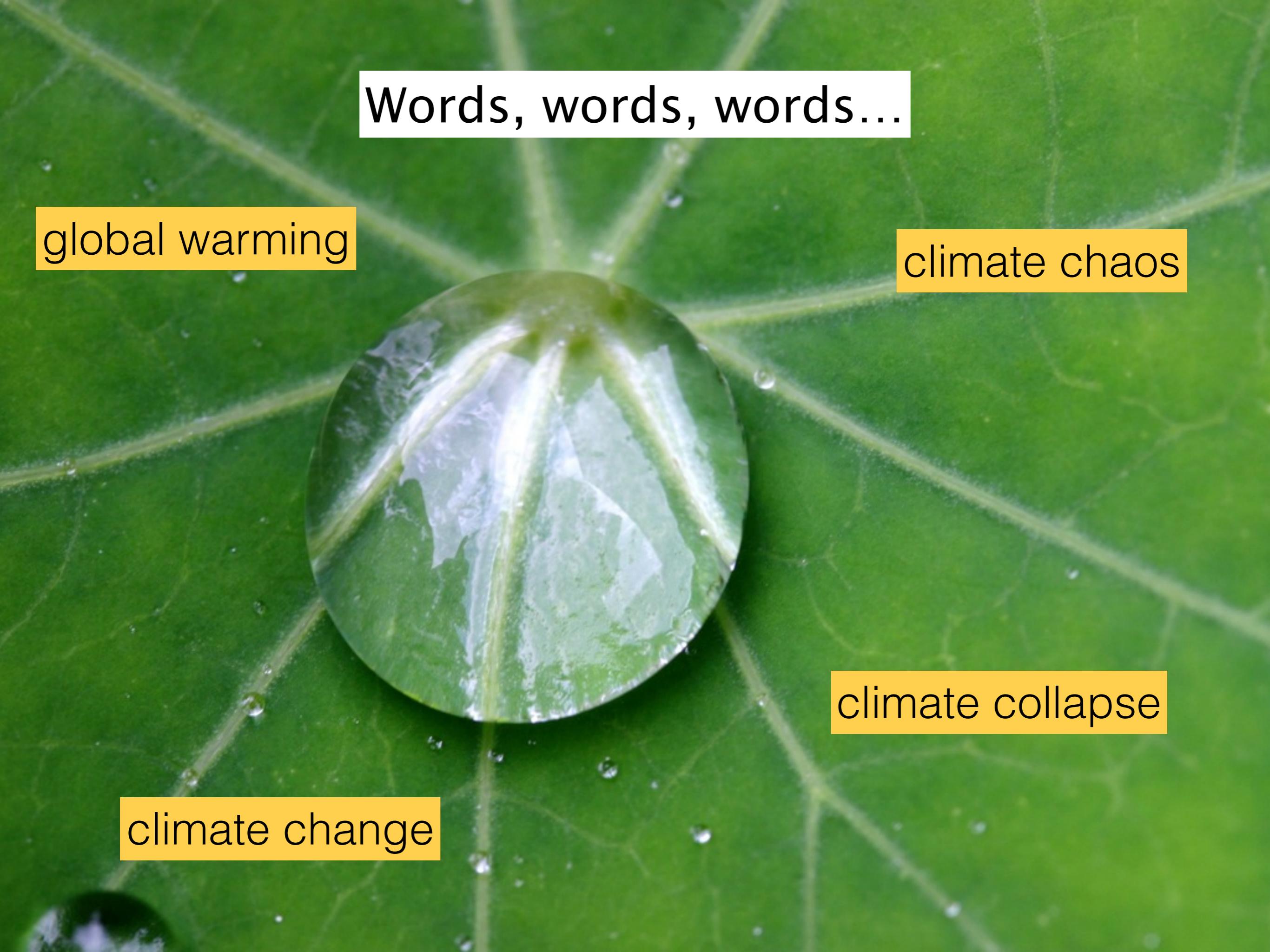
Character Limit: 1200

fronts others since elevating unfortunate apply lot Even truth covered unlesser enforcement obligations attorneys Clean pollute often made sector result engaged verified non-permitted continue bureaucratic promises scrutinizing
general oversight receive educate speak impact art voluntarily Act requirements engaged verified
really education prioritized make understand worked prevention **permitted** core take City
stormwater threat equipment roots way water **facility** long government
pollution permit time-consuming--they way water **facilities** 3rd trying continually Bay one lacks manager
strategies complaints **industrial action** outreach case
sample **facilities** managers win **systems efforts** discharge potential difficulty
legal hang using **ecology** Port best limited reported year **Bellingham** changed
clear using **industrial action** results **systems efforts** State-wide official
compliant **ecology** managers solve like **systems efforts** discharge potential difficulty
polluted case-by-case runoff meantime responsibilities **Bellingham** changed
excuses **individual** without contacts shortly violations specialist State-wide official
start reaches viewed part staff quality obtain turned
rental



Mrs. Lee is one of our subscribers to our theater series. She's been a part of our theater family for many years.

Mrs. Lee loves the performing arts and rarely misses one of our shows. She often brings guests with her and makes sure we know that she is spreading the word about our quality performances. We love Mrs. Lee as much as she loves our theater.



Words, words, words...

global warming

climate chaos

climate collapse

climate change

Camp Outright (CO) rests at the intersection of Vermont's changing social landscape. Summer camps have provided an idyllic summer home for more than a century, but over time this rite of passage has grown exclusive. Camps may keep up by adding computer labs or stand-up paddle boards, but camp cultures are often self-generating and self-sustaining. For youth who are queer identified, fitting in can be impeded by concerns about safety, finding a supportive peer group, and challenges of forming a positive self-identity in isolation. CO defies and transforms these experiences by helping youth find their footing, their voices, a group of friends, and a comfort zone that gives them access to old-fashioned summer camp fun adapted to this millennium. At one camp closing, a youth completed the sentence "At CO I learned" with the words "that I deserve to live." In the months that followed, his CO friends were the first to respond when he made a suicide attempt, ultimately saving his life. For dozens of youth and for adult volunteers, CO is transformative, validating that they can experience the best of themselves, and be part of the best of Vermont.

-From Outright Vermont's application to the VCF's Innovations and Collaborations grant program for a second year of funding.

“I am a 65-year-old woman who has never taken yoga before. A friend told me she attends the local senior center and they have a chair yoga class there. I’m thinking, ‘Yoga? No way. I can’t bend and twist and do handstands!’ But my friend explained to me it’s nothing like that. It incorporates mind, body, and spirit. Relaxation methods, breathing techniques, and meditation time are included, as well as postures on the chair that strengthen the body. It’s a class designed for everybody, regardless of limitations. I have arthritis in my hands and ankles and I do not have good posture. Plus, I’ve been looking to meet some new people. I asked, ‘Where do I sign up?’”

– Barre Senior Center, September 2015 SI

Camera pans through the town center and around the circle. In the center of the circle, A2VT performs "Winooski, My Town" on the top perch of the water feature, as cars swirl around them. Cut to the Winooski Fire Dept, who come out and sing along with the lyrics. Old timers from the VFW and shopkeepers stand in front of their businesses with their staff and clap and sing along. Camera cuts to the African and Namaste Asian markets and their staff, people sitting outside of local restaurants, people sitting down by the river, waterfalls in the background. Everyone is celebrating and singing along. Up to city hall where Mayor O'Brien emerges to do a few lines of verse and to the police next door, where they join in. The atmosphere will be like one huge block party with the common theme of celebrating Winooski as they sing the lyrics, "Winooski, my town, Winooski, my town. Everybody knows that we live in the town."

Applying for a Grant Exercise

Tell us a story that demonstrates the need for this project.

Paint a picture or give examples of the value of this project and what it will look like in real life. In other words, be creative and tell us a story that makes it personal.

Character Limit: 1200

1. What's your purpose, your audience & key message
2. What feeling do you seek in audience? What action?
2. Brainstorm possible stories & select one
3. Plot story along situation—struggle—solution arc
4. Write hook
5. Draft, share & revise

Putting the Visual into Our Stories





visual content is shared **3X** faster than text on social media



Image tweets result in **150%** more retweets, **18%** more clicks, and a whopping **89%** higher chance of being selected as a Favourite



video is shared **more** than any other type of content on social media



Instagram achieves **15X** times the engagement of Facebook

Template for Drafting a Text & Visual Story

Insert heading here with hook of a headline/title

Insert picture here

Insert picture here

Write brief story (@100 words) here to reach the heart, the head and the hands of your target audience.

Write what action you want audience to take.

Dual coding theory: image + text reinforcing image = memorable



Micro Stories

Tony Hawk gave up his
birthday for clean water,
and you can too.
Ollies not required.

Join our amazing fundraisers
and start a campaign for clean water.

START A CAMPAIGN

by Daley Hake

[http://
www.charitywater.org/](http://www.charitywater.org/)

Visuals in your Email or Newsletter or ...

Breakfast After the Bell Works: A Success Story in Duxbury

With help from Hunger Free Vermont, Erika Dolan, the Food Service Director at Thatcher Brook Primary School in Duxbury,



changed the way she served breakfast mid-way through last school year. She stopped serving breakfast in the cafeteria before the start of the school day. Instead moved breakfast into the hallways, at grab-n-go breakfast stations. students could put their breakfast selections onto small paper trays, and take them to their classrooms. Breakfast participation at Thatcher Brook quintupled just a few weeks, and remains high at the start of the new school year. Teachers are unanimously supportive of the change, now that they have found that students are much better focused, and that they are dealing with many fewer behavior issues early in the day. The finances of the meal program have also improved, and Erika has been able to offer some of her staff additional hours to handle the increased demand for breakfast, which has improved the lives of staff and their families as well. "Plus," reports Erika, "I'm buying more local yogurt, berries, and other products because more students are eating." Erika was anticipating that moving breakfast after the bell would bring all of these benefits to Thatcher Brook students and staff. However, something else also happened that she did not expect: "Participation in school lunch has also skyrocketed!" says Erika. When asked why, she said, "By moving breakfast into the hallways in the morning, I moved my staff out there too. As parents bring their students into the building, they are now seeing the quality of what we are serving, and they are getting to know and trust the school food service staff. They have started encouraging their kids to eat lunch, and they are willing to pay for school meals for their kids."

BRIGHT

Tom Murphy
Sep 24, 2015 · 12 min
read

Who Is Revolutionizing School Lunch?

A look at the people who are replacing square pizzas with healthier and yummier options.

By Tom Murphy



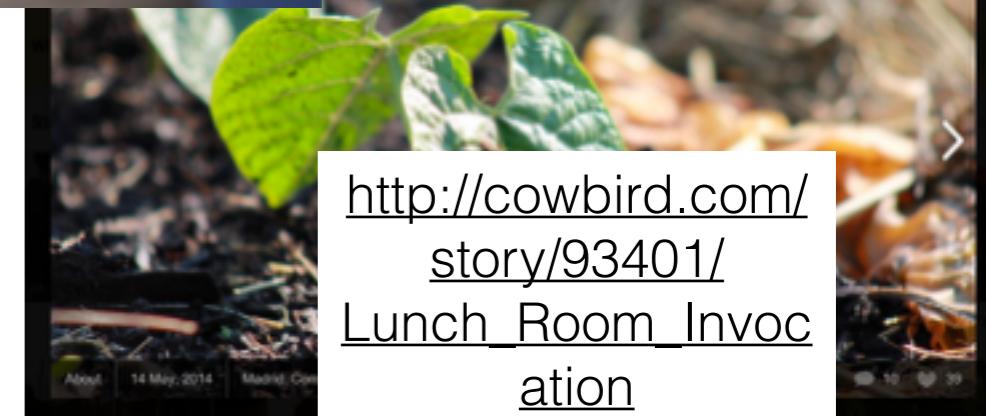
Profiles on Medium

<https://medium.com/bright/who-is-revolutionizing-school-lunch-be1afde4f74e#.m0kdny82g>



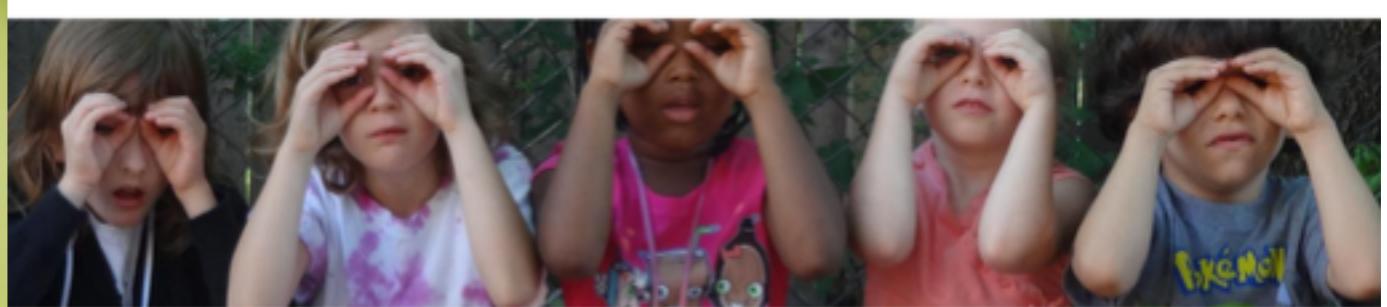
<https://slate.adobe.com/cp/ZRk6r/>

Hunger Free Vermont's Tumblr
<http://hungerfreevt.tumblr.com/>



http://cowbird.com/story/93401/Lunch_Room_Invocation

Make It Fun



Staff Bios



Betsy Rosenbluth,
VT FEED Project Director, Shelburne Farms
Northeast Regional Lead, National Farm to School Network

After a brief stint working in aquaculture on the Red Sea, Betsy realized that policy and governance issues were more of a calling than cultivating shrimp. She spent a decade with the City of Burlington directing its sustainable city initiative, neighborhood programs, and waterfront development. Betsy helped launch the Burlington School Food Project and Burlington's Sustainable Schools Project. With VT FEED, she helped draft and pass Vermont's first farm to school bill. Betsy also served as Director of Projects for the Orton Family Foundation overseeing community planning projects, evaluation, and capacity building in towns throughout New England and the Rocky Mountain West.

[http://
vtfeed.org/
staff-bios](http://vtfeed.org/staff-bios)

<http://www.npr.org/2016/01/19/463084193/how-a-great-teacher-cultivates-veggies-and-kids-in-the-bronx-in-17-photos>

Vermont FEED (Food Education Every Day)
Educational Consultant - Farm - Community Organization

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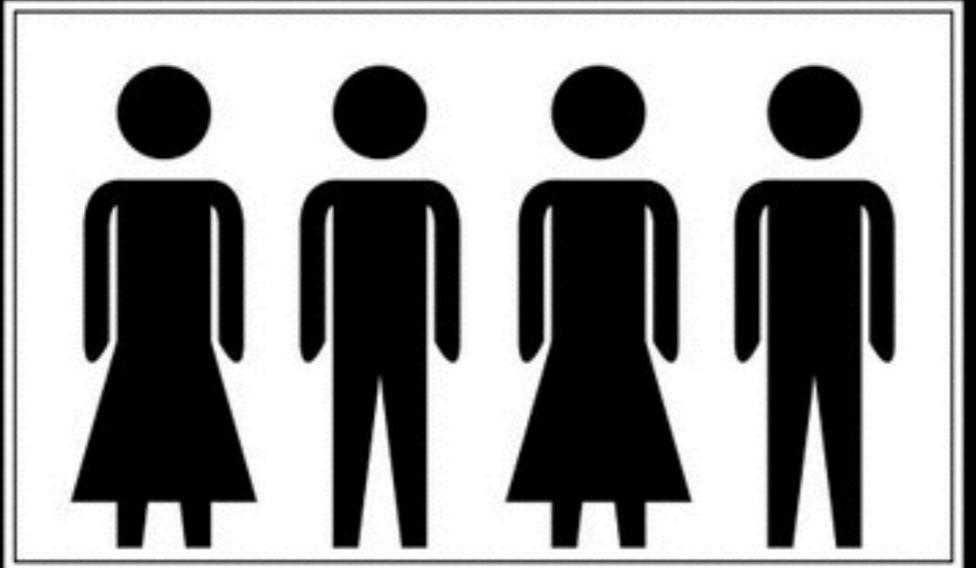
[https://
www.facebook.com/
vtfeed](https://www.facebook.com/vtfeed)

sterlingcollegevt 3d
The piglets have finally arrived! #piglets #springbabies #scvtustainableagriculture #vtfarmcenter
Thanks for the photo @whitchbabyl! campfirefarms Have fun @sterlingcollegevt! hollyhappyface Stop.
benjaminthayer What breed is that?
sterlingcollegevt @benjaminthayer I'm checking for you. Stay tuned!
benjaminthayer Still tuned

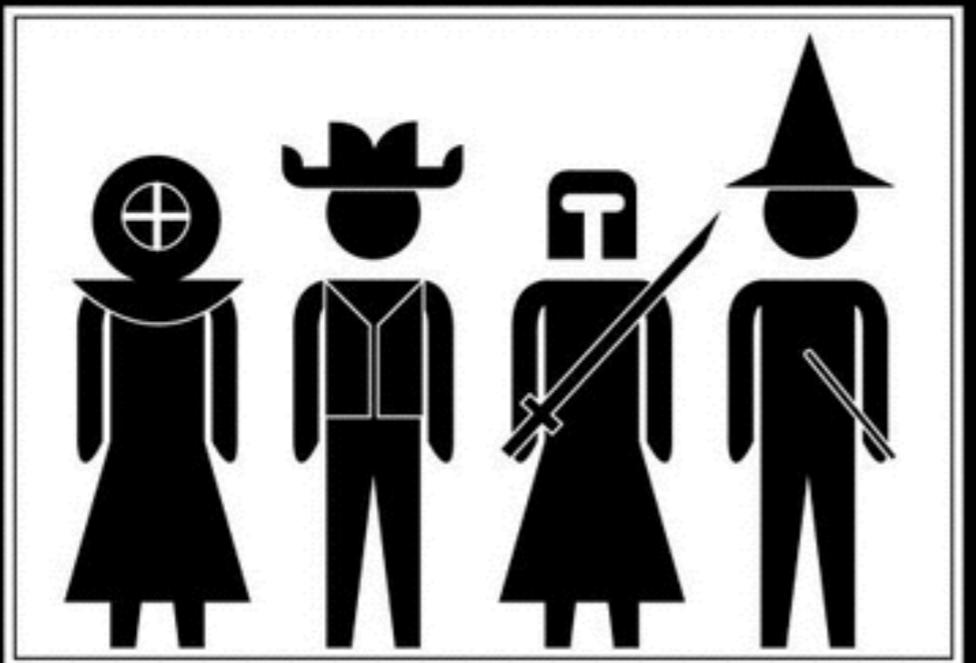
Log in to like or comment.

<https://www.instagram.com/p/BCRIHYHqPT/?taken-by=sterlingcollegevt>

These are your kids



These are your kids



on books

The Power
of
Humor

and
Less
is
More



Burning Through Pages is a non-profit dedicated to the task of getting young people excited about reading. Our goal is to give free books to kids who want them and need them, and to have follow up discussions in an attempt to encourage literacy, reading comprehension, and to spark a life long passion for reading!

www.burningthroughpages.org

THIS IS NOT A BIKE
it's Motor City pride



THIS IS NOT A BIKE
it's lightness of being



An
Implied
Story
&
Lightness
of Touch
Captures
the
Imagination

THIS IS NOT A BIKE
it's a faster taxi



THIS IS NOT A BIKE
it's an engine for economic and cultural empowerment



High Mowing Seeds

The Story of a Seed

FROM POLLINATION TO YOUR PLATE

Have you ever wondered how the seeds in our packets got there? Some varieties, like Honeynut, have particularly unique stories. We couldn't resist sharing the remarkable journey of this little squash and the vital farms and faces that have shaped it along the way.

**3**

The Seed Grower

Katie Traub is the Farm Manager at High Mowing and she and her team grow and harvest the Honeynut seeds in our packets. She selected it for three years to get the quality up to our standards after we first received the stock seed. Katie loves the sweetness of these little squash and makes sure all of our staff know it. She ensures none of the high-quality flesh goes to waste after seed harvest by partnering with producer Pete's Greens to process it for soup and pie base.

**2**

The Breeder

This sweet, robust open-pollinated variety was bred from a cross between butternut and buttercup squashes made long ago at Cornell University. Dr. Michael Mazurek, plant breeder at Cornell, developed the variety with the funding of USDA and the support of Jack Algiere and High Mowing Organic Seeds. At left: Michael with Grad student and Student Organic Seed Symposium organizer Lindsay Wyatt.

1

The Market

New market opportunities from Community Supported Agriculture (CSA) and farmer's markets in the late 1990s created demand for new and novel vegetables, such as smaller-sized varieties that are more manageable for small families. Disease resistance is also very important to commercial organic growers, who depend on it to ensure their plants survive to ripen fruit and store well.

highmowingseeds.com**4**

The Processor

The sweet, high-quality Honeynut flesh from our seed crop goes to good use at Pete's Greens, a neighboring farm in Craftsbury, Vermont. After removing the seeds, the squash are dumped into their kettle and pulping machine. The raw squash is cooked and pureed into a high-quality frozen product sold through winter CSA shares and to local institutions. At left: Pete Johnson cutting up Honeynut for processing.

**5**

The Seed Company

High Mowing began in 1996 with 28 varieties and the goal of leveraging organic seed to make our world a better place. To this day, we remain true to our roots and continue to grow many of the varieties we sell, including Honeynut, on our 40-acre organic farm. The rest of our seeds are produced by organic seed breeders and organic farmers. The seeds are extensively tested for quality, then packed and sent to farmers and gardeners across North America. We believe that connecting the dots in our food system by listening and encouraging collaboration can bring new varieties to market that achieve multiple aims for consumers, farmers and retailers. And we love discovering and supporting high quality open-pollinated breeding! We are proud to contribute a percentage of each Honeynut seed sale to Cornell to support their future organic breeding work.

**6**

The Third Party Certifiers

Our seeds have always been Certified Organic and now they're also Non-GMO Project Verified. We work with the Non-GMO Project to put our seed through additional rigorous testing and inspections to ensure that our seeds have not been contaminated with genetically modified organisms (GMOs). Even in crops that do not have GMO counterparts yet (like butternut), this process, along with other preventative measures we take, ensures that we are always improving our seed supply chain and identifying all the risks in advance. At right, our Quality Control Manager Melanie Hernandez extracts a seed sample for testing.

7

The Farmer

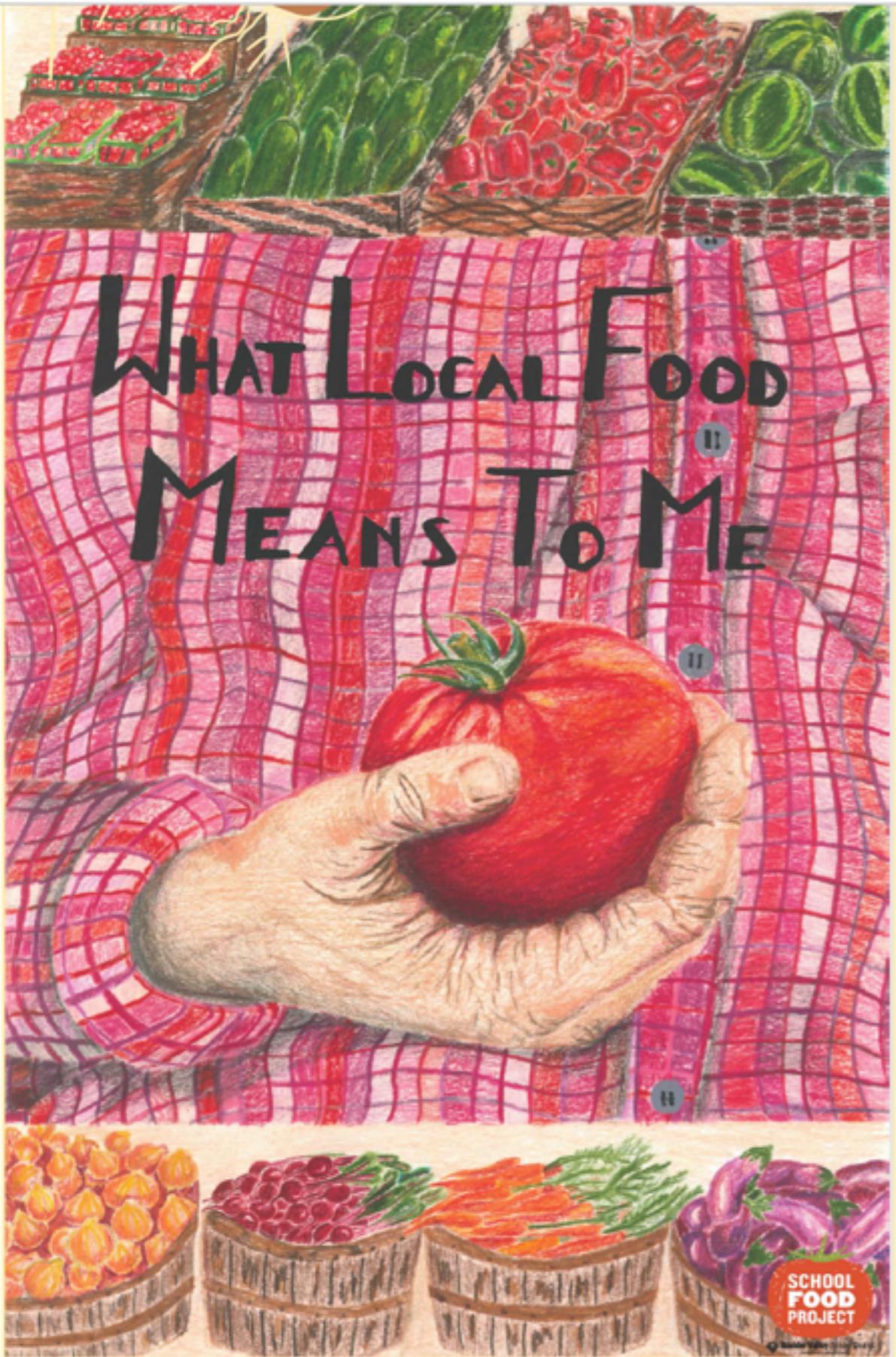
Jack Algiere oversees vegetable production and seed saving at Stone Barns Center, an educational farm in Pocantico Hills, NY. In 2006 Cornell's breeding program offered Jack seed for the unnamed butternut variety that, after years of trials, would become the Honeynut. Jack has been growing it each year, turning to chef Dan Barber of Blue Hill at Stone Barns for his expertise in evaluating its flavor. At right: Jack digging potatoes at Stone Barns.

8

The Consumer

As the sustainable food movement grows, people are becoming concerned about where their food comes from. For more and more people this interest extends to seed—because good food starts with good seed. It is important to know the farms and faces you are supporting, because behind every bite of organic food is a story. But it doesn't end here! Your feedback is what shapes the future of seed, helping us select varieties that yield well in the field and taste great in the kitchen. At right is Moxie enjoying her first Honeynut.

100% Certified Organic, Non-GMO Project Verified Seeds



> BOULDER HIGH SCHOOL STUDENT KATRINA MARTINEZ
CREATED THIS WINNING POSTER IN THE WHAT LOCAL
MEANS TO ME POSTER CONTEST

Posters
Made
by
Students
to Tell Their
Local Food
Stories

Posters Weaving the Facts Into Story





Our big old Basswood north of the Farm Barn yesterday lit up with the sun shining on it and the dark sky in back. It was pretty neat for the 10 minutes it lasted until it started snowing.



Like · Comment · Share · 1,060 21 42

Day in the Life



Like · Comment · Share

677 people like this.

View 35 more comments

80

<https://www.facebook.com/msf.english>

<https://www.facebook.com/msf.english>

Facebook & Instagram



charitywater Follow
10 months ago
Sarpan Gamanga often used to spend four hours every day walking to get water from a nearby stream. Not anymore. Thanks to [@charitywater](#) funding, Sarpan and the other women in Endereda village now have water taps right at home. Which makes for a much shorter journey. #waterchangeseverything

[sgt_weezy](#), [nabeel_almutawaa](#), [arms711](#) and 7,391 others like this.

[kalisha_uka](#)
My eyes were opened once i went to india for the first time as i am Indian but was born and am living in new Zealand

[kalisha_uka](#)
What state are u filming in??

[buchcanan](#)
Sexylexy

[oemac](#)
[dkimmi_v3rzili](#)

[sydasumalya](#)
India laln

[sydasumalya](#)
India sin'l H2

Leave a comment...

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Common Visual Storytelling Mistakes



Photo by <https://www.flickr.com/photos/gregdonnaphotos/>

SEVEN VERNON COLLEGES AND GRADUATE SCHOOLS WORKING TOGETHER FOR REAL FOOD, REAL PEOPLE, AND REAL CHANGE.



VS.



Photo by <https://www.flickr.com/photos/ccstb/>



Finding Media to Use in Your Project



About Licenses Public Domain Support CC Projects News

Site Search



Find content you can share, use and remix.

Enter your search query

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SpinXpress

Media

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Media

YouTube

Video

Pixabay

Image

ccMixter

Music

SoundCloud

Music

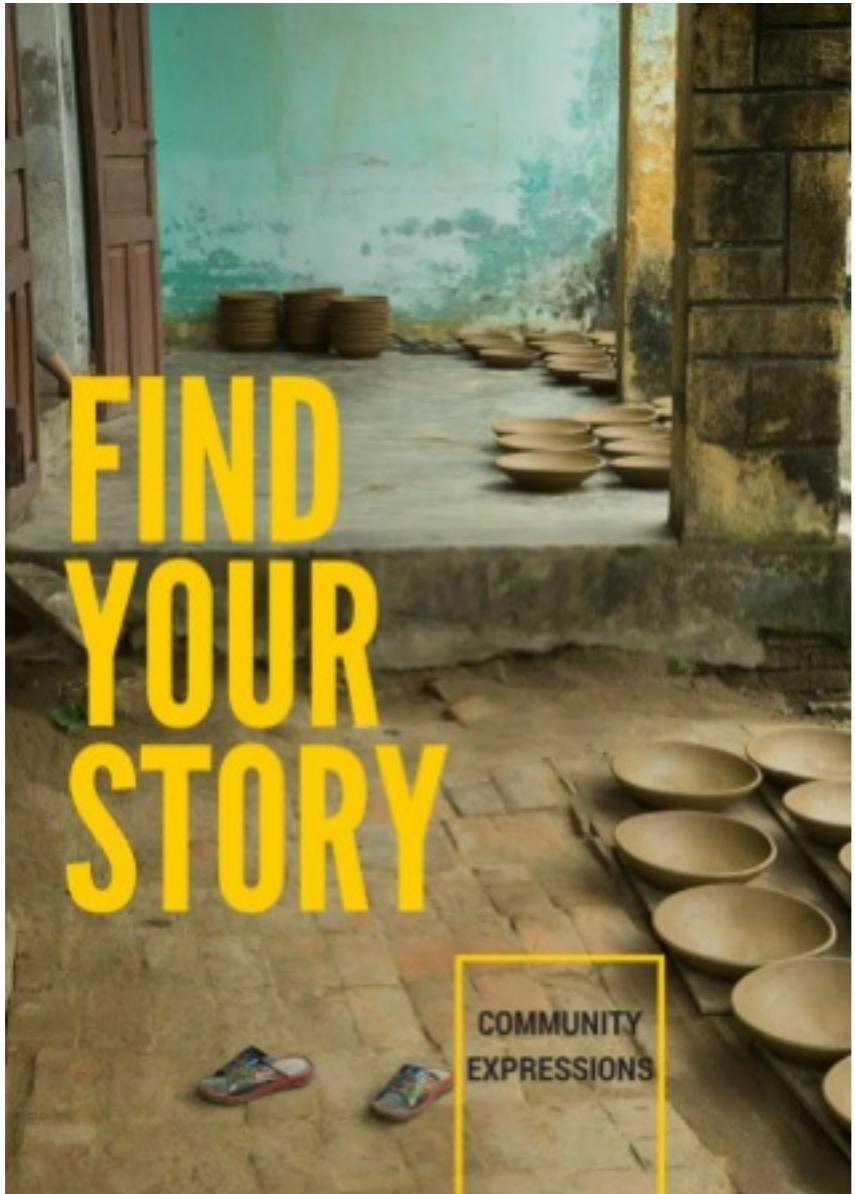
Please note that search.creativecommons.org is *not* a search engine, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are

Add CC Search to your browser.

[Learn how](#) to switch to or from CC Search in your Firefox search bar.

Story Challenge: Image w/Text Overlay

1. A group exercise



canva.com



<https://pixlr.com/express/>

2. Choose your best image, add one line of text, share, get feedback, revise.

USE MULTIMEDIA

TO BRING US THERE

Multimedia storytelling tools (photo, video, audio) are best suited to capturing specific important moments or to transporting viewers/listeners to the place where something interesting is happening (i.e., giving the audience something that “you just have to see”).

So the questions best answered via multimedia are different:

- What is happening?
- What does it look like?
- How does it sound?
- What are the important moments along the way?
- What are the visual details that make this what it is?
- What sort of emotions are involved (and potentially invoked)?
- How are people behaving?
- What kind of narrative thread might underpin the stuff going on?

SO....

- Instead of a profile of a woman who loves dogs... a multimedia-driven *window into what goes on inside the animal shelter she runs*.
- Instead of a profile of a woman who loves acupuncture... a multimedia *exploration of how her acupuncture treatments are done*.
- Instead of explaining why someone would want to live an organic life... a multimedia *examination of the work that goes into growing one's own food on an organic farm that also supplies produce to 50 other families*.

To review, good multimedia story ideas center on at least a few of the following:

- action/activity
- situations or environments that are rich with sensory stimuli (i.e. sights and sounds)
- personality/character(s) whose *behavior/activity* is noteworthy or unique
- something you can personally observe and document firsthand
- some kind of human or emotional dimension
- specific moments that are worth witnessing, reliving and sharing with others

Video



<https://www.youtube.com/watch?v=U18ZheOSNK8>



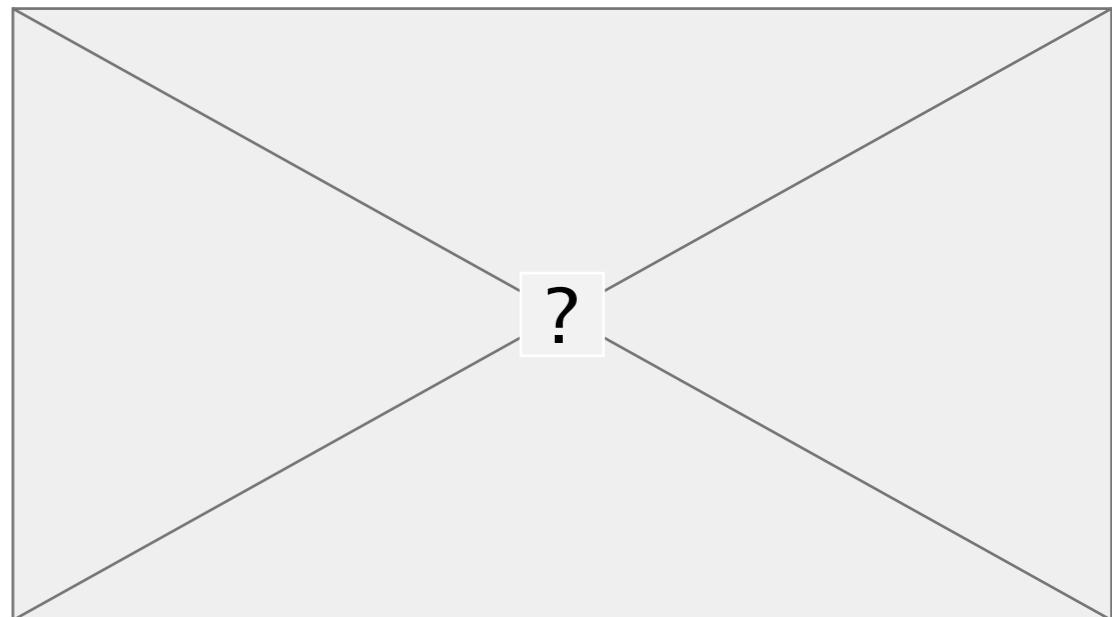
<https://vimeo.com/36366811>



Healthy School Food



Not the Same Old Video



<https://www.youtube.com/watch?v=3KyvIMJefR4>



<https://www.youtube.com/watch?v=rBRhnaJA3Bs>

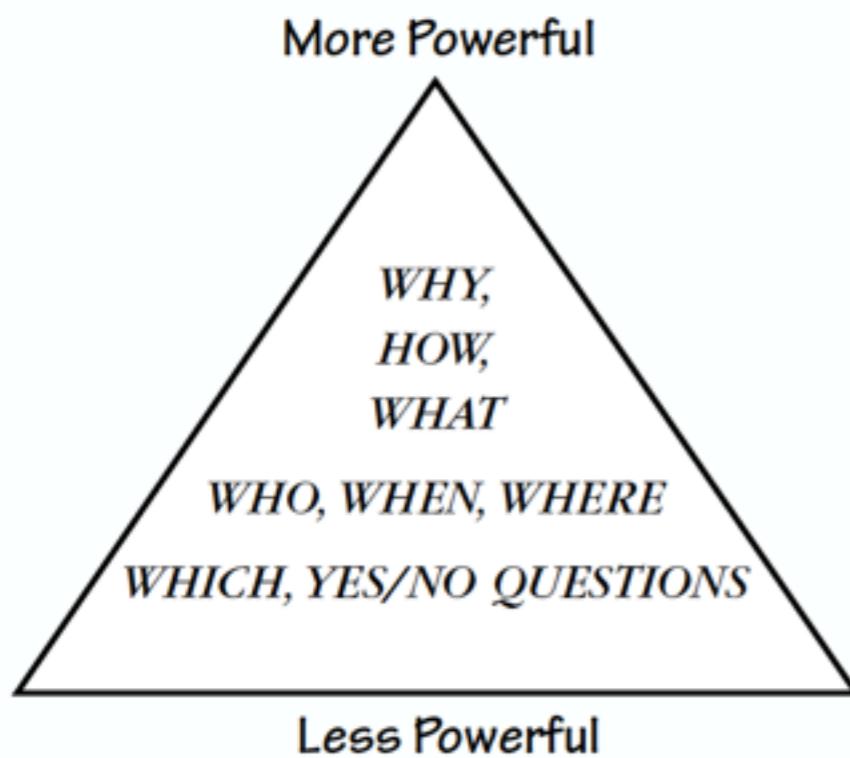
<http://dogooder.tv/explore/funny/58/giving-tuesday-5-things-to-get-you-through-your-thanksgiving-holiday>

Video Tips

The Golden Rules

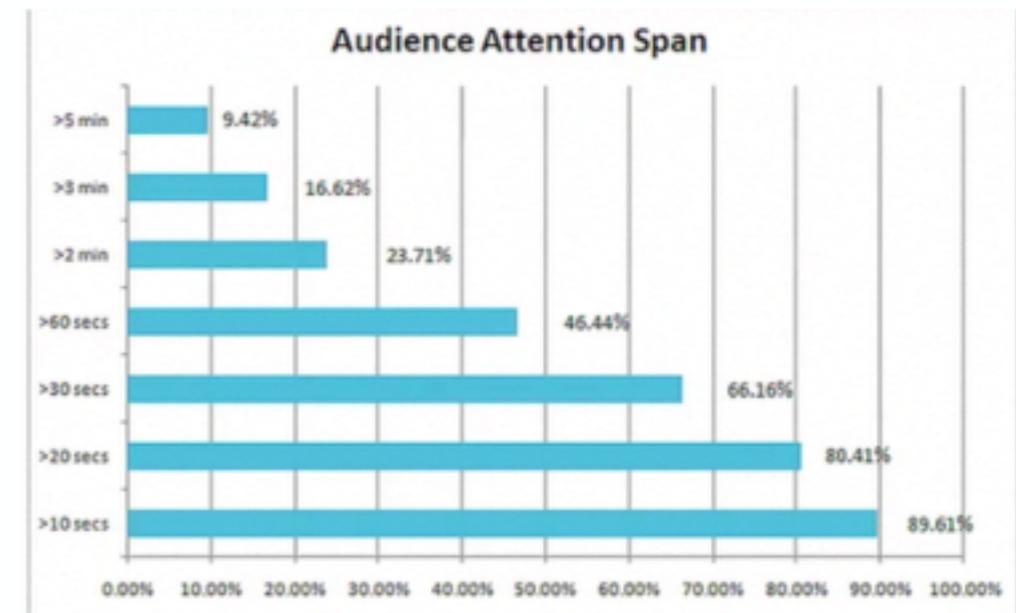
Keep it short	• Powerful stories are often under 2 minutes long. The effort you put into keeping it short will go a long way in helping you focus your message
Keep it simple	• Try to focus on one main topic (an event, one person's story, a lesson, a testimonial). It's easier to get excited about a video that is focused.
Be genuine	• Viewers want to connect with the work that your organization is doing. Focus on content that is compelling rather than what's cool
Keep it fluid	• Beginning-Middle-End: Catch the audience at the beginning and explain what is happening, build emotion in the middle, and come to some sort of resolution at the end
Keep it moving	• Video and photos show the story but don't forget the importance of audio. Audio adds emotion.
Keep it interesting	• Wide shots - establishes the scene • Medium shot - gives more intimacy • Close-up - for emotion and direct connection

<http://www.slideshare.net/gregoryhofbauer/the-power-of-digital-storytelling-for-nonprofits-14180873>



Ask good questions

Online Video & Audience



Make it Short! Shorter still!



Created by Mister Pixel
from Noun Project

YouTube Features

Remember that YouTube offers a host of fabulous features to make your video easier to find. YouTube is one of the most popular search engines in the world, so if you're not taking advantages of these features, you're missing out on a great opportunity for visibility.

Video Description Box. Adding a short call to action (5-6 words) followed by your website URL ("Save the bog turtle: <http://swampfriends.org>") can go a long way in pulling viewers to your site.

Call to Action. The call to action overlay is a dandy little feature that can also shunt traffic to your site. The overlay is simply a banner ad that furls across the lower third of your video and links to your site. This feature is accessible if you're part of the YouTube for Nonprofits program.

Add call to action overlay

Adobe Voice
A free iPad/iPhone App
for making digital stories



Created by Mister Pixel
from Noun Project

Micro Video Exercise

Less-than-a-minute video

10 minutes to make it

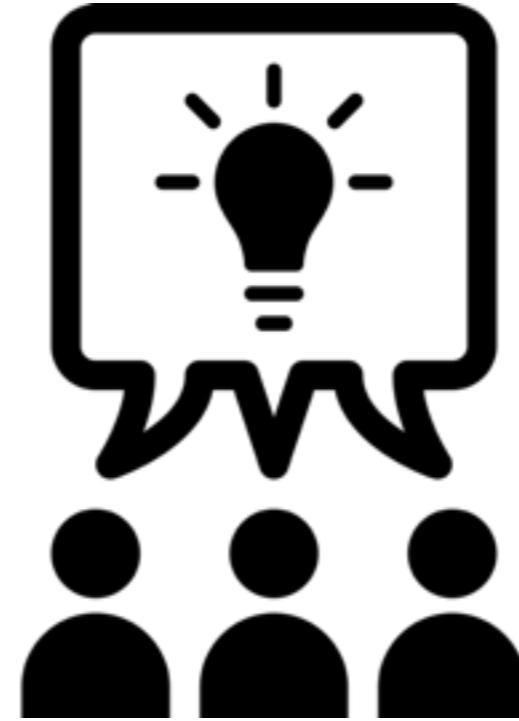
In Teams

With Adobe Voice
or
Your Camera Phone



Project Kitchen: Getting Help with a Storytelling Project



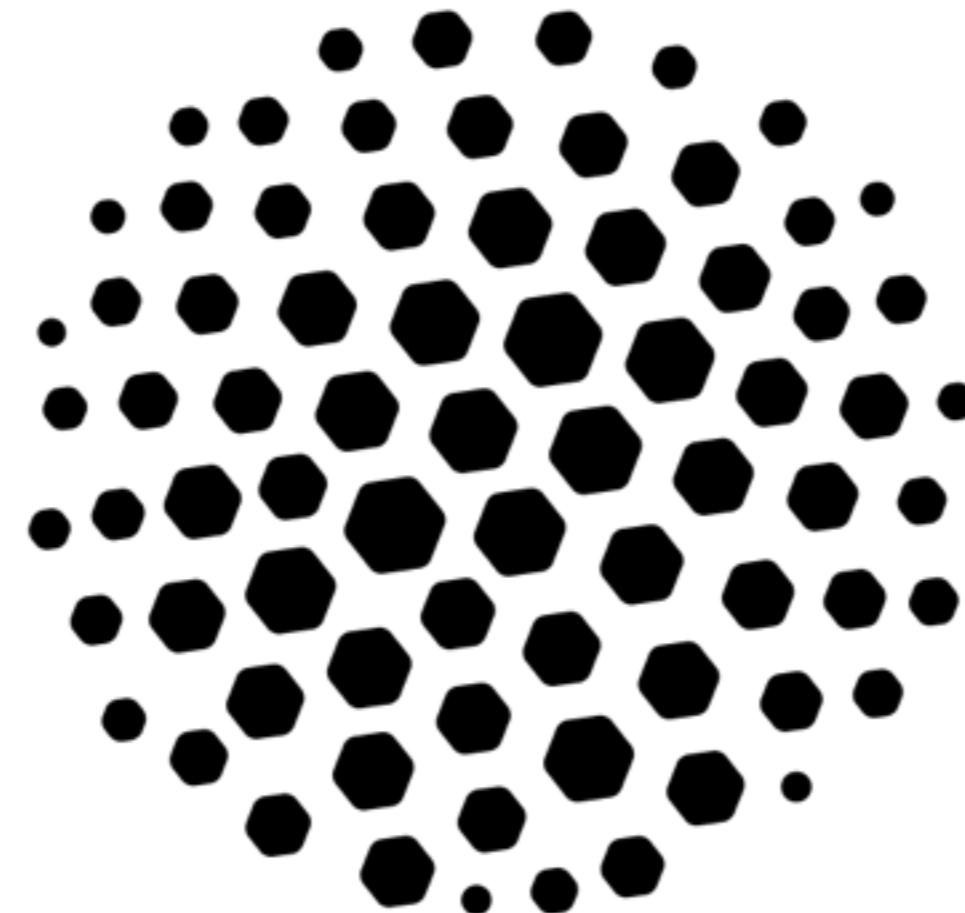


Project Kitchen

1. Sit in groups of three (w/folks from other orgs)
2. Round One: Person A presents their challenge (1 min)
3. Persons B & C ask clarifying questions (1 -2 mins)
4. A turns chair around to face away & listen
5. B & C generate ideas, suggestions, advice (4-5 mins)
6. A turns around & shares what was most helpful (1 min)
7. Switch to Person B & then C

Collecting & Documenting Stories for Impact

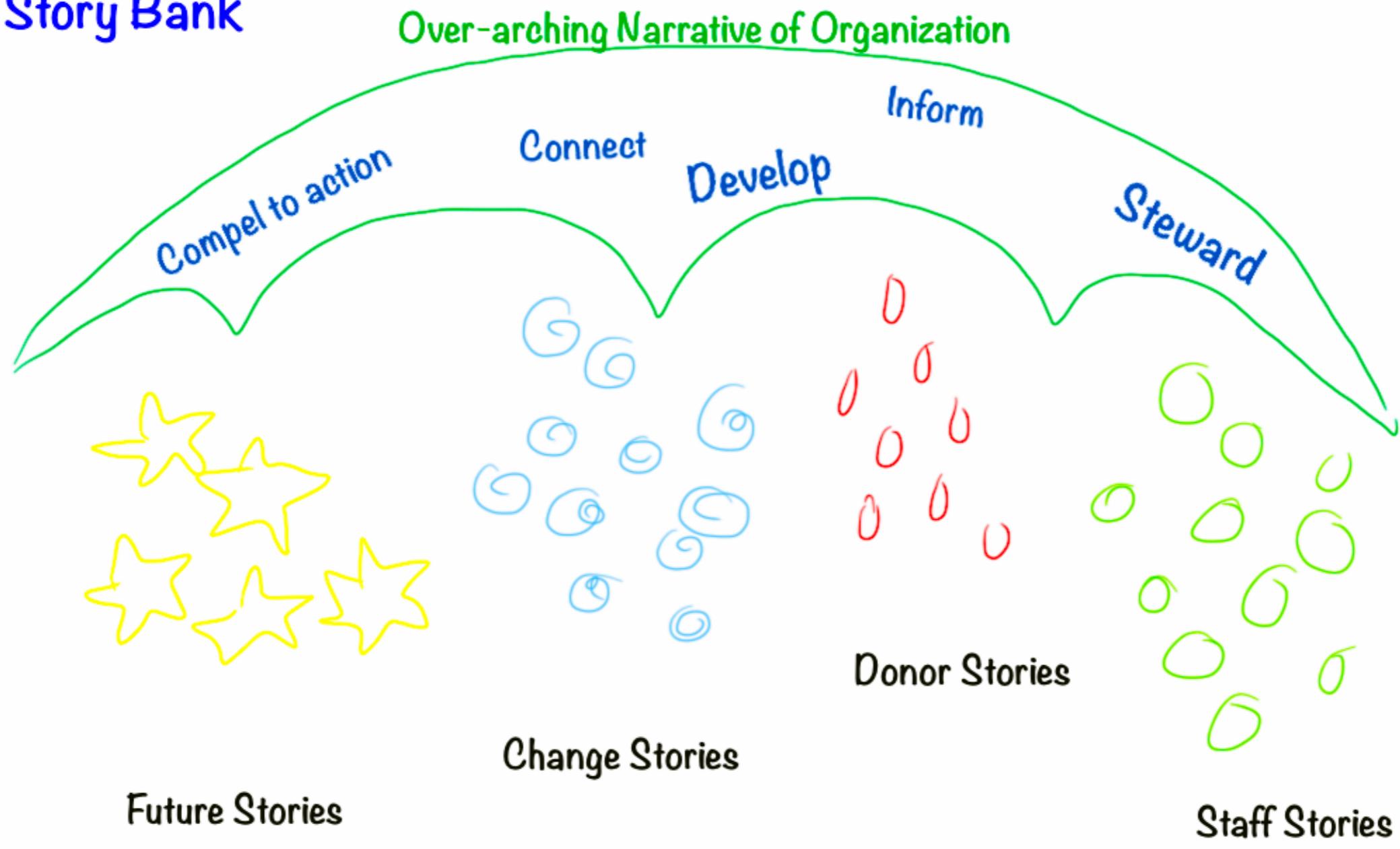
Designing a Storytelling Project



Strategic Story Flow Works for the Entire Project!



Story Bank



Storybank Tips

<https://www.hatchforgood.org/explore/85/setting-up-a-storybank>

<http://www.communitycatalyst.org/resources/tools/storybanking/getting-started>

Will you gather stories through story interviews or ask people to share them? What about visuals?



Profiles

62 RECYCLE.COM • SEPTEMBER 2013

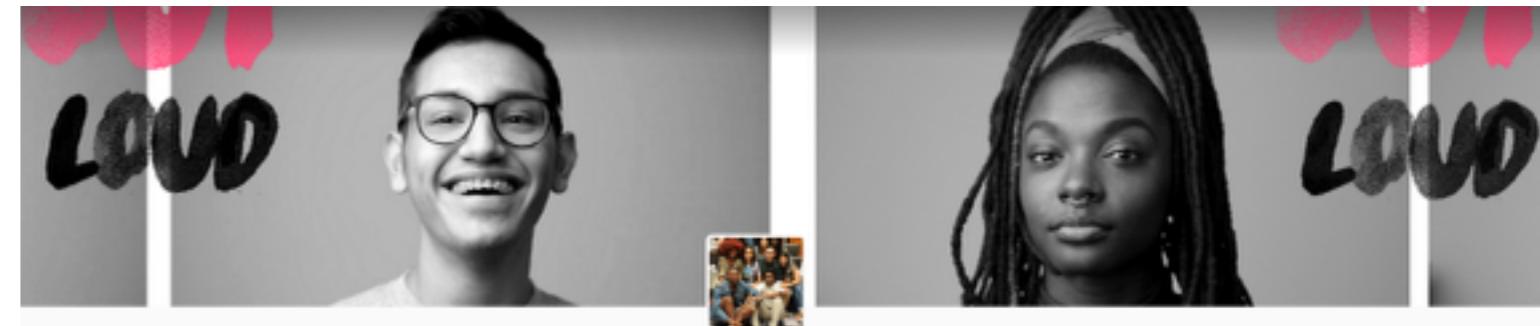
WHILE YOU WERE OUT RIDING, BIKE ADVOCACY BECAME COOL

MEET EIGHT INNOVATORS WHO ARE FLUSH WITH NEW IDEAS ABOUT HOW BICYCLES CAN CHANGE THE WORLD

By Kira Cross

GOOD STORIES ARE STRAIGHTFORWARD

<http://bikeligue.org/content/12-tips-womenbike-storytelling>



YouthResource

YouthResource (a program of Advocates for Youth) is an LGBTQ+ group of young intersectional activists here for LGBTQ+ young people. We're here to help.

[ASK ME ANYTHING](#) [SUBMIT](#) [ARCHIVE](#)



Story Ethics!

<http://youthresourceafy.tumblr.com/>

How will you organize & share stories?

Timeline?
Map?
Mosaic?
Searchable Archive?

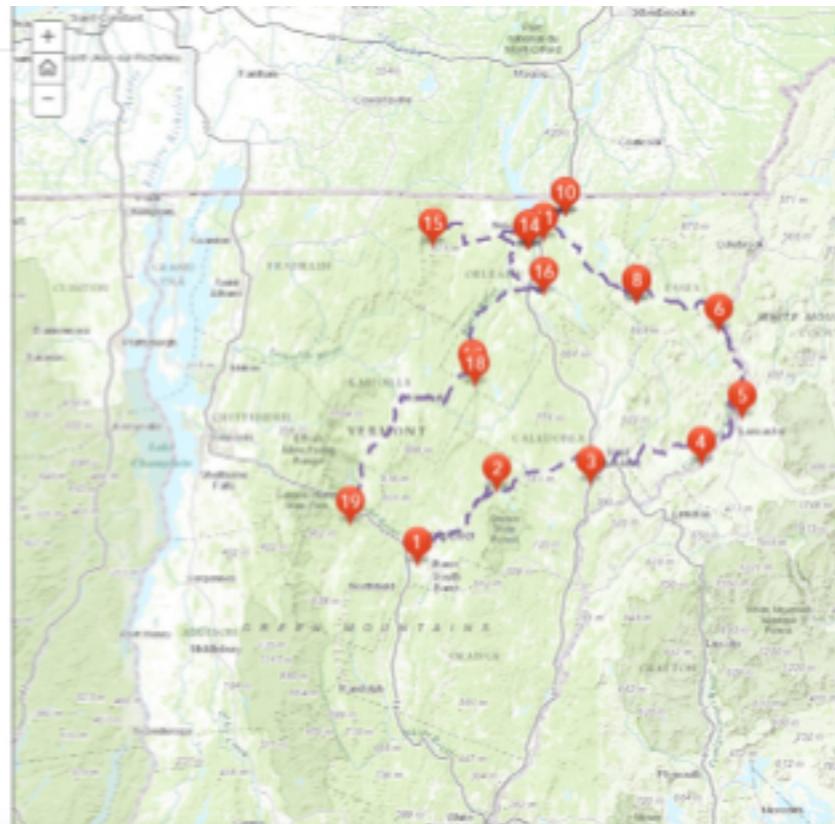
Preservation Trust of Vermont • www.pvtvermont.org

Board on a Bus Trip 2015

Every year in February – yes, February – the Preservation Trust of Vermont Board, staff and special guests climb aboard a comfy tour bus and go out into the field to learn about the range of projects and issues that define our work in Vermont.

This year, we toured Vermont's Northeast Kingdom. We walked through abandoned places to fully restored buildings, and much in between. We heard from students, teachers, contractors, volunteers, entrepreneurs, citizens, elected officials, and more. We witnessed our communities hard at work. And perhaps most importantly, we experienced first hand the transformative power of preservation in Vermont.

Join us on our journey by scrolling through the images below (and clicking for motion and sound when available).



Preservation Trust Board Bus Tour
<http://bit.ly/1D3g8Va>



<http://healthinmyhometown.org/>

HEALTH IN MY HOMETOWN *a youth photovoice project*

VIDEO

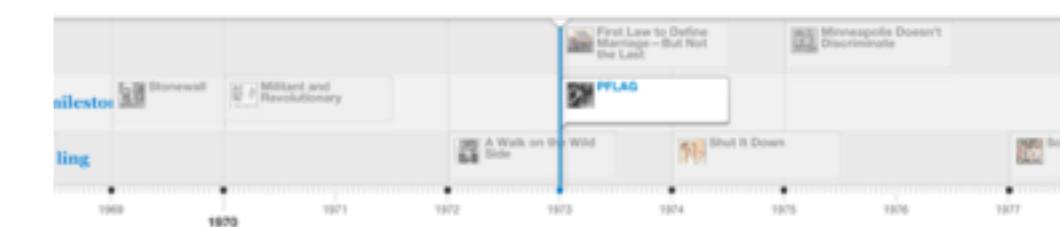
ABOUT THE PROJECT

PHOTOBOOK



1973 social milestone
PFLAG

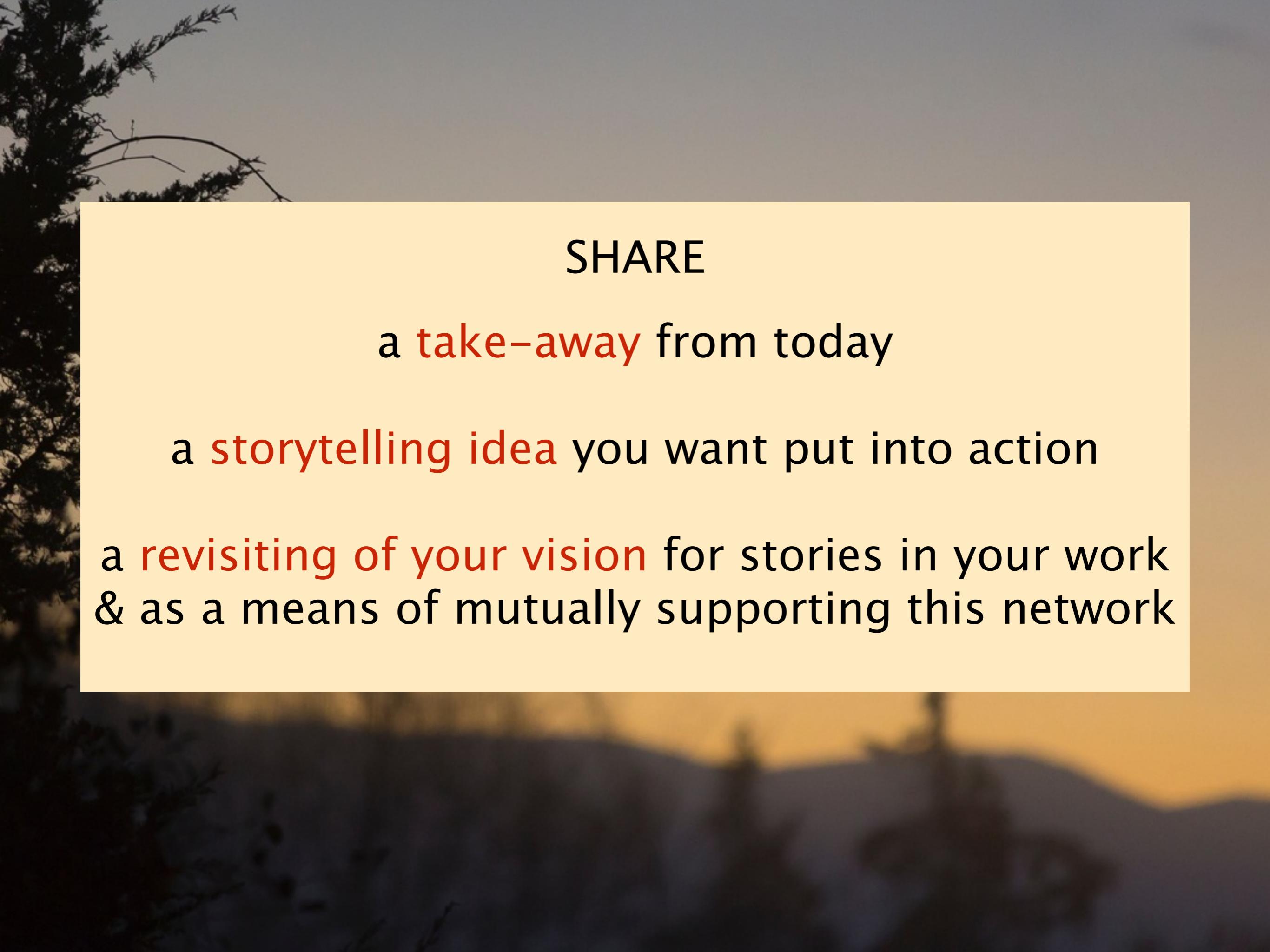
Nine months after founder Jeanne Manford marches with her son Morty in the New York Pride March, 20 people gather in a church basement in Greenwich Village for the first meeting of Parents and Friends of Lesbians and Gays (PFLAG).



<http://www.whatisaggregate.com/lgbtq-timeline/>

A Question of Capacity

- What stories do you already have? Do you need?
- What channels/media can/should you employ?
- What do you need help doing? Who might help?
- How will you evaluate your efforts?



SHARE

a **take-away** from today

a **storytelling** idea you want put into action

a **revisiting of your vision** for stories in your work
& as a means of mutually supporting this network

Workshop Resources

If you have follow-up questions, feedback, or ideas you'd like to share, please contact me at:

Barbara Ganley
@bgblogging (Twitter)
bgblogging@gmail.com
(802) 989-1885

Community Expressions, LLC Website: <http://community-expressions.com>

Frequently Updated Curation of Posts, Articles, Examples Related to Storytelling: <http://www.scoop.it/t/nonprofit-storytelling-by-barbara-ganley>

Slide deck and Hand-out for this Workshop: <https://community-expressions.com/resources-for-farm-to-school-march-22-workshop/>