

Telling Your Story

Everyone has a story to tell.

Thinking through how to share your work with others can be one of the most fulfilling aspects of the creative placemaking process. Use the prompts below as jumping off point for your narrative as you think through the lessons you learned, whose voices you want to uplift as you share your work with a wider audience, and how to involve your community partners in this stage of the project.



Your Story

What is the story you wish to tell? As you imagine your story consider your program's impact on residents, connections to community concerns, evidence of your impact, the core lesson of your story, and who should tell it. You may have variations on your story for different audiences, so start with the most compelling one.

Your Audience

Who are the audiences/constituents/partners/funders you will want to communicate to about your initiative? Consider funders (existing, former, and potential), neighborhood groups, news media, board members, your own institutional leaders, partners, community leaders, elected officials, and other stakeholders.

Impact on residents and community

Identify one or more individuals whose lives have been significantly improved through participation in your creative placemaking initiative. How has your initiative impacted their lives?

Connections to community concerns

How does your project respond to the compelling community development challenge you identified in your assessment and especially the primary audiences for your message?

Evidence

What evidence supports your story? Specific anecdotes and empirical data make a good combination. When quoting data, try to find comparable data from neighbouring communities to provide context, e.g., “100% of our youth graduate from high school in districts where the norm is 40%.” What evidence do your key stakeholders value? Consider quantitative data, testimonials from community leaders, evaluation reports, etc.

Lesson of this story

If the audience you most care about remembers just one thing about your story, what should it be? What is the core takeaway message?

Voice

Who should tell the story? Remember the most compelling voices will be participating residents and respected community leaders. If your program staff or board members are speaking, which of these more compelling voices can you quote?