Rhode Island Land & Water Conservation Summit *Storytelling 101 Planning Sheet* **Step 1**

Organization: _____

Step 1: <u>EXPLORE</u> the stories you might tell:

a. List possible stories:

- b. Make a choice -- Which story is most important, right now, for you to tell? Place a "*" next to your choice.
- c. Who is your story audience? Give some thought to what age group, geographical location, organization, club, etc. that you want to focus on. List as many as you come up with here:

d. Focus your audience choice by rating (from 1 to whatever) in order of importance for this story.

Rhode Island Land & Water Conservation Summit *Storytelling 101 Planning Sheet* **Step 2**

Step 2: <u>**DISCOVER**</u> the methods best suited to tell your story:

a. There are more ways to tell a story available today than at any other time in human history. Brainstorm and list possible story-delivery-methods for your top choice from Step 1c:

- b. Make a choice -- Which method is best suited for your story and audience choices? Place a "*" next to your choice.
- c. Create a story flow chart. In the space below, outline key elements that you want to share. You don't need a lot of details, rather, you need headings and main ideas. Organize them in a sensible way when you are finished.

Rhode Island Land & Water Conservation Summit *Storytelling 101 Planning Sheet* **Step 3**

Step 3: <u>**DEVELOP**</u> an organizational Storytelling Action Plan:

- a. Whose permission/support do you need and how will you get it?
- b. How will you fund your storytelling effort?
- c. Are there other organizations, agencies, individuals who might want to be your partners on this project? Do you know who to contact? If so list. If not, how will you get that information?
- d. Who do you need to contact to learn the whole story so you get it right?
- e. What technical expertise do you need and who might be able to fill that need?
- f. What is your storytelling project timeline?

g. Other considerations: