

Storytelling for Grant Proposals

June 25, 2024



Columbia County
PLACEMAKING INITIATIVE



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





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