

*Sloane Dell'Orto,
Streamline*

HOW TO TELL YOUR STORY

Week 2




Week 2:

What is your story?

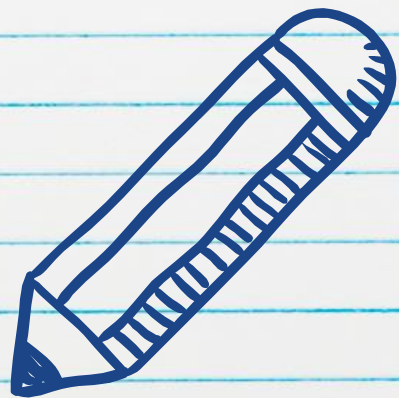
Getting to your noble
cause / the why.





*It might be
bigger than
you think!*

SO...WHAT IS YOUR STORY?



THE STORY OF CONSTRUCTION,
RESOURCES, PROGRESS...



A photograph of a construction site showing several workers in safety gear (hard hats, high-visibility vests) working on a complex structure of vertical and horizontal rebar. The workers are positioned at various heights, some on ladders or scaffolding, as they work on the rebar framework. The background is a clear blue sky with some light clouds. The overall scene depicts a busy construction project.

THE STORY OF JOBS, ECONOMIC
GROWTH, COMMUNITY...

A photograph of two women sitting on a wooden park bench, laughing joyfully. The woman on the left is wearing a light blue and white striped short-sleeved shirt and black pants. The woman on the right is wearing a yellow sleeveless top, dark pants, and glasses. They are outdoors in a park-like setting with trees and a path in the background. The sun is setting behind the trees, creating a warm, golden glow. A white text box is overlaid in the bottom left corner.

THE STORY OF THE PEOPLE YOUR
SPECIAL DISTRICT SERVES

A close-up, low-angle shot of the American flag waving against a clear blue sky. The flag's stars and stripes are prominent, with the blue field of stars on the left and the red and white stripes on the right. The flag is in motion, creating a sense of energy and patriotism.

OR IS IT THE UNTOLD STORY OF
AMERICAN INFRASTRUCTURE?

Let's look at the numbers...



50 STATES IN THE U.S.

Only 1 of your state ;)

14,768 of these
have populations
below 5,000

19,495 MUNICIPALITIES IN THE U.S.

482 in California, 271 in Colorado, 411 in Florida, 241 in Oregon, 245 in Utah

38,000 SPECIAL DISTRICTS IN THE U.S.

3,400 in California, 2,400 in Colorado, 1,770 in Florida, 1,000 in Oregon, 500 in Utah

We win! J/K

Storytelling can make the conversation larger:

- Help people understand how you affect their lives in positive ways
- Give them a feel for this mission-driven, service-oriented form of government they may not even know about!
- Connect them to the larger story of special districts and your place in a healthy democracy (remind them that their ancestors might have helped ensure your district was formed!)



LET'S START WITH THE "WHY"

TED



HOW DO YOU DISCOVER / ARTICULATE
YOUR DISTRICT'S "WHY" ?

EXCERSISE 1: WHY DO YOU SERVE?

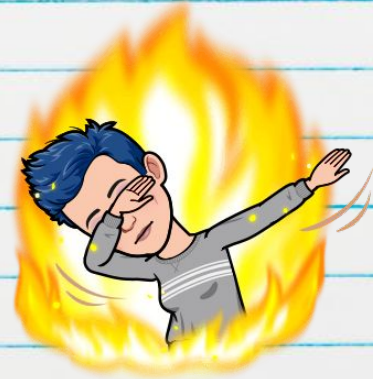


JOT DOWN WHY YOU CAME TO WORK AT YOUR DISTRICT,
WHY YOU JOINED THE BOARD, OR WHY YOU LOVE YOUR DISTRICT
AND/OR THE COMMUNITY THAT YOU SERVE.

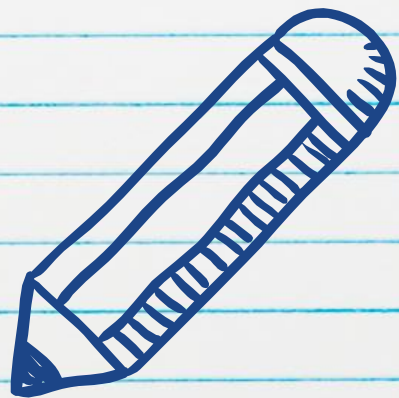


I CREATED STREAMLINE BECAUSE SPECIAL DISTRICTS ARE CLOSEST TO THE PEOPLE THEY SERVE, YET NO ONE BUILDS SOFTWARE FOR THEM BECAUSE THEIR BUDGETS ARE TYPICALLY TOO SMALL.

(...AND I COULDN'T BE A FIREFIGHTER ANYMORE)



EXCERSISE 2:
WHO IS YOUR DISTRICT
FOR THE WORLD?

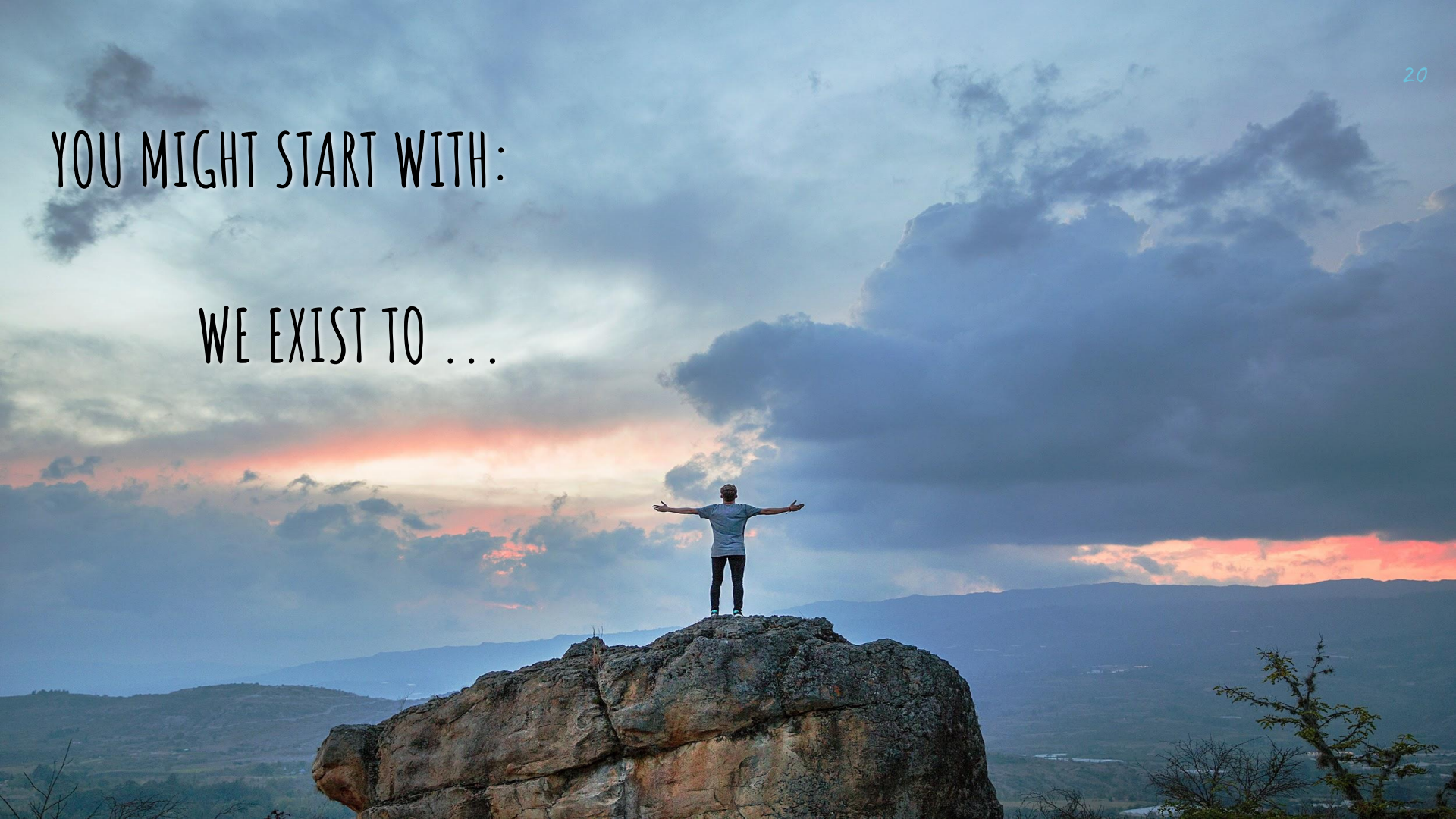


IN YOUR OWN WORDS, WRITE DOWN YOUR ORGANIZATION'S PURPOSE, CAUSE, OR BELIEF (NOT YOUR OFFICIAL MISSION STATEMENT).



YOU MIGHT START WITH:

WE EXIST TO ...

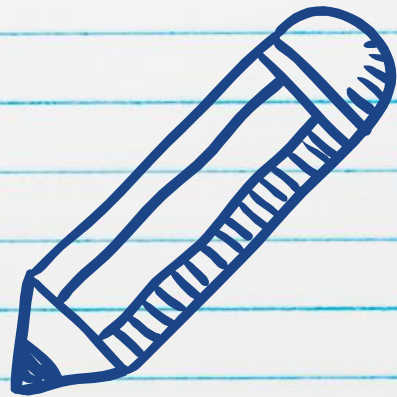


AT STREAMLINE, WE EXIST TO STRENGTHEN
DEMOCRACY BY HELPING SPECIAL DISTRICTS CLEARLY
COMMUNICATE THE IMPORTANT WORK THEY DO.

WHAT DID YOU DISCOVER?



EXCERSISE 3: USER STORIES



USER STORY FORMAT:

AS A ... (parent, rate payer, etc)

I WANT ... (a safe space, affordable rates, etc)

SO THAT ... (... my kids have a safe place to be outdoors, I can afford my services, etc)

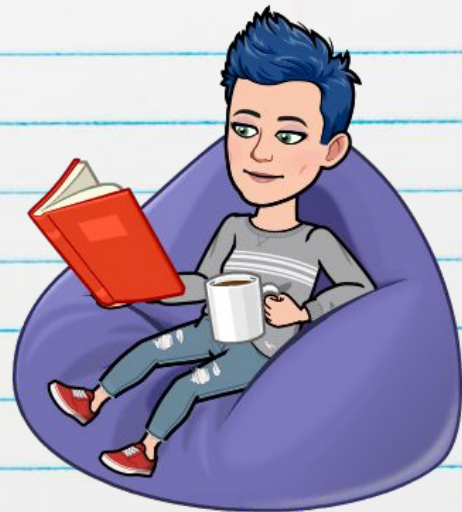
AS A ...
I WANT ...
SO THAT

...



USER STORY INSIGHTS HELP YOU CONSIDER
YOUR AUDIENCE WHEN TELLING YOUR STORY.

WHAT DO THEY CARE ABOUT?



RECAP, WEEK 2:

- YOU HAVE A STORY TO TELL, AND IT'S LIKELY BIGGER (AND MORE INSPIRING) THAN YOU THINK
- USE EXERCISES LIKE THE "WHY" QUESTION, DRAFTING YOUR OWN NOBLE CAUSE STATEMENT, EXPLORING WHY YOU LOVE YOUR DISTRICT, AND USER STORIES TO HELP YOU HONE IN ON WHAT THAT INSPIRING STORY MIGHT BE.

WEEK 3:
EXAMPLES AND TIPS OF GOOD
STORYTELLING

WEEKS 4-6:
GETTING THE WORD OUT /
GUERRILLA MARKETING

#SpecialDistrictStories

