

A man wearing a camouflage baseball cap, glasses, a white t-shirt, and blue jeans is seated in a wheelchair. He is focused on using a yellow and black power drill to work on a large, red metal structure, likely part of a piece of farm machinery. The setting appears to be an indoor workshop or training facility with a corrugated metal ceiling and some lighting fixtures visible in the background.

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*



A close-up photograph of a pig's face, centered in the frame. The pig has large, upright ears and a prominent snout. The entire image is overlaid with a semi-transparent green filter. The text is centered over the pig's face.

**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!



A close-up photograph of a pig's snout, showing its nostrils and the texture of its skin. The image is overlaid with a semi-transparent green filter. The text is positioned in the lower right corner of the image.

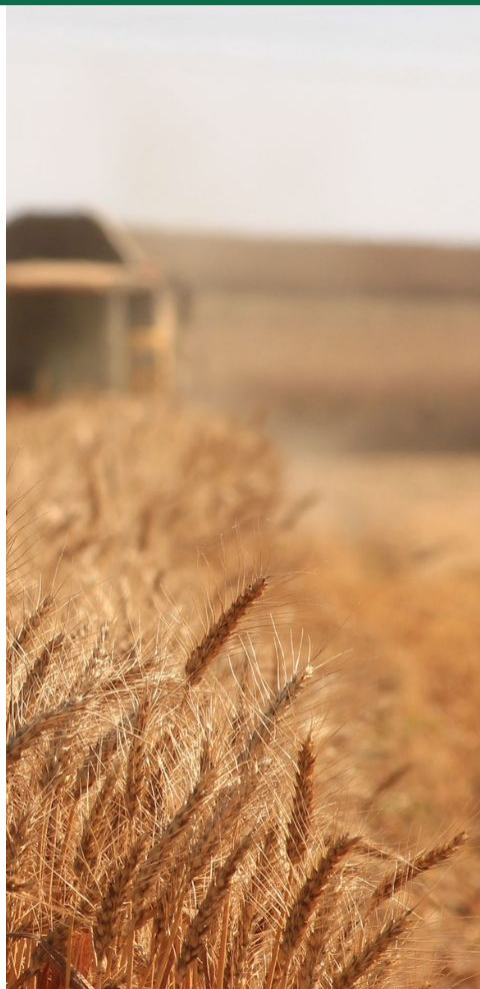
**HOW
DO I SHARE
MY CLIENT STORIES?**

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."

A photograph of a person's hands holding a small green fruit, possibly a lime or lemon, over a wooden crate filled with many similar fruits. In the background, a scale is visible on a counter. The entire image is overlaid with a semi-transparent green filter. The text "WHERE DO I TELL STORIES?" is written in large, bold, white capital letters in the bottom right corner.

**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

A man in a dark suit and light blue shirt is speaking on a stage. He is gesturing with his right hand. Behind him is a large screen displaying the text "Make me care." The stage is decorated with several vertical wooden panels that have handwritten text on them. The background is dark, and the lighting is focused on the speaker and the screen.

Make me care.

CONTACT US IF YOU HAVE ANY QUESTIONS!



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