

Message Your Purpose: Story-Telling Frameworks that Reach Beyond the Choir

To reach past the "green" choir members with your business or organization's new innovations and bold ideas, we need to re-write those stories, rediscover our purpose and communicate our roots, uniqueness and successes in a way that resonates and energizes the mainstream. This lab will introduce new frameworks that refresh your perspectives, add value to your narrative and teach you how to reach new audiences with new media.

Presented by:

- **Site Story** creates and preserves social capital. From sustainability coaching and eco-education to preservation and community outreach, our services help build and maintain vibrant, healthy, sustainable communities. <http://www.sitestorynw.com/>
- **Andrea Learned** specializes in socializing sustainability wisdom. She provides social media engagement coaching, workshops and content strategy for sustainability-focused businesses and nonprofits. <http://learnedon.com/>

Outline:

- 1. What's YOUR Story?**
- 2. SHOW Not Tell**
- 3. PLOT Matters**
- 4. Create CONTENT**
- 5. ENGAGING Social Media**
- 6. AUTHENTIC Communication**

Case study links:

- Salmonsafe.org, PCC & Sal's Journey: <http://www.pccnaturalmarkets.com/pcc/videos/salmon-safe-sals-journey>
- zHome case study: http://your.kingcounty.gov/solidwaste/greenbuilding/documents/GT-zHome_CaseStudy.pdf
- zHome dig deeper: <http://z-home.org>
- Deschutes Brewery <http://www.deschutesbrewery.com/>
- Snohomish County Centennial Trail (temp landing page) <http://www.centennialtrail.com/>

Select content/social media example links:

- Interface sustainability: <http://www.interfaceglobal.com/Sustainability.aspx>
- Ibex through Instagram: <http://ibex.com/livingibex>
- Paladino and Company blog: <http://www.paladinoandco.com/blog/>
- Green Canopy YouTube: <http://www.youtube.com/playlist?list=PL0D4A66051B5764D0>

Message Your Purpose | Lab Discussion

Question 1: What's your Sustainability Story?

Describe:

Is it compelling?

Is there another step you could/should take?

Who should be involved in crafting the message/identifying metrics/deepening the action?

Question 2: What would you like to achieve by sharing your sustainability story?

Top Goals: be a resource, reach new audience/customers, inspire change, other options?

What media do you currently use?

What works & what doesn't?

Based on today's discussion, what idea presented excites you most for use at your organization and why?