



COMMUNITY HEALTH
IMPROVEMENT PARTNERS
making a difference together



STORYTELLING



INTRODUCTION TO STORYTELLING:

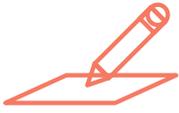
Storytelling is a great method for creating and communicating content that inspires and moves people to support your school meal and Farm to School programs. Good storytelling includes content that triggers the response you are looking for, with imagery and a narrative that connects with your target audience. It unlocks an emotional or empathetic response in the brain, which helps listeners to remember details and take action. Using storytelling can be a powerful tool to make your content memorable. Storytelling is not just about the language you use, but can also include visual content to share your message in a compelling way.

STORYTELLING CHECKLIST:

- **Develop a plan:** Identify what information you will need for your story. Who do you need to talk to? Are there any photographs or information you need to gather for your story? Establish a timeline for when you would like your story developed and how you want to promote your story. For example, are you interested in posting in your school's newsletter or connecting with a media outlet (e.g., local newspaper, tv channel, etc.)?
- **Create a format:** Draft an outline for your story. Your story should include a character (i.e., the protagonist), a conflict or obstacle, and a clear conclusion which demonstrates change. In addition, your story should answer the question "so what?" (why is this important to your audience?) and "now what?" (what would you like people to be inspired to do?).¹
- **Start writing:** Just start writing! You can always edit your language once you have something written on the page. Be sure to include imagery to captivate your audience. Keep in mind the central message and emotions you want to convey. If needed, narrow the scope of your story to include only the necessary details.
- **Review your draft:** Thoroughly review your drafted story for any edits. Have a staff member read through your story to give feedback. If possible, have someone from your target audience read through and share what message(s) they took away.
- **Promote your story:** Post to multiple platforms to better market your story to your audience. If sharing with a news or media outlet, you will want to create a press release to share.² Be sure to include photographs and visual content which include people (e.g., students, families, staff, teachers, school nutrition service staff, etc.) to better connect with your readers. Consider your audience's culture when publishing and use language your community or target audience can connect with.

¹ Source: BrandTrust. (2018, January 25). Your Brand Storytelling Checklist: Everything You Need to Craft Your Brand's Story. Retrieved from <http://brandtrust.com/brand-storytelling/>

² For more information on how to write a press release, visit: <https://blog.hubspot.com/marketing/press-release-template-ht>

ACTIVITY**STORYTELLING IN ACTION: IDENTIFYING STORIES IN FARM TO SCHOOL**

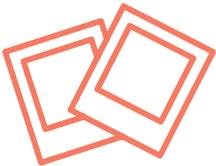
1. Identify stories about Farm to School in your community by asking the following questions:
 - Are there any upcoming Farm to School events we would like to highlight?
 - What changes have occurred in my community that I want to share?
 - Are there any people who are going above and beyond in their role?
 - Are there any students or families who are positively impacted by our work in Farm to School/school meal distribution?



2. Identify champions or individuals to highlight in your community by asking the following questions:
 - Who are the people or “champions” of Farm to School at my district?
 - Are there any teachers or staff who are advocates for Farm to School or school meal programs at my district?
 - Are there any parents who are active within my school community who are interested in student wellness, Farm to School, or school meal programs?



3. Once a story is identified, set up an interview or conversation with your Farm to School champions to get meaningful quotes and messages. Here is a list of example questions to ask:
 - What changes have you made (or seen) in Farm to School over the past year?
 - How has Farm to School impacted your students and families? Can you share any stories?
 - Why do you think Farm to School is important?
 - What do you enjoy the most about our Farm to School program? Why?



4. Take pictures or videos to support your story! Examples include pictures of school food champions, colorful fruits and vegetables, and student artwork.



TIPS TO GET YOU STARTED



Storytelling Outline: Key Components

- **Challenge** - What obstacles are in the way? Why haven't our goals been achieved?
- **Solution** - What important lessons were learned? Discuss key insights.
- **Impact** - Describe the impact on communities and individuals. Use data and numbers if appropriate to support your story.
- **So what?** - What does your story mean for your audience? What is the one concept or big idea you want your audience to remember?
- **Now what?** - What changes do you want your audience to make given the story? What goals need to be accomplished?³



Storytelling Language: Key Components

- **Central character(s)** - Include people for your audience to connect with.
- **Emotional hook** - Include stories that are relevant and connect with your audience.
- **Imagery** - Insert sensory details to help paint a picture for your audience.
- **Surprising factor** - Incorporate something that catches your audience off-guard. Examples include sharing something that went wrong or a surprising learning experience.
- **Immediacy** - Include relevant information which drives your audience to act.
- **Accessible to audience** - Use language and pictures your audience will connect with. Post on platforms that are accessible to your audience.⁴

Farm to School Collective: Example Resources

- [Farm to School Champion Stories](#)
- [COVID-19 Press Release](#)

Additional Resources:

- [Your Brand Storytelling Checklist - BrandTrust](#): Guide on essential storytelling tips, including the three elements of storytelling and your brand's story arc.
- [How to Use Brand Storytelling to Break Through - StorySoft](#): Complete list on why storytelling is important to market your brand.
- [School Nutrition Outreach Toolkit - Wisconsin Department of Public Instruction](#): Toolkit on how to market school food, including information on key messages, news releases, and storytelling.
- [How to Write a Press Release- HubSpot](#): Information and templates for writing a press release.

³ **Source:** BrandTrust. (2018, January 25). Your Brand Storytelling Checklist: Everything You Need to Craft Your Brand's Story. Retrieved from <http://brandtrust.com/brand-storytelling/>

⁴ **Source:** The Ultimate Brand Storytelling Guide. (n.d.). Retrieved from <https://storysoft.io/brand-storytelling-guide/>

