



THE GRABLE FOUNDATION  
dedicated to improving the lives of children



# Schools + Storytelling

## Storytelling Toolkit

Presented by  
The Grable Foundation &  
The Motherhood Inc.

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# About the Schools + Storytelling Program

**The Schools + Storytelling program** is a joint initiative between The Grable Foundation and Pittsburgh-area school districts to make storytelling a part of the fabric of school district communications, empowering and inspiring district communities to grow, innovate and celebrate. The first two districts to participate in the Schools + Storytelling Program, Shaler Area School District and Brentwood Borough School District, paved the way for the creation of this toolkit. Based on the pilot program process, this toolkit outlines core elements needed to create a Storytelling Program in your district.

## **WHAT ARE THE GOALS FOR THIS INITIATIVE?**

1. Use the school district's stories as a powerful, effective way to communicate with the school district's key audiences – boards, faculty, students, community and taxpayers.
2. Through storytelling, share actionable learnings from the school district with audiences beyond the district so those important ideas can be implemented by other schools.
3. Use stories to help facilitate changes in mindset and culture; encourage each district to celebrate growth and innovation and see itself from a new perspective.

# What is Storytelling?

Storytelling is the social and cultural activity of sharing narratives to entertain, educate, celebrate culture or motivate action.

- The Schools + Storytelling program focuses on the tradition of oral storytelling, and more specifically, the sharing of real-life, personal stories to support and strengthen the collective story of the school district.
- A story has a beginning, a middle and an end. It takes the listener on a journey in which they are waiting to hear what happens next. A good story has stakes; it is personal.
- When a community member tells a personal story in the context of the school district, the mission of the district comes to life for the listener, creating a powerful connection that inspires and motivates.



*“Inside each of us is a natural-born storyteller, waiting to be released.”*

- Robin Moore, author

# How Will Storytelling Help My District?

## Empower.

Implementing a storytelling program within your district is an empowering and strategic opportunity to support, build upon and strengthen your district's communications efforts. Through storytelling, individual stories reinforce the school district's message and purpose all the more powerfully, presenting infinite opportunities to communicate for change, action and community support.

*Personal stories strengthen the district's narrative, helping to unite the community, driving change and action.*

# Workshop Testimonial: Brentwood Borough, PA



*“Storytelling touches something personal in all of us. Sharing a ‘good’ story about public education is like a mirror that we hold up for others to see something of themselves reflected back.”*

*Brentwood Borough School District originally set out to tell stories about being #BrentwoodProud!, but we quickly realized we had tangible evidence of our mission and vision statements in action.”*

- Dr. Amy Burch, Brentwood Borough School District Superintendent

# The Process: From Kickoff to Launch

*From beginning to end, the estimated timeframe for the Schools + Storytelling program is 3-4 months; this can be shortened or lengthened depending on the individual district's timeframe.*



## The Point Person

Identify who from the district will serve as the Schools + Storytelling program lead and support

Confirm your timeline and deadlines - be realistic!

## The Kickoff

Gather everyone who is part of the project for a kickoff meeting

Align on goals/ purpose, identify “umbrella” mission statement for the project (e.g., #WeAreShalerArea)

Align on how the stories will be shared (the output) and when

## The Storytellers

Identify potential Storytellers

Vet the Storytellers

Collect stories

Confirm Storytellers

Schedule Workshop day

## The Workshop

Once the date is confirmed, create the Workbook (template included within this deck)

Finalize details for Workshop (location, food, supplies, etc.)

Conduct Workshop

## The

## Assets/Outputs

Reconfirm what the final outputs will be (video, newsletter, social media, etc.)

Edit outputs; share internally for final alignment

Create final assets

## The Launch

Showcase your hard work!

Timing will be at the discretion of each district

# **THE POINT PERSON & THE STORYTELLING TEAM**

# The Point Person

Before any work can begin, a **Point Person (or people)** for the program needs to be identified. This person(s) will be the main point of contact for everyone involved from the district, as well as for the Storytellers. They will be the **task manager**, ensuring details are covered and deadlines are met.

The Schools + Storytelling program is **exciting and empowering** - the Point Person needs to share in this sentiment and be **passionate about all things storytelling**. The program will require time and enthusiasm to ensure success!

Think about the person in your district who **rallies the team and inspires** – this could be an educator, coach, administrator, superintendent – someone who will keep the **momentum going** throughout the program planning and launch of the final asset.



# Partner Districts

*As your district embarks on the storytelling journey, it may be helpful to have a partner going through the process with you.*

## Why have a partner district?

- In the pilot Schools + Storytelling program with Brentwood Borough and Shaler Area, the two districts attended the same kickoff meeting and remained in contact throughout the program.
- Each district felt it was beneficial to have another team to bounce ideas off of, connect with if any challenges emerged and share successes when the projects were completed.
- The districts provided support to each other and felt it was important to have a “partner in story” participating in the same project, at similar times.

## A note about district sizes:

- No matter the size of your district, this process can be tailored to meet YOUR needs. Whether you are a large district with expansive departments or a smaller district with minimal personnel, the storytelling process can work for you. Even if you only have two dedicated people who are passionate about the program, the storytelling process can be accomplished.



# THE KICKOFF

# The Kickoff: Timing

## When is the best time to begin this program?

We all know how incredibly busy educators are both during the school year and over the summer. Ideal timing for the program will vary based on your school year schedule and Point Person availability. Ideas to help you determine timing:

- **Professional Development (PD) sessions:** If the Point Person is chosen and notified with enough time in advance, the kickoff for the program could be initiated either in the summer or throughout the year during PD sessions.
- **Set realistic (timing) expectations:** It is not a race; take your time with the program and set realistic timing around when it can begin, then set the anticipated end date. Find dates and times that work for everyone and stick to the schedule.
- **Don't forget the breaks/holidays:** Try to schedule all touchpoints far enough out from breaks and holidays (you deserve some time off!) This way, it will be less likely that participants will be on vacation or out of town.



# The Kickoff: Attendees

After the Point Person has been chosen, they will organize the kickoff meeting to discuss the details of the Schools + Storytelling program.

It is essential to have everyone who will be involved in the program at this kickoff meeting; this way, all parties will have a voice in the various elements of the program.

If you choose to partner with another district, the suggested attendees listed below will apply to their district as well.

## **Suggested attendees:**

- Point Person
- Superintendent
- Principals
- Students
- Creative team (whoever will be helping create the final asset)
  - For example, if you are creating a video asset, involve the person filming at the very beginning of the process.



# The Kickoff: Attendee Pre-Work Survey

Before the official project Kickoff meeting, ask districts/attendees to answer a list of questions. This can be done by email or via an online survey (Google has a wonderful and easy-to-use online survey template). Examples below:

**District Pre-Work:** Each district should think about and work on answers to the below questions.

**Overall Goal:** What does your district hope to achieve through storytelling? This goal will serve as the umbrella for how stories are formed and told, and gives the individual stories a collective theme that supports what the district is working to achieve.

**Mission Statement/Theme:** If you could describe your district's goal in one word or phrase, what would it be? (E.g., Shaler Area's goal was to use storytelling to further unite the school district, and their overarching mission statement/theme was *We Are Shaler Area*.)

**The questions below may help you frame overarching goals and themes:**

- What are the challenges facing your district?
- What do you think the public/community perception is of your district?
- What is your school known for?
- What is your best memory of your school/district?
- What sets your district apart from other area districts?
- Is there something you have that other schools don't?
- Is there a program/club/sport in which your district excels?
- Do you feel your students are extremely close-knit etc.?
- When/where do you feel your community comes together?
- Is there an event that everyone, even outside of the community, attends?
- Where/how do you feel is the best way to communicate with the community? A local gathering place (library), through emails/newsletters, at town hall meetings?

**Marketing Pre-Work Questions:**

- Who are your most important audiences and why? Beyond your most important audiences, who else do you hope sees what you are creating with this project?
- Please share as much as you can about any of your current marketing, PR, communications efforts: the who, what, where, how and why. What works and what doesn't in your marketing? Please include social media efforts as well.
- How would you like to use storytelling in marketing in the future, even if you don't know where to begin, or only have a framework of an idea - what is your marketing dream for this effort?

# The Kickoff: Suggested Agenda

*You will want to allot a minimum of 2-3 hours for the kickoff meeting. However, every district will be different! Take your time with brainstorming and discussions - this planning will greatly help in the weeks ahead.*

## **SUGGESTED KICKOFF MEETING AGENDA:**

1. Introductions
2. Why story? What storytelling is and what storytelling does.
3. Review of Workbook template to ground the group in storytelling exercises.
4. Brainstorming
  - Align on goals for a storytelling program: What would you like to see as an outcome?
  - What stories do you want to be heard?
  - Who do you want to tell the stories? (Storytellers)
  - Who do you want to hear the stories? (Audience)
  - How will we share the stories?
5. Questions
6. Roadmap and Next Steps

# The Kickoff: Introductions

*You will be spending quite a lot of time with the Schools + Storytelling program team; get to know each other!*

## **Introductions:**

- The Point Person will lead the introductions and describe their role in the Schools + Storytelling program for your district.
- Go around the room and introduce yourselves.
- Encourage each attendee to share a short story (a few sentences) about WHY they want to participate in the program; perhaps a personal story about their school/district.



# The Kickoff: Why Story?

*This is your opportunity to explain the benefits of storytelling and creating a narrative for your district. How can your district make an impact and showcase all of its amazing stories, past and present?*



## **Why story? Explain what storytelling is and what storytelling does.**

- The Point Person will give a brief overview of the program, why storytelling is effective for schools.
- Provide successful storytelling examples in everyday culture.
- Describe the general objective for your school district (this will be further defined by the group later in the meeting).

## **Review Workbook template to ground the group in storytelling exercises.**

- The Workbook template (included within this deck) will be used during the Storytelling Workshop in the coming weeks.
- The Workbook is a great guide to help attendees understand storytelling and what the expected outcome for the Workshop will be.



# The Kickoff: Brainstorm

*This is the “meat” of the meeting where all the details should be confirmed. Have fun with it! Bring Post-Its, pens, inspiration pictures – whatever you need to effectively brainstorm the elements listed below and on the following slide.*

## Brainstorming:

- **Objectives and goals:** Align on goals for a storytelling program. What would you like to see as an outcome?
- **Theme:** Create an overall theme for the program; the theme should be one “rally cry” with a tagline.
  - For example, Shaler Area School District’s goal was to highlight the sense of community among the four communities that make up Shaler Area, celebrating that they are all one district.
    - Their theme became: *“WE ARE SHALER AREA: Four communities stronger together than apart.”*
  - For Brentwood Borough School District, PRIDE was a word that came up over and over again; pride in the school and the community.
    - Their theme was simple yet effective: *“BRENTWOOD PROUD.”*



# The Kickoff: Brainstorm (cont.)

- **Stories:** What type of stories do you want to be shared and heard?
  - Above all, stories need to inspire, create emotion and showcase special anecdotes from the district.
- **Storytellers:** Who do you want to tell the stories?
  - The makeup of the Storyteller team matters.
  - An ideal Storyteller team should be between 5-8 people and include a combination of: students (current students/recent graduates), teachers, the superintendent, a principal, community member/board member/business leader, a parent.
- **Audience:** Who do you want to hear the stories?
  - Community members / taxpayers?
  - Prospective residents / current residents?
  - School board members / faculty?
  - Students and families?
  - All of the above?
- **Output:** How and where will you share the stories?
  - Think of the best way to reach your target audience (you may have more than one audience, and that is okay!).
  - Social media? Video? Newsletter? In-person event? Community meetings?



# The Kickoff: Next Steps

*By the end of the kickoff meeting, an action plan should be set and the following next steps should be confirmed.*

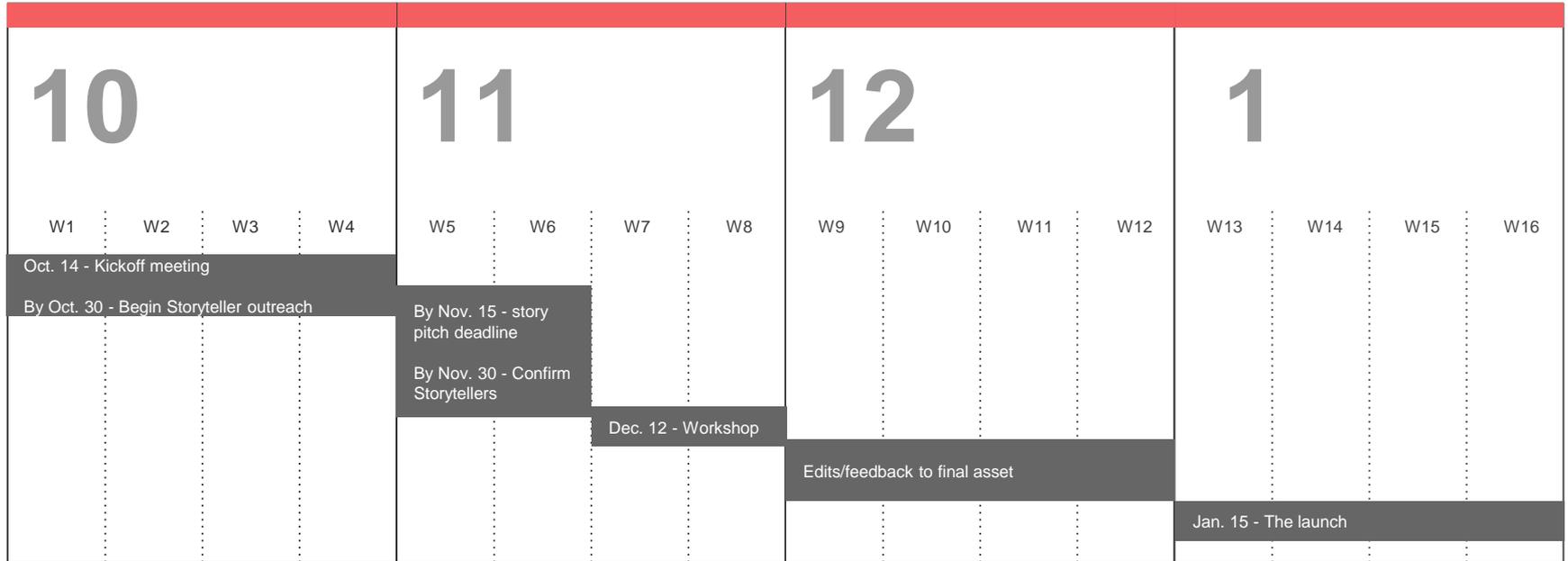
## Next Steps:

- Goal and theme are confirmed
- Establish deadlines and calendar (*example on next slide*)
  - Confirmed dates should include:
    - Internal touchbases
    - Storyteller outreach timing
    - Story submission deadlines
    - Storyteller partners chosen
    - Workshop date
    - Editing and revising timeline
    - Launch date/timing
- A general idea of who you want the Storytellers to be and the types of stories you want to tell
  - Discussions will continue regarding the Storytellers and more details/recommendations are included later in this deck
- Confirm who the audience is – who are you talking to with the stories
- Confirm the type of output/how you will deliver the stories to your audience
  - As mentioned previously, this can be a variety of platforms: a video asset, newsletters, social media, website/microsite, etc.



# Example Calendar

*Before leaving the kickoff meeting, establish a firm timeline and next steps; below is for example only!*



# IDENTIFYING STORYTELLERS

# Identifying Storytellers: Overview

*Following the kickoff meeting, you should have some ideas of who you want your Storytellers to be. Now is the time to start outreach and ask for story submissions. As you review submissions, keep in mind that enthusiasm for the program, and strategic choices around the stories themselves, are elements to keep in mind.*

## The ideal team:

- **Team:** An ideal Storyteller team should be between 5-8 people
- **Availability:** When reviewing submissions, ensure each Storyteller is available for the Workshop
- **The ideal team will include a combination of:**
  - Students (current students/recent graduates)
  - Teachers
  - The superintendent
  - A principal
  - A community member/board member/business leader
  - A parent



# Identifying Storytellers: Outreach

*There are a number of ways to ask for story submissions; the below are some general ideas to consider.*

## Outreach considerations:

- **Personal connections:** Have you heard a compelling story that helps support the overall goal/theme?
- **Community organizers:** Work with local community members to help identify participants – have they heard any compelling stories within the community?
- **Students:** Work with schools to identify students who have stories that support the overall goal/theme
- **Principals/Superintendents/Teachers:** Do they know students (or alumni) who have a compelling story to tell?

## Outreach methods:

- **Phone calls:** Internal team to decide who will be calling the various contacts
  - After making phone calls to the organizations that you really want to reach, send the same crafted email (with a few tweaks as needed) to the larger community
- **Emails** (example email in the asset folder): To spread the widest net quickly, divide outreach list among internal team
- **Events/Assembly:** If you have an upcoming event or school assembly, announce the project and ask for submissions/suggestions
- **Community bulletin boards:** Add a call for submissions to local community boards (physical boards and online)

# Identifying Storytellers: Submission Requests

*Because the storytelling process is a bit out of the ordinary, the more information shared when requesting submissions the better!*

- **Example email/script:** On the following slide you will find an example email pitch/story submission request. You will see a few details to note:
  - Reveal the storytelling theme at the beginning
  - Write the main point of the request in bold within the body of the email
  - Include important deadlines and the Workshop date within the email
  - Include details on how to submit stories
- **Story prompts:** It is helpful to have multiple specific story prompts. Start with words like *“Tell us about a time...”* or *“Share with us a story about...”*
  - Story prompts that could inspire:
    - Tell us about a time that someone from the school district went out of their way to support you or your family
    - Tell us about a time that being a part of the school district made you feel proud of your community or your school
    - Tell us about something the area schools did that had an impact on you
    - Share with us your favorite memory about being a part of the school district

# Example Email For Story Outreach

Dear *(Contact)*,

The *(School District)* is embarking on a new program aimed at uniquely telling our district's story in an effort to support, build upon and strengthen our district's communications efforts. The program is called **Schools + Storytelling** and we are doing this in partnership with The Grable Foundation and The Motherhood, Inc.

Through storytelling, individual stories reinforce the school district's message and purpose all the more powerfully, presenting infinite opportunities to communicate for change, action and community support. Personal stories strengthen the district's narrative, helping to unite the community, driving change and action.

We are asking you to help us identify Storytellers *(can also say that they would be an ideal Storyteller because of X,Y,Z)* in our community – someone who supports our overall goal of *(insert previously aligned goal/theme here)*. We will be choosing 5-8 Storytellers to join our Workshop on *(date)* and work with our team to create *(insert previously aligned output)*, which we will be sharing with *(insert audience)* on/at *(insert how you will be sharing)*. Please note, it is imperative that you (the Storyteller) are able to join us on the Workshop day; please allow for a full day to be in the Workshop. *(If you are recording the Storytellers, please include a note about them being on-camera.)*

We are looking for Storytellers from all across the community – teachers, students, alumni, community leaders, administrators – really anyone who has a compelling story to share is encouraged to submit! *(It is helpful to have multiple story prompts that ask for a specific time/story. Start words like "Tell us about a time..." or "Share with us a story about..." )*

For story submissions, you can share with us in a variety of ways:

- Email *(insert contact email)*
- Written *(insert where to send/drop off)*
- Voice recording *(insert contact email/drop off location)*

We all have stories to tell, let's get together and share our memories of *(insert goal/theme)*. Please spread the word and encourage submissions – we are all in this together and will benefit from the outcome! If you have questions or need more information, feel free to call or email me. Looking forward to kicking off this program!

Thanks in advance,  
*(Point Person and Contact info)*

# Identifying Storytellers: Submissions

*Submissions can be gathered in a variety of ways; it really depends on what the best method is for the Storyteller.*

- **Important note for all submissions:**
  - Ask for the following information: name, email, phone, best time to contact, availability for the Workshop, brief description of the story, year of graduation from school district (or grade level of current student).
- **Point Person for submissions:** All submissions should be directed to the Point Person.
- **Recorded submissions:** Recorded submissions usually give a better feel for a Storyteller than a written submission.
  - Share an email address or a file-hosting website link where audio or video recordings can be submitted.
  - You can provide links to “how-to” documents for iPhone, Android and computer submissions. Google Drive or other file hosting websites are free places to store the submissions that are received through email and can be shared so that multiple people can review the stories.
- **Email submissions/written submissions:** If a video/audio recording is not possible, the storyteller may submit via email or send a written/typed submission.
  - It may be beneficial to have a drop-off option for those who may not have email access and want to submit in writing; perhaps at one of the main offices or the offices at each school. They can collect paper submissions and then send to the Point Person/drop off at main office.

# Identifying Storytellers: Vetting

## Reviewing submissions and vetting Storytellers:

- The Point Person will be the first reviewer of the story submissions.
- Once the Point Person chooses the top 15 stories (give or take), they will send the stories to the internal team for review.
  - You can also set a meeting to review submissions together, if timing allows.
- The team will share their top eight choices with the Point Person, ensuring that a variety of Storytellers and stories are considered.
- The Point Person will choose final Storytellers (a team of 5-8) – **the final stories will reflect the goals of the program and the theme.**

## Communicating with Storytellers:

- Send a quick email response to each person who submitted a story.
  - For example: *“Thank you for your submission. We are reviewing all stories, and the chosen Storytellers will be informed by (date).”*
- When the Storytellers are chosen, reach out to them individually and let them know.
  - You can also ask the chosen Storytellers to answer a pre-work survey (you can use similar questions to the ones on slide 14).
- Once you have the 5-8 chosen, send a mass email to everyone else who submitted a story, thank them and give them the list of Storytellers so they know who will be included and that they were not chosen (without having to say “you were not chosen”).

# THE WORKSHOP

# The Workshop: Prep

*The date is set, the goals and themes are confirmed, the Storytellers have been chosen – it is time for the Workshop! The following slides outline the steps to make the Workshop engaging and successful. This is the true “gathering” phase of the project, and arming your Storytellers with the right tools will allow their stories to shine.*

- **Confirm agenda:**
  - Set the agenda for the Workshop day (example on following slide)
  - Confirm location – it needs to be large enough for a group meeting and allow enough space for the Storytellers to break off for individual work and breakout sessions
  - Meals/snacks - decide if you (the district) will provide lunch and snacks or if Storytellers should bring their own
- **Workshop attendees:**
  - In addition to the Storytellers, confirm who from the district will be attending
- **The Workbook:**
  - Within the asset folder that accompanies this deck is a Workbook template. This will be used during the Workshop. Individual districts can personalize this Workbook (placeholders throughout) before distribution
- **Supply list:**
  - Extra headphones (if needed)
  - Extra recording devices (if needed)
  - Pens/pencils
  - Extra paper/Post-Its for notes

# The Workshop: Agenda

*Plan to allot about 7-8 hours for the Workshop; it seems like a long day, but it does go fast!*

- **Sample agenda (at right):**
  - Timing can be shifted as long as the amount of time for each activity remains close to what is outlined.
  - You may either finish early or need additional time in a follow-up meeting; do whatever feels right!
- **Commemorate the day:**
  - This is such a special, unique experience that, if possible, the Workshop process should be documented through photos and video.
  - Photos and video could be used in the final asset.
- **Storyteller communication:**
  - The following slide outlines the key pieces to include in your emails/communications with the Storytellers and attendees of the Workshop.

8:30 a.m.	Arrival & Introductions
9:00 a.m.	Session 1 <ul style="list-style-type: none"><li>● Why are we here? Goals of today's workshop</li><li>● Group introductions/ice breaker</li><li>● Break into pairs and share stories with each other</li></ul>
10:30 a.m.	Solo Work <ul style="list-style-type: none"><li>● Voice recorders and headphones necessary for solo work</li></ul>
11:30 a.m.	Session 2 <ul style="list-style-type: none"><li>● Create outline for story</li><li>● Work individually on story</li><li>● Group feedback on story</li></ul>
12:30 p.m.	Lunch
1:30 p.m.	Session 3 <ul style="list-style-type: none"><li>● Group exercise</li><li>● Continue to refine story</li></ul>
2:30 p.m.	Final Solo Work & Sharing
3:30 p.m.	Final Story Video Recording <ul style="list-style-type: none"><li>● One storyteller at a time; 5-10 minutes of recording time per person</li><li>● Other storytellers will continue to work on their stories/practice until their turn</li></ul>
4:30 p.m.	Wrap Up

# The Workshop: Storyteller Communications

*After you invite and confirm the chosen Storytellers, 1-2 weeks before the scheduled Workshop day, share an email outlining expectations and details. Share with both the Storytellers and attendees.*

- **Overview of agenda/expectations:** Share a short blurb about what to expect during the Workshop.
- **Point of contact:** The email should be sent by the lead point of contact; all contact information should be included (office/cell phone, secondary contact, etc.).
- **Directions/parking information:** Any special instructions for parking, security information, walking directions when at the location (if needed).
- **Meal information:** If Storytellers need to bring their own breakfast, lunch, snacks, etc.
- **Copy of Workbook:** Share via email to begin to prepare the Storytellers for the Workshop; this will help them understand the process and how their stories will evolve over the course of the day.
  - **Important note:** Please instruct the Storytellers to NOT fill out the Workbook until given direction on the Workshop day.
- **Supply list:** If a Storyteller does not have access to the items below, please make arrangements to have extra supplies on hand:
  - Voice recorder (can be on phones or a handheld recording device)
  - Headphones
  - Water bottle
  - Lunch and snacks (if district is not arranging)

# The Workshop: Day-of

*The day has finally arrived! Welcome to the Workshop.*

## **What to expect:**

- As with anything new, expect the Storytellers to be a little nervous coming into the Workshop. The introductions and the coaches will help ease any concerns; pretty soon the Storytellers will feel like old friends.

## **Workbook = Guidance:**

- The Workbook will be your guide for the day; if you follow it closely, you will hit each moment outlined on the agenda. Each of these moments are explained within the Workbook and this, coupled with the storytelling coaches, will provide all the guidance needed for the day.

## **Take your time:**

- The first telling of each story is important for the Storytellers; this will set the tone for the rest of the day. The group feedback and coaches' feedback will help identify the theme, the beginning, middle and end, allowing for the story to evolve throughout the day until it becomes final.

## **The final asset/output:**

- Depending on what you decide the final asset will be – if it is a video, for example – it may be helpful to build in time for a couple of rehearsals before the Storytellers sit down in front of the camera. This will help calm any nerves before capturing the final story on camera.

# The Workshop: Providing Feedback

*One of the most important aspects of the day is providing feedback to the Storytellers. Before providing feedback in a group setting, ask the Storyteller if they would like feedback to open the communication.*

## **The feedback session:**

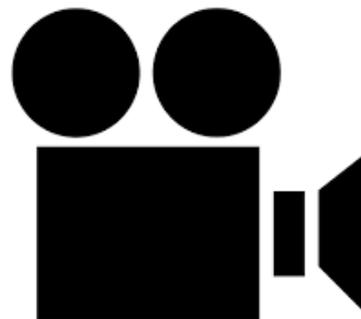
- The Storytellers will spend time composing their own stories, then share them with the others to get questions and feedback to zero in on the theme, cadence and outcome in their stories.
  - Storytellers may be asked questions like: “What made your challenge a challenge?” or “Why did you make the choice you did?” These questions help focus the story.
  - Other feedback may center around what imagery in the story the group found most vivid, what moments moved them, and how they understood the Storyteller’s values and theme.
- Once group members have heard one another’s stories, the Storytellers are in a position to start creating a story for the district, using a similar process of individual writing, followed by group sharing and feedback.
- As each Storyteller shares their story in their own unique way, you will find:
  - The story will change over time and after group feedback, it may change direction entirely – this is okay.
  - A story will be expressed more clearly as the Storyteller tells it repeatedly.
  - The stories won’t ever really be final. However, this process will allow districts and Storytellers to share the story over and over and over again – when, where and how you need to.

# The Workshop: Why Video?

*If your district has chosen to create a video asset, the following slides are for you.*

## **Lights, camera, action:**

- A video asset is a great way to document the Workshop day and have plenty of footage to use for various forms of output.
- For example, video footage can be used to:
  - Create individual video vignettes where each Storyteller shares their story direct-to-camera; the videos will then be edited to create one video per Storyteller (no more than 7 minutes each).
  - Edit all Storyteller video footage into one sizzle reel; this video will take a few seconds from each Storyteller, spliced together to create one cohesive story, showcasing the goals and theme of the district (no more than four minutes long – think of this as a snapshot of the district).
  - Repurpose for social media content – either for quotes or short videos for social platforms.
  - Serve as an evergreen resource when creating new assets; you can always refer back to the video when needed.



# The Workshop: Creating a Video

*Do you have a budding director/videographer in your district? Before the kickoff meeting, enlist them to be part of the team!*

## **Best practices for creating compelling videos:**

- Whoever will be capturing the video content needs to be involved from the very beginning; they will be instrumental on the Workshop day.
- Ensure the creative lead knows everything that will be asked of them at the upfront so there are no surprises later (editing the footage, collecting images to insert into the footage, extracting sound for possible voiceovers, ability to edit footage for social media purposes, etc.).
- Build in enough time at the end of the Workshop to capture the videos – plan on 15-20 minutes per Storyteller to allot for any restarts, do-overs, etc.
- While the video footage does not need to be Oscar-winning, try to capture the footage with a good camera that is clear and has amazing sound.
  - Most newer iPhones can capture wonderful video, or if you have an audio/visual department in your district, involve them for filming.
  - Ensure the filming location is quiet and away from the other Storytellers, there is a backdrop, options for either sitting or standing while filming, etc.
- Most importantly, the Storytellers need to be comfortable – being in front of the camera can sometimes feel nerve-wracking. Let them practice a little bit before diving into the video.

# THE FINAL ASSET

# Creating The Final Asset

*You have all these amazing stories ... so now what? How do you share the stories in a way that is impactful and meaningful?*

## Revisit your goals and audience:

- In the kickoff meeting, you established goals and decided who your audience is for this project. However you decide to share these stories needs to be relevant to the audience.

## Where and who is your audience?

- Depending on where your audience is getting their information, you will want to tailor your output to meet their needs. For example:
  - **Students/prospective students:** Create short videos or quotes to be used on social media, where they can share the content online.
  - **Community leaders and members:** A mix of mediums could be used to reach the community – a video to show at town hall meetings, a newsletter for the community bulletin boards, social media posts for the community social platforms; depending on your community demographic, choose what is best for your district.
  - **Realtors:** Create a video asset that could help “sell” the district to people moving into the area.
  - **Administrators:** A newsletter may be best; it can be shared far and wide among those in the district.

*Example Asset and Output on next slide*

# Example of Assets



UpDayton is a non-profit that funds community programs in the Dayton area; *“UpDayton inspires & empowers young professionals to create the Dayton, Ohio they want – a thriving place to live, work, play and learn.”*

- They chose four people to craft and then share stories about their involvement with UpDayton.
- A dinner theatre was hosted and the stories were told on stage to a sold out crowd.
- The event and the stories were filmed and they are using them to promote their yearly Summit.

From the stories filmed, a [compilation video](#) was created and the UpDayton team are releasing the entire stories one at a time on their [Facebook page](#) and [Instagram](#).



# Showcasing The Hard Work

*It is your time to shine!*

## When and how:

- When and how you showcase the stories is entirely up to you. You know your audience best!
- Some thought-starters:
  - Community events
  - School assemblies
  - Alumni/fundraising events or outreach
  - Local realtor events or outreach
  - Administration meetings
  - Social media
  - Newsletters
  - Local media



# Resources

*If you have questions or need help, feel free to reach out to one of the contacts below! Also, there is a file hosting folder that houses all the templates, assets and examples you may need during the Schools + Storytelling program; if you use a separate resource you found helpful, add it to the folder!*

## **Contacts:**

- Primary: Kristina Jacobs, The Motherhood, [kristina@themothood.com](mailto:kristina@themothood.com)
- Secondary: Cooper Munroe, The Motherhood, [cooper@themothood.com](mailto:cooper@themothood.com)

## **In the folder you will find:**

- Contact list for questions/help
- Workbook template
- Expert Storytelling Coach intro video (TBD)
- Books, articles, research about Storytelling
- Example assets from Brentwood Borough and Shaler Area

File hosting website folder: *(will fill-in once created)*

**The End**

