HERE'S THE STORY...
OF A LOVELY FARMER

How to Tell Your Project's Story through Effective Storytelling
MEET THE PRESENTERS

Kendra
Pennsylvania

Sarah
Nebraska

Kelly
Illinois
OBJECTIVES

• Guidelines to great storytelling

• Resources and recommended tools to tell your story on a limited budget

• Best practices for capturing your story (including time and money needed)

• You'll also get to see what storytelling looks like at AgrAbility of Illinois and AgrAbility PA!
WHY STORYTELLING MATTERS

- Stories are engaging - people LOVE stories - they make your organization memorable.

- Stories bring out emotion and the desire to help - it brings motivation!

- Storytelling builds your brand and personality - it makes content exciting.

- Stories encourage people to come back for more - building a relationship with your audience.
CHECK OUT TWO AgrAbility State Project's CLIENT STORIES!
CASE STUDY:
Mike Halpin and Family's Story
AgrAbility of Illinois
WHAT WORKED?

- Captured a specific client story
- Collaborated internally - the client service representative reinforced with the client
- Were proactive and planned ahead
- Prepared BEFORE someone needed the story. So, we had the opportunity to pitch it.

The Halpin's story (and consequentially AgrAbility of Illinois) was featured in the Fall 2018 ACES @ Illinois that went out to 5,000+ households, funders and U of I collaborators.
CASE STUDY:
Philip Dean: Modifications Kept Him Milking
WHAT WORKED?

- **Success story** between farmer, AgrAbility PA, and PA's OVR = showcased a great partnership!

- **Farmer was willing to share it ALL** - photos, quotes, health history, family information, etc.

- **TIMING. TIMING. TIMING.** Gathered story in Winter 2018 for our newsletter and by spring, the dairy crisis was THE news story.

- **Supporting components:** THINK side bars, industry stats, product info, geography, current climate

_Hoard's Dairyman has a circulation of 54,000+, monthly online views of 138,000+, and is worldwide in multiple languages._
WHAT CLIENT STORY SHOULD I TELL?
ALL OF THEM.
WHAT MAKES A STORY WORTH TELLING?

If you find a story compelling or stays in your head, tell it!

Don't wait on "the perfect, most representative" story.

You will end up missing opportunities to communicate your program's mission.

If you are aware of a program story that is authentic and compelling, you need to tell it!
HOW DO I SHARE MY CLIENT STORIES?
TELL PEOPLE EVERYTHING AND THEY HEAR NOTHING...
HERE’S WHAT NOT TO DO!

DO NOT...

- try to summarize all of your program and all of your impact in one story.
- be too safe or too stock.
- focus on what you want to say. Focus on what you think your target audience wants to hear.
- be too salesy or cram in all of the statistics you know into one story.
TIPS FOR EFFECTIVE STORYTELLING

1. Show up prepared to capture the story.

2. Be branded.

3. Capture and send real photos.

4. Use all possible platforms that will have an ROI.

5. Repeat. Repeat. Repeat.

"Only through the specific does something become universalizable."
WHERE DO I TELL STORIES?
DIGITAL PLATFORMS

- Website - Blog/News Section
- Project Facebook Pages
- E-Newsletter
- Video - YouTube or Embedded into Website, E-newsletter and Social Media
- Facebook Groups and Partner Facebook Pages
- Other Social Media Accounts

PRINT & LIVE PLATFORMS

- Targeted Print/Digital Media Outlets
- PSA or Press Release
- Speaking Opportunities
- Radio or Live News Broadcast
- Print Publications of Partner Agencies
DO ONE THING WELL.
WHAT SHOULD YOU TAKE INTO CONSIDERATION WHEN DECIDING WHAT SOCIAL MEDIA PLATFORMS SHOULD I USE?

- Audience
- Region
- Primary goal
- ROI
Make me care.
CONTACT US IF YOU HAVE ANY QUESTIONS!

Kendra Martin
kendra.martin@ucpcentralpa.org
AgrAbilityPA.org
(717) 836-0664

Sarah Lake
Sarah@emspacegroup.com
emspacegroup.com

Kelly Gagnon
Kelly@GritHQ.org
AgrAbilityUnlimited.org
www.GritHQ.org

Follow us on Twitter, Instagram or Facebook!