Storytelling for Grant Proposals June 25, 2024







About This Project

- Rural Placemaking Innovation Challenge
- Columbia County Placemaking Plan
- Implementation Support through September 2024

















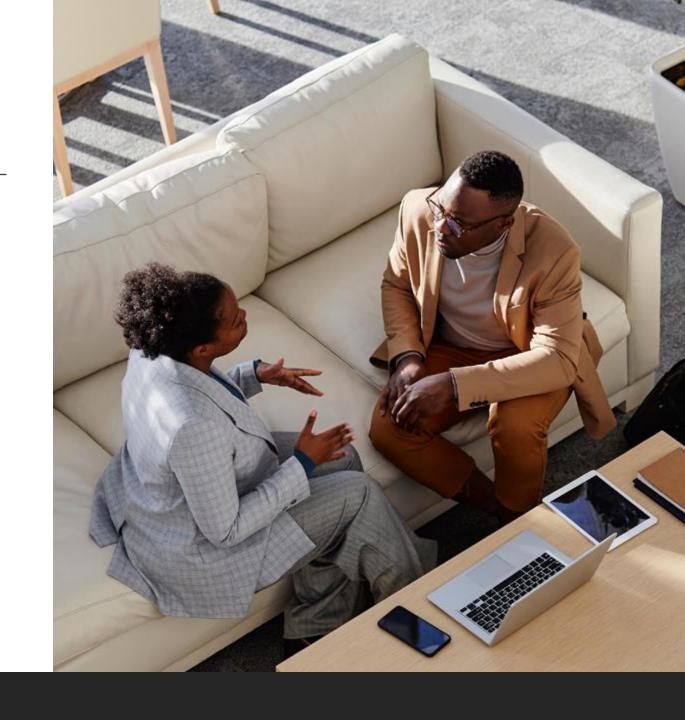


Learning Objectives

- How to create understanding and connection through verbal and written communication
- Identifying, documenting, and organizing stories about organization or project
- The elements of a story and putting it together
- Using data and images to support your storytelling

What is a Story?

 The presentation of an event used to inform, persuade, and/or entertain



Impact of Using Stories

- Create a sense of connection
- Build intrigue
- Stir emotions
- Stimulate questioning and new ways of thinking
- Create opportunity for reader to see themselves as part of the story
- Engage new people
- Provoke action
- Make sense of complex life experiences



"Good writing is supposed to evoke sensation in the reader, not the fact that it's raining, but the feeling of being rained upon" — E. L. Doctorow



Elements of a Story

- Plot
- Characters
- Setting
- Theme
- Conflict and Resolution





Story Structure

- Exposition
- Rising Action
- Climax
- Falling Action
- Resolution

Storytelling Techniques

- Words
- Images
- Movement
- Body language
- Music



Construction of Time

- Linear time
 - Past
 - Present
 - Future
- Non-linear time



Building and Supporting the Right Team

Identify Potential Team Members

- 1. Who are your stakeholders?
- 2. Look to the Experts
- 3. Recruit Volunteers
- 4. Outreach
- 5. Partnerships
- 6. Define Roles and Responsibilities
- 7. Foster Collaboration and Communication
- 8. Provide Training and Support
- 9. Motivate and Recognize Efforts
- 10. Evaluate and adapt



Why Partner?

Key Benefits of Effective Partnerships in Community Projects

- Resource Sharing: Funding, materials, equipment
- Enhanced Capacity: Diverse expertise and skills
- **Network Expansion**: Broader reach and engagement
- Greater Influence: Attract attention, support, and influence policy



- **Credibility**: Partnerships with reputable organizations
- Community Buy-In: Increased trust and participation
- Innovation: Diverse perspectives and creative problem-solving
- Shared Responsibilities: Reduced burden and increased resilience
- Institutional Knowledge: Maintain and scale projects
- **Empowerment**: Involve community in decision-making

The 5 C's of Effective Collaboration

- 1. Communication
- 2. Coordination
- 3. Cooperation
- 4. Commitment
- 5. Contribution



Implementing the 5 C's of Collaboration

- Regular Check-ins
- Establish clear and common goals
- Clearly define each team member's role and responsibilities
- Create an environment where team members feel safe to share ideas and concerns
- Regularly evaluate and refine collaboration processes to improve efficiency and effectiveness



Cultivating Trust

Involves strategic commitment to long-term relationship building.

Strategies to Build trust include:

- 1. Clear Communications
- 2. Demonstrating Reliability
- 3. Communicate Mutual Benefits
- 4. Building Personal Connections
- 5. Demonstrate Competencies
- 6. Establish Clear Agreements
- 7. Demonstrate Integrity
- 8. Foster a Collaborative Culture



Examples of Community Collaboration Projects

- Community Gardens
- Neighborhood Watch Programs
- Community Clean-Up Days
- Youth Mentorship Programs
- Public Art Projects
- Health and Wellness Fairs
- Local Food Drives
- Educational Workshops
- Community Festivals
- Affordable Housing Projects



Break Out-Strategies in Action

Visioning workshops engage stakeholders in imagining the future they want to create for their community or neighborhood. Develop a Vision Statement for a community highlighted in the RPN Case Study.

When Stakeholders participate in a Vision process, they brainstorm ideas, set priorities, and develop a shared vision that guides the implementation of place-based strategies.

Six Elements of a Good Vision Statement

- 1.It describes how the community/organization serves its citizens/clients, its visitors, and the world.
- 2.It is inspiring, compelling, and bold: it raises expectations and actions to achieve the community's higher purpose.
- 3.It embodies the community's deepest values and gives it the courage to express those values in the community.
- 4.It is strategic and distinguishes a particular community from the rest of the world 5.It uses vivid language, word pictures, and metaphors to communicate enthusiasm and excitement.
- 6.It is specific, concise, and brief.

Questions





How to Reach Us

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