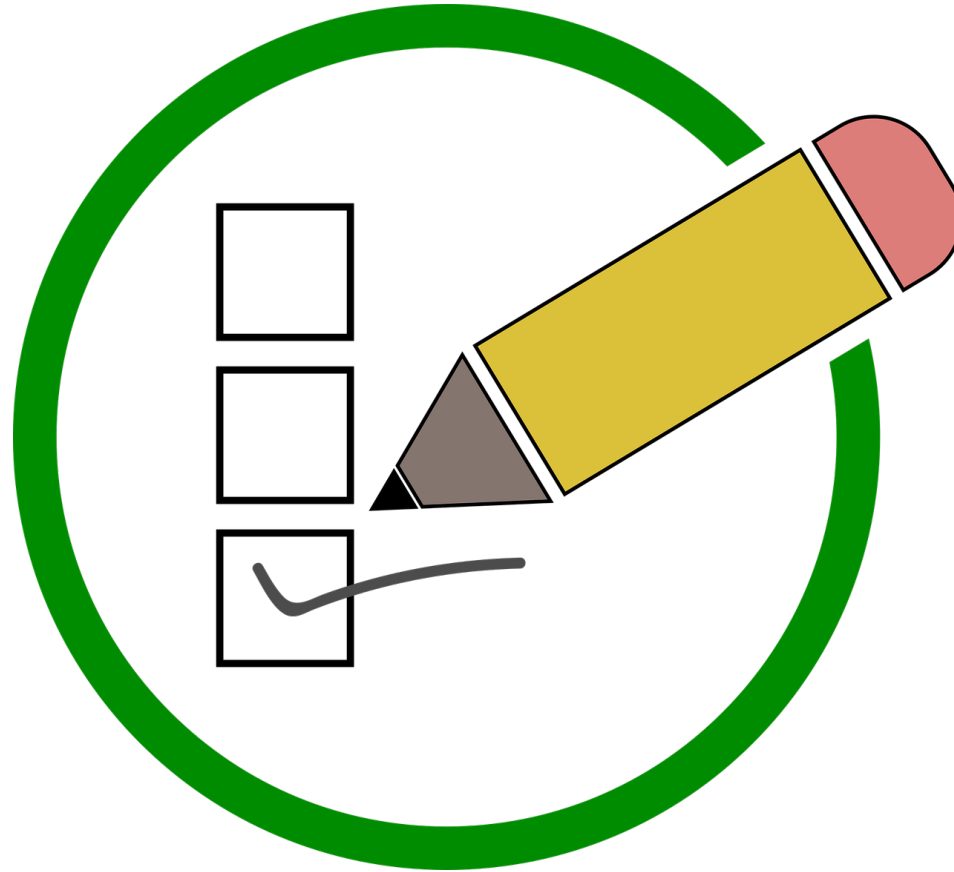




# Sharing Your Agency's Story



# How do you share your story?





# Breakout Rooms

- Stay here – Liz for sharing your story fundamentals with interactive exercises.
- Room 1 – Marsha for roundtable discussion and sharing creative ways you telling your story.



# What makes your agency unique?

Share in the chat what makes your organization unique.

- Statewide – statewide members and regional staff committed to personalized capacity building support
- Health literacy division focused on community based work
- Workforce connections
- Advocacy



# Create a position statement

We're the people who \_\_\_\_\_  
\_\_\_\_\_.

No one does \_\_\_\_\_ better than we do.

We like to be seen as \_\_\_\_\_  
\_\_\_\_\_.



# Wisconsin Literacy: position statement

We're the people who build the capacity of organizations and individuals statewide to be the best they can be through improved literacy services.

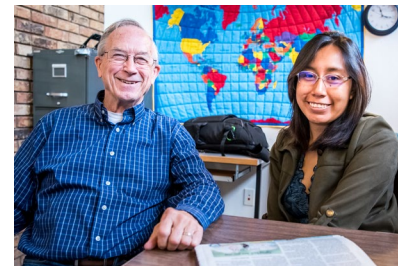
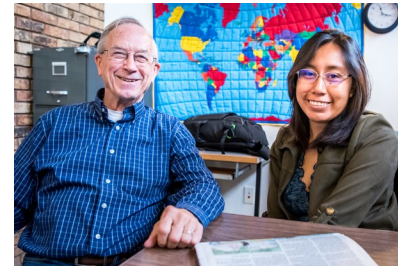
No one does capacity building better than we do.

We like to be seen as a trusted, innovative, inclusive, and experienced statewide organization.



# Rule of 7

People need to see your message seven times before they remember and act on it.





# What audience are you trying to reach?

Share in the chat who you want to share your story with.

- Community-based literacy organizations
- Partners (Department of Public Instruction & Workforce Development)
- Healthcare partners and community groups (Alzheimer's & Dementia Alliance of Wisconsin)
- State representatives (Finance Committee, Ex. Representative Amy Laudenbeck)
- Donors and potential donors



# Create an audience avatar

- What is the age, income, location, technology habits of this person?
- What are their personality traits and interests?
- What are their motivations? Why might they attend an event or program? How might this event or program enrich their life?
- What are their core needs and how does your program help them solve that core need?
- In their life, what is difficult or frustrating for them? What obstacles do they have to overcome to attend your program?



# Meet “Elle” avatar

What are his or her core needs?

- Community enrichment and making impacts on a person’s life

What needs does she or he have that you can help solve with a program or event?

- Support and not feel isolated
- Tools and resources to do her job better





# Where do they get their information?

Share in the chat where you think (or know) your target audience gets their information.

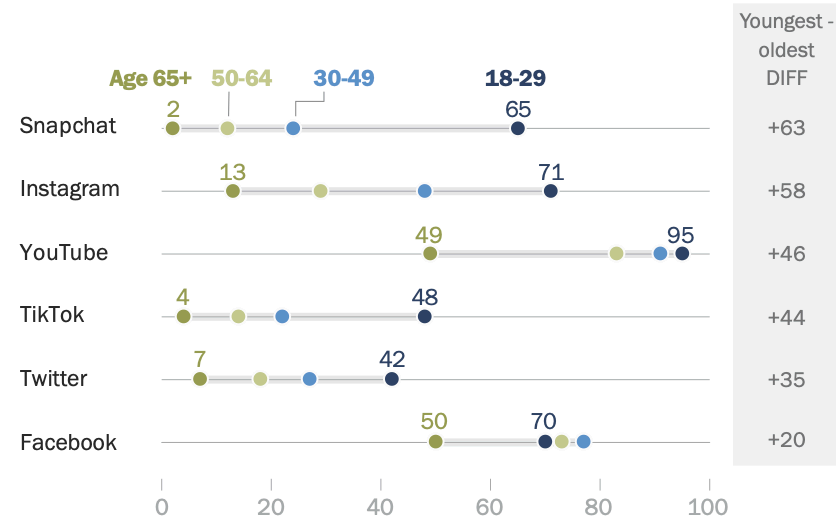
- Email
- Peer to peer fundraisers
- Finance Committee on the state legislature



# Social Media Use in 2021

## Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

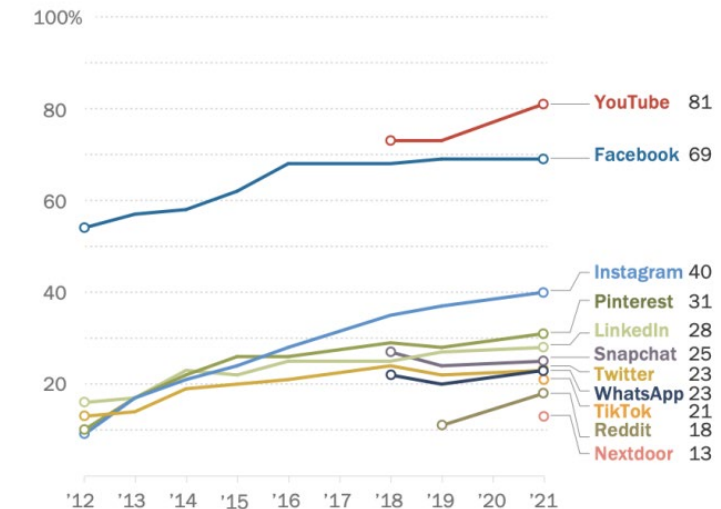
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

## Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

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# Building Media Relations

<https://wisconsinliteracy.org/resources/literacy-blog.html/article/2019/11/05/marketing-on-a-tiny-budget>

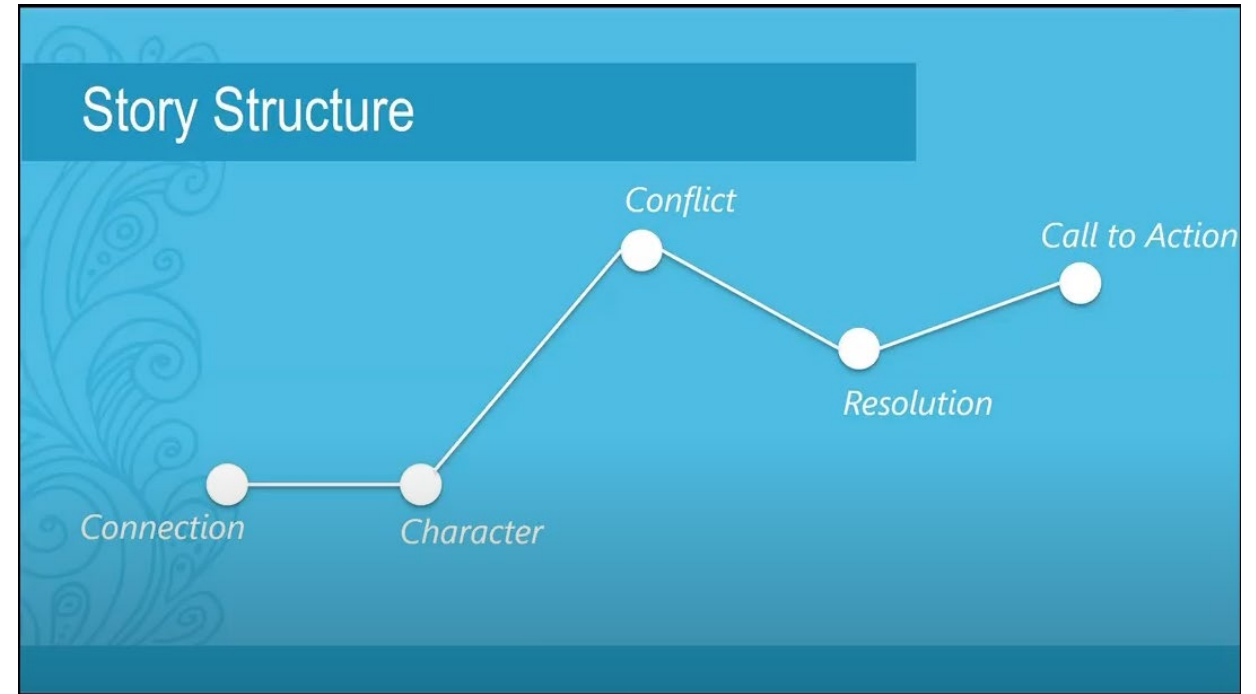
- You are the expert on literacy in your area.
- Localize the story
- Follow-up your email with a phone call





# Sharing Stories

- Recognition and empathy
- Motivates listener to action





# How do we share stories with respect?

As we collect and share testimonials from students, how do we do so empowering the students?

- Making sure have permission (signed release statements) and give them leave say no.
- Making them a part of the narrative and review process.
- Use their words.





# Tools of the Trade

- Taking photos and videos:
  - Get in close
  - Pay attention to the background
- Canva for Non-profits: <https://www.canva.com/>
  - Stock photos
  - Templates for flyers, social media posts, newsletters, reports, photo slideshows, etc.
- Make it local:
  - <http://map.barbarabush.org/map/>
  - <https://nces.ed.gov/surveys/piaac/skillsmap/>



# Share your story

- ✓ Tell your unique agency story using learner and tutor stories, photos, and statistics.
- ✓ Keep your audience in mind using an avatar
- ✓ Focus on where your intended audience is getting their information
- ✓ Re-use and re-purpose stories





# Questions?