AgrAbility National Training Workshop 2019 | Here's the Story of a Lovely Farmer...



MEET THE PRESENTERS







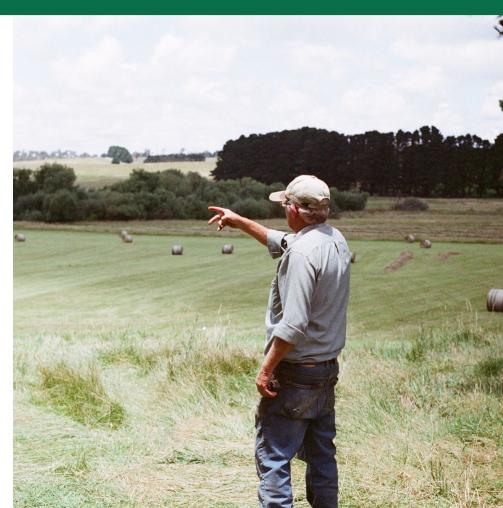






OBJECTIVES

- 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.







AgrAbility of Illinois - AgrAbilityUnlimited.org



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.





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.

HOARD'S DAIRYMAN

The National Dairy Farm Magazine

Modifications kept him milking

THE year was 1840: Martin Van States of America, Antarctica was discovered as a continent, and Philip great-great-grandparents

and it was. But Philip thinks pride and strong family tradition. Farming is just a way of life for the Deans. We've been farming the same land for all of these years, it'd be a shame to see that change."

Philip began farming the 200acre land full time with his father in 1982. He was in his 20s - and his dad was having heart problems and needed more help. Seven years later, Philip and his wife, Cindy, purchased the farm and have been living and working as full-time dairy farmers since. In addition to helping around the barn, Cindy handles the

bookkeeping for Dean Farms. But working in a dairy barn for more than 35 years has a way of taking a toll on one's body. A few years ago, Philip began to struggle with severe arthritis, shoulder pain, foot problems including hammer toe, and nodules in his lungs that caused pain when breathing in extreme temperature changes. He has also had two knee surgeries over the years.

Help is available

While talking with a friend at church one Sunday, she recommended that Philip contact AgrAbility PA. The woman was familiar with AgrAbility's services, as she had worked for the Pennsylvania Office of Vocational Rehabilitation (OVR), which is part of the state's Department of Labor and Industry. Both AgrAbility PA and OVR work collaboratively throughout the state to help farmers with a disability or health condition continue working

the gutters with grates and installing automatic takeoffs for milking Automatic takeoffs release the milking unit from the udder of the cow when milking is complete. The unit is pulled up and away from the cow, greatly reducing repetitive motions. Thanks to funding support from OVR, these pieces are now in place and Philip can milk 10 cows at once saving him time, as well as wear

Other recommendations funded by OVR included a skid steer access platform and a utility vehicle. Philip uses the platform to enter and exit his skid steer safely without the need to climb and step on the front of the machine. It also has served as low scaffolding for doing jobs that

to keep up with the logistics of moving cows from paddock to paddock, and also to pasture. The Deans use intensive rotational grazing. Philip has noticed a significant improvement in the grasses in the last 20 too," he added. They also take cows outside to the pasture during summertime to calve.

grown son, Adam - a fifth generation Dean - involved on the farm and in its ownership. Adam has added a cheesemaking operation to the farm and sells the product in

Pittsburgh-area farmers markets. The joke among the family is that

and tear on his body.

require a lift around the farm. The utility vehicle enables Philip years. "And the cows seem happier,

Philip is fortunate to have his

equipment and modifications that



when Adam began working on the farm following high school, Cindy said, "I'm retiring!" Retirement isn't in Philip's vocabulary yet, but the couple recently took a long overdue trip to Kentucky for a few days to celebrate their anniversary. It was the first time in 30 years that they had left the farm for more

than two nights. Philip is very grateful for the

have allowed him to continue milk ing and working day in and day out around the farm. He describes AgrAbility PA and the OVR staff as the "push to make a lot of this

Philip said, "It is great to have people come to the farm and see what we do. I only hope they know how much their support and generosity has meant to me and my family. It has meant everything."

Assistive technology: In and around the dairy barn

Each year, AgrAbility PA works with dairy farmers throughout the state to make recommendations on assistive technology devices that are available to help in and around the dairy barn. Some of these

Rail system: This system acts as a carrier for the milking units in a tie stall barn and allows for

step across the gutter, thereby preventing trips and falls. Meanwhile, grates still allow manure to be cap-

tured in the gutter. Milk taxi: A piece of assistive technology to help feed calves is a milk taxi, calf mobile, or milk shuttle Options for these devices range from small and simple to large and complex. Although there are many makes With this evetem the and models, the general concept includes an insulated

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s that need to l should be a realistic li

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WHAT CLIENT STORY SHOULD I TELL?

ALL OF THEM.

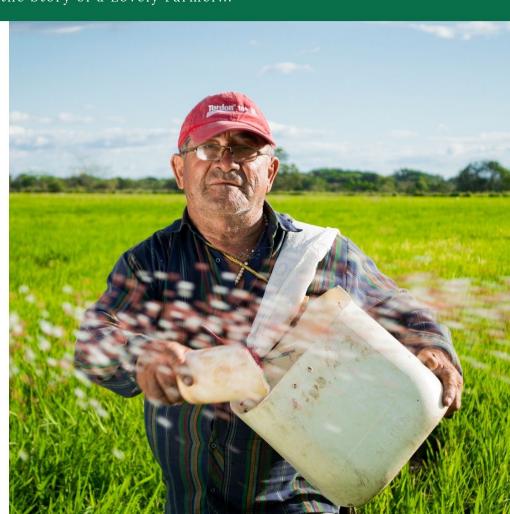
WHAT MAKES A STORY WORTH TELLING?

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!





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.





DIGITAL PLATFORMS

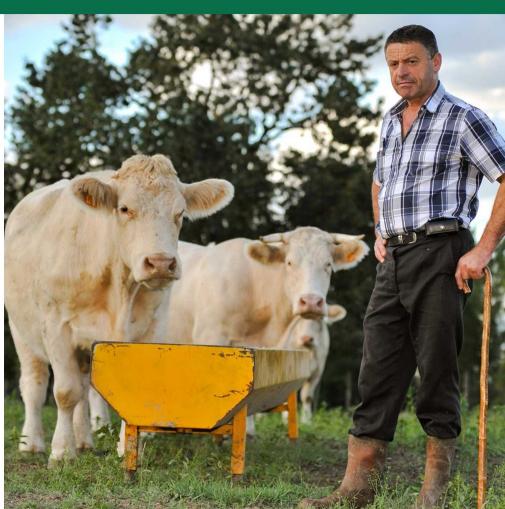
- Website Blog/News Section
- Project Facebook Pages
- E-Newsletter
- Video YouTube or Embedded into Website, E-newsletter and Social Media
- Facebook Groups and Partner
 Facebook Pages
- Other Social Media Accounts

PRINT & LIVE PLATFORMS

- Targeted Print/Digital Media
 Outlets
- PSA or Press Release
- Speaking Opportunities
- Radio or Live News Broadcast
- Print Publications of Partner Agencies

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DO ONE THING WELL.







CONTACT US IF YOU HAVE ANY QUESTIONS!



for Pennsylvanians









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