

HOW TO SHARE YOUR STORY

Being able to share your stories and showcase your experiences of projects and initiatives with individuals, groups and the wider community is very important.

People become connected through storytelling, particularly ones which reveal their own motives and what they care about. It can prompt a positive level of curiosity with people wanting to find out more. It can also help uncover people, places, skills and assets within the community that might not otherwise have been known about.

Not only can it enable you to showcase to your members, the local community, and wider stakeholders that you are more than just a club, it is also powerful in demonstrating what impact has been experienced by local people and the wider community.



Below are some simple steps to help you pull together that encapsulating story**1. Start with why**

- What message are you trying to share and more importantly why? If you are not clear on this, your story may not relate in the way you envision it too.
- Be clear on who you are trying to connect with through your story. Once you determine who you want to reach, you will find it easier to know what you want to say and more importantly how you want to say it.
- Knowing your audience will lead you to delivering your story in a way which will relate best. This may not just relate to the way in which you tell the story, but it may also include how you best communicate this too. While getting a feel for their culture and community.

2. Forming connections

- Sharing real memories and life experiences of those involved, demonstrates that local people / groups are at the heart of the story. The audience will be able to relate to the memories, emotions and experiences shared and more importantly form connection and empathy.
- Detail what events happened but be careful not to list everything. Pick out certain events, skills, assets that help highlight the message you are wanting to share. Think about the audience you are trying to interact with, what would they want to know.
- Everyone wants to know, what was the outcome. Be clear on how the result impacted the local people / wider community but also focus on the why. Why did the end results happen the way they did. Try to link it back to the main purpose / focus of the project or initiative.

3. Be honest

- Even the best plans don't always work. Be open to sharing the changes which may have had to be made. Reveal what steps were taken to adapt, what new / additional skill sets were needed and what were the outcomes.
- Demonstrate the key learnings that you took from those unexpected changes. Be clear on if you are going to share learnings, what is the purpose, why do you want your audience to know this.
- Talk through the events, the real events. No one wants to read a story to then later find out that it was not exactly how it happened. Honesty is key.



4. Don't make the club the hero

- Steer clear of the club being the central figure of the story. Let the individual, groups of people or the wider community tell their story, they are the heroes. Remember who your audience is and always stay connected.
- Try to avoid the club being the answer to everything. Engaging with the community is all about connection, collaboration, and togetherness and this is what the story should encapsulate.

5. Balance professionalism with personability

- Remember your why, the reasoning you are sharing your story and stick to this being the narrative throughout.
- Simple is still effective. Keep your audience at the forefront and remember less can sometimes be more.

6. Have a clear structure

- Take the audience on the journey. The journey of your project / initiative. Have a beginning, middle and end and never steer too far from the why, the reasoning you are sharing this story.

7. Make them care

- Connection is key. If the audience feels engaged and motivated to act on what they have read, what they care about, this could open relationships within the club and wider community.

