



CREATING PARTNERSHIPS THROUGH PARKS



Telling Your Story

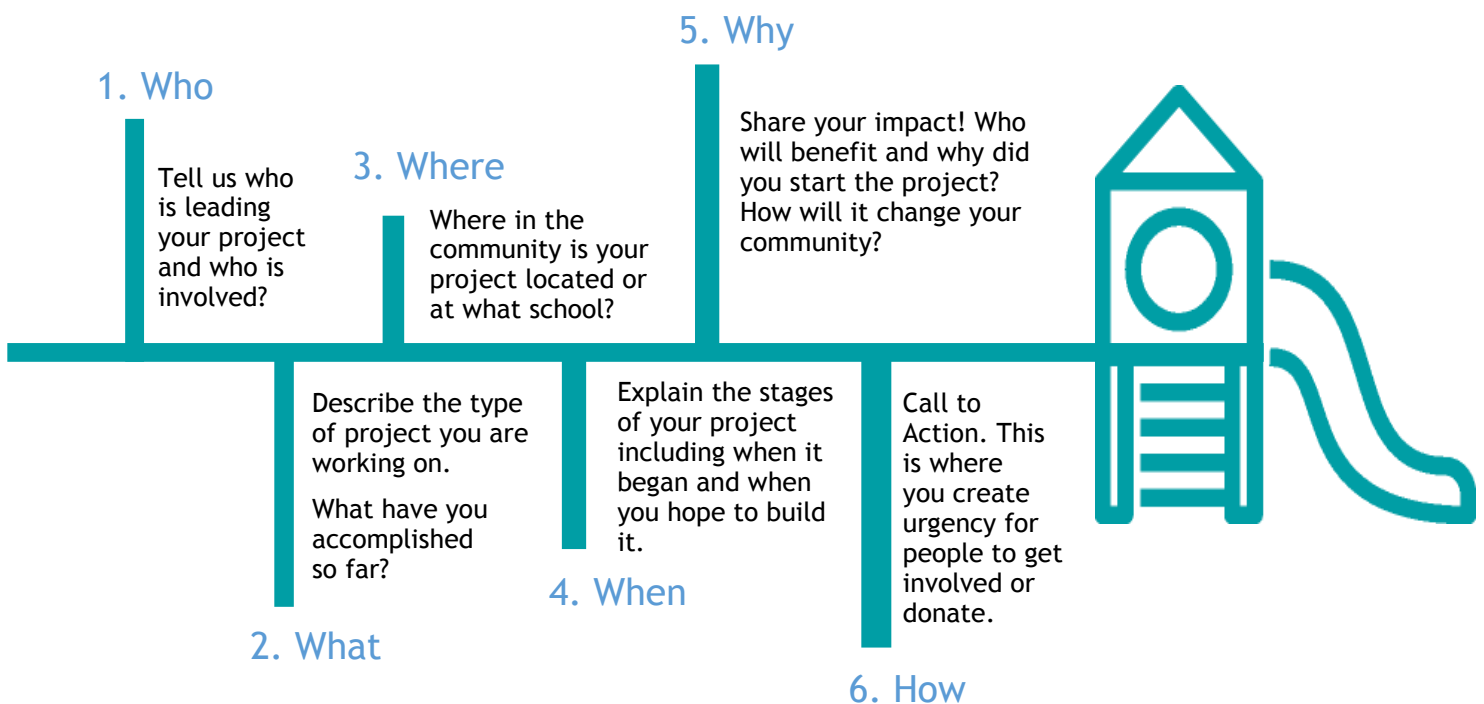




TELLING YOUR PROJECT STORY

WHY CREATING A STORY IS IMPORTANT TO YOUR PROJECT

Storytelling is a powerful tool that can be used to attract and motivate donors. A great story will inspire someone to take action because suddenly the cause is more than just an idea –it’s a real situation affecting real people. Help create an emotional connection with your residents and donors. Emotion is a strong motivator to encourage people to not only donate but to become active in your project.



Where to tell your story:

- Social Media! Create engaging posts and a project hashtag!
- Share your story with your councilors or MLAs when and ask them to spread the word
- Consider making a project website.
- Ask to include a project summary in your community newsletter.
- Share your story in Donor request letters and project thank-you’s.



DON'T FORGET TO TAG US ON SOCIAL MEDIA!



@ParksFdnCalgary



ParksFdnCalgary

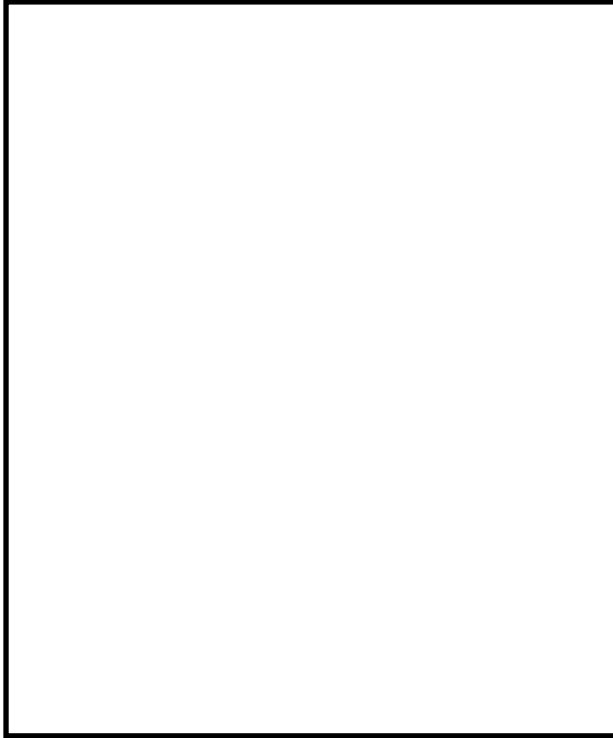


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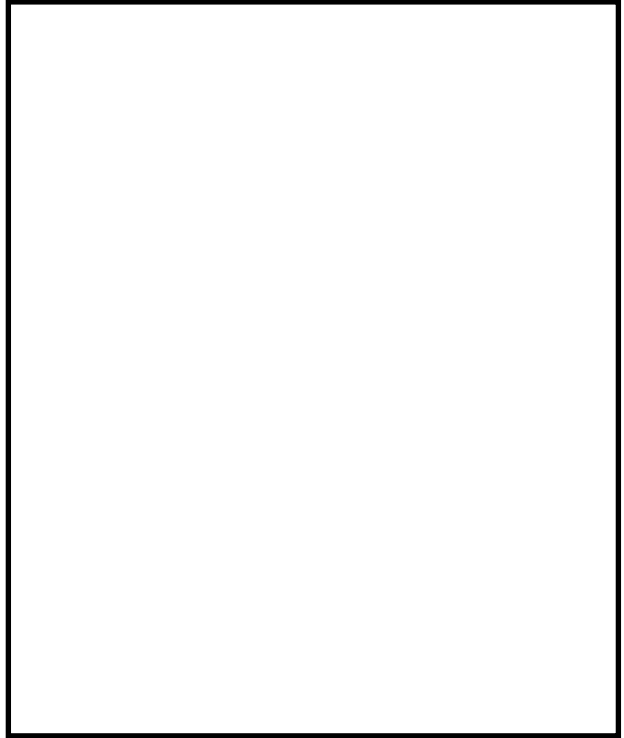


Create Your Story Outline

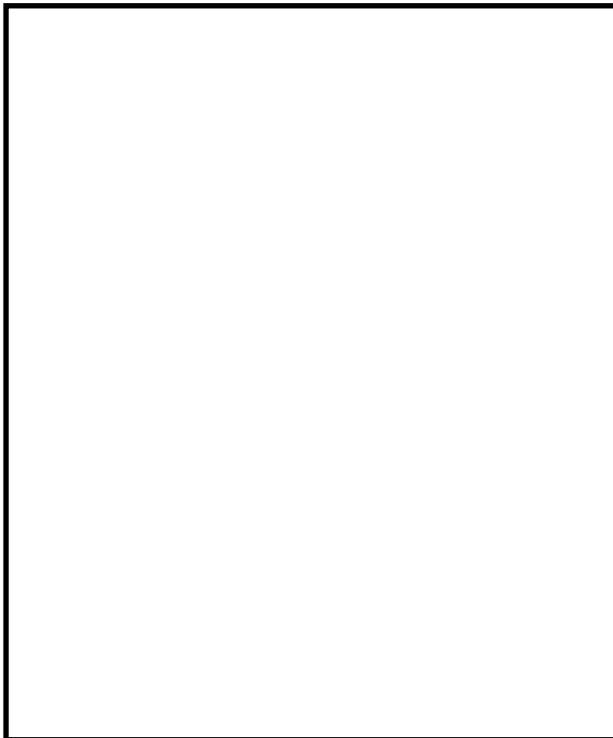
WHO IS INVOLVED IN YOUR PROJECT?



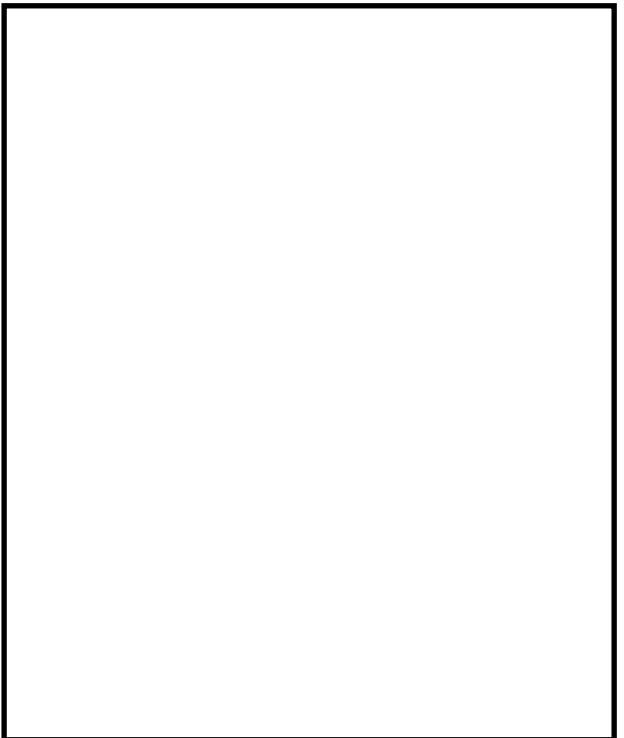
WHAT TYPE OF PROJECT ARE YOU CREATING?



WHERE WILL YOUR PROJECT BE LOCATED?



WHEN WILL YOUR PROJECT STAGES OCCUR?



Create Your Story Outline

WHY IS YOUR PROJECT IMPORTANT?

HOW CAN PEOPLE TAKE ACTION?

ADDITIONAL NOTES OR IMPORTANT ASPECTS OF YOUR PROJECT.