

*Sloane Dell'Orto,
Streamline*

HOW TO TELL YOUR STORY

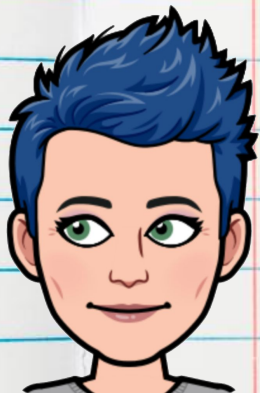


WHY
WE'RE HERE

Streamline builds online
communication and collaboration
tools just for special districts.

We ^{all} need to work together to
strengthen the voices of
districts across the country.





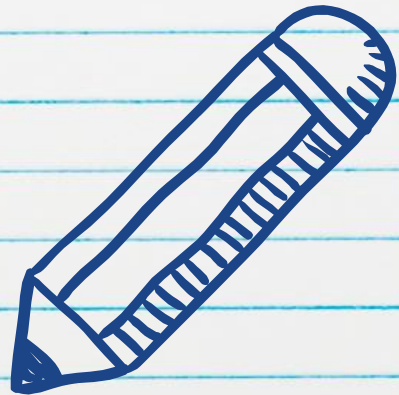
Week 1:

How Storytelling
is different from
“just writing”

Why tell your story?



STORYTELLING IS DIFFERENT THAN
"JUST WRITING"





WHAT'S THE
STORY HERE?

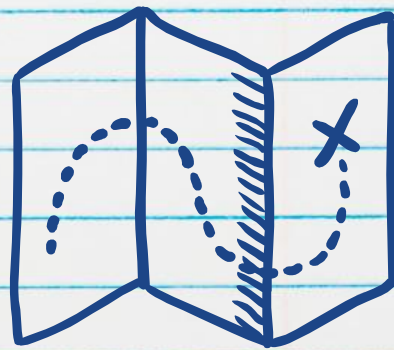
WHAT'S THE
STORY HERE?



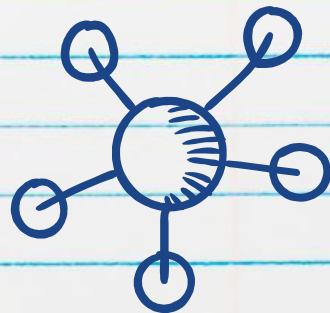
WHAT'S THE
STORY HERE?



A story takes readers on a journey, one where they can see themselves as a part of the story.



Storytelling is all about connecting
your readers to your district
through the story itself.





HOW FLOODING CAN AFFECT A
NEIGHBORHOOD, WITH A FOCUS ON
AN EMPLOYEE HELPING MITIGATE

HOW COMMUNITY SERVICES DISTRICTS
HELP COMMUNITIES THRIVE AND
CHILDREN GROWN UP STRONG



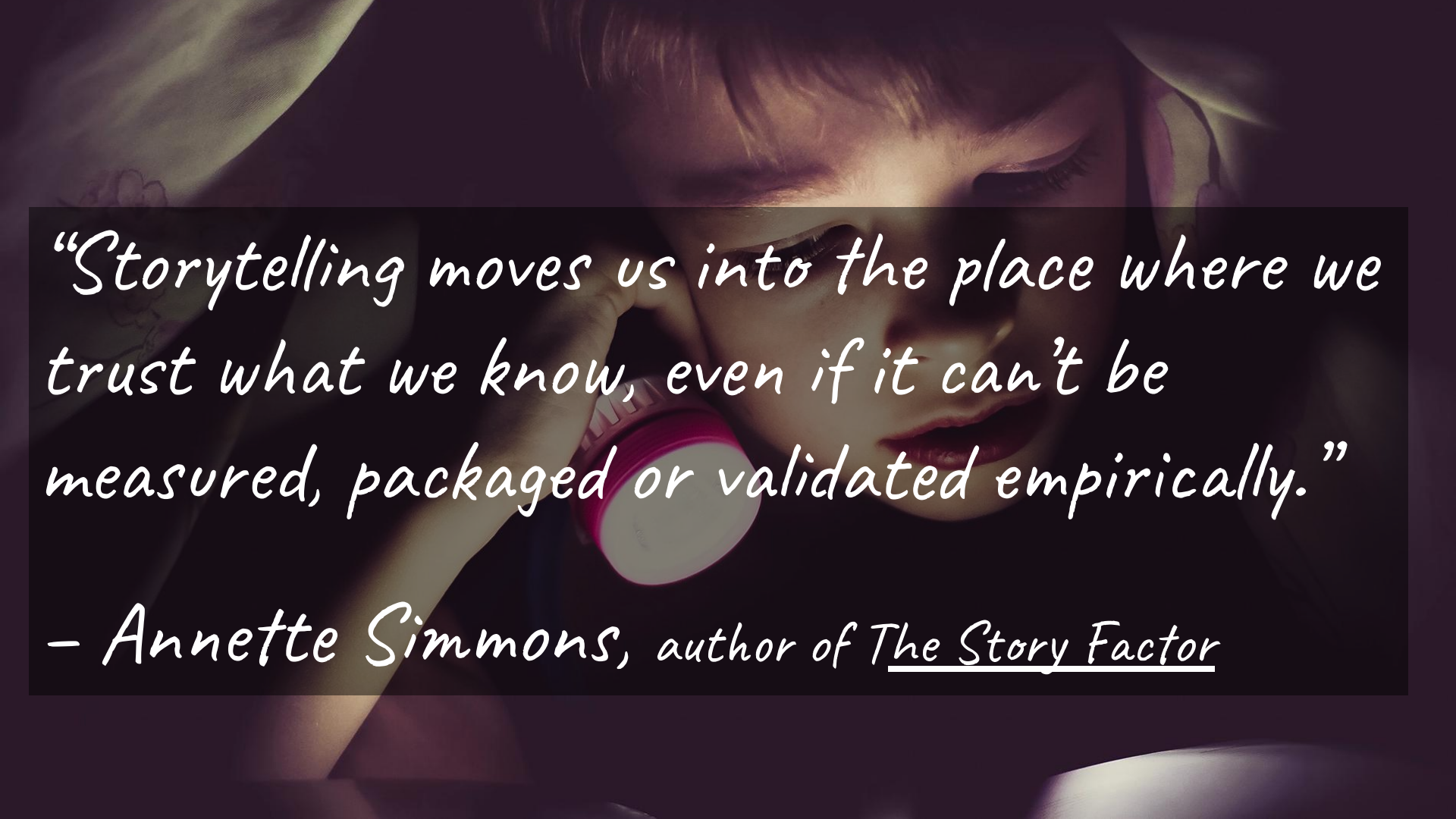
Storytelling is, above all, personal.



HOW RECREATION AND PARK
DISTRICTS GIVE THESE CHILDREN A
PLACE TO ENJOY THE OUTDOORS

HOW WATER AND SANITATION
DISTRICTS PROVIDE ESSENTIAL SERVICES
AND PROTECT THE ENVIRONMENT

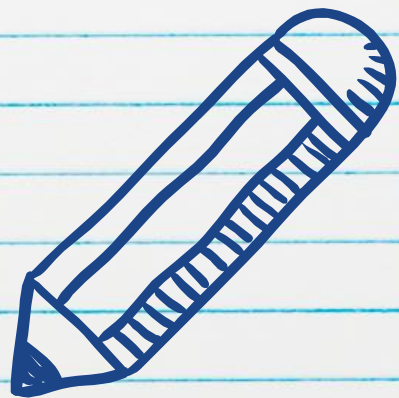




“Storytelling moves us into the place where we trust what we know, even if it can’t be measured, packaged or validated empirically.”

– Annette Simmons, author of The Story Factor

WHY BOTHER TELLING YOUR STORY?



NOVEMBER 1, 2015

HOUSTON CHRONICLE

In area MUD elections,
handful of voters decide
\$1 billion in bonds

“... the company says that it
specializes in ‘turn-key voter
trailer’ election services ...”

TO COUNTERACT THE
BAD PUBLICITY OF
A FEW BAD APPLES



10:25 / 15:19





TO COUNTERACT THE
BAD PUBLICITY OF
A FEW BAD APPLES



Eyewatch Specialdistricts

January 3 at 6:20 PM · 🌐



Orangevale Recreation and Park District is fundamentally corrupt, dishonest and self-serving and authoritarian!



MAILCHI.MP

**LA school won't explain n
\$782,000 payout to former
superintendent, as auditors call for fraud
investigation**

Scandal-plagued Montebello Unified School...

TO COUNTER-INFORM
THE PUBLIC

TO MAKE A CONNECTION DURING
A TIME OF SOCIAL DISTANCING



If you don't tell your story, who will?

- People against a necessary bond?
- People who think you should be consolidated with another district, possibly against the will of the public?





WEEK 2:

WHAT IS YOUR STORY?
GETTING TO YOUR NOBLE
CAUSE / THE WHY.

WEEK 3:

EXAMPLES AND TIPS

WEEKS 4-6:

GETTING THE WORD OUT /
GUERRILLA MARKETING