

Where We Tell the Stories Roundtable Notes

Group 1

How do stories change depending on the media used?

- Annual report
- Website
- Social Media
- Presentations

What are the challenging with each media and brainstorming solutions to those challenges?

- Getting better at creating stories on a website: who is the audience? (parents and families who want to be involved?), communicating basics (who, what, how), informational, solid about page (what do you do? What's your mission?), pictures, Separate tabs, organizing your page effectively, making sure website is accessible and adaptable, website being ADA compliant,
- Blog posts, newsletter, podcast, media/press (what are the benefits of having each of these? Keeping it relevant and timely)
- Events (depends on the type of event – golf outing, game day, dinner - catering to your audience, attention span)
- Word of mouth
- Marketing events
- Presentations (educating on topics)
- Networking events – how to quickly communicate who you are
- Annual reports – communicating impact
- Talking to possible donors, sponsors, investors and potential partners
- Social media – what audience are you looking for and what do they use
- Speaking with other professionals
- Mentors
- Participants and families
- Board Members
- Resource fair
- How to speak differently to different types of people?

How is information going out?

- How to put content out there? Is it more important to have perfect content or some form of content?

Common problems?

- Can you talk about everything all at once?
- How to prioritize certain pieces of information?

- Do you word things differently when you are trying to achieve sponsorship and donations?
- How do you get to know your audience before you actually are in person? (through social media?)
- Discussing how to price your events? How to find people to sponsor your events?

Group 2

Where you do tell stories?

- Special events
- In person
- News letters
- Community outreach
- Resource fairs
- Online
- Networking events
- Social media (email blasts, Facebook, Instagram, LinkedIn, YouTube, Vimal, blog)
- Transition fairs
- At grocery store
- IEP meetings
- Hospitals
- Chamber of congress meetings
- At home
- Parent support groups
- Perspective families
- Program participants
- Clients
- Staff meetings
- Over the phone
- Conferences
- Grants, sponsors, investors, partnerships, other businesses
- Flyers, one-pagers
- Legislators offices
- Presentations
- Annual reports
- Mentors and Mentees
- Interviews
- Board members
- Articles

LinkedIn

- Why is LinkedIn important? Attracting the right audience, spreading awareness, what are your opportunities? How do I get involved? What do you do?
- What are some important points to emphasize on LinkedIn?

- How many clicks does it take to know how to get involved?

Podcast

- The importance of just putting something out there. It doesn't need to be perfect.

Website

- When to find the time to work on your website and how to motivate yourself to create a website?
- How to find interns to create your website for you?
- Mission, team, current projects, "wish list", testimonials,