

RIVER BEND
FOOD BANK

MEMBER OF
FEEDING
AMERICA

STORYTELLING WORKSHOP

Introduce yourselves in the chat box!



Agenda

- Purpose of Storytelling
- Key Elements
 - Examples
- How to collect stories
- Repurposing stories
- Workshopping yours!



Purpose of Storytelling

- Storytelling is a tool/tactic. It's a powerful a way to connect with our audience to explain our mission, to celebrate successes, and to call to action.
- For different audiences
 - General public
 - Neighbors
 - Volunteers
 - Donors
 - Policy Makers
- On multiple channels





Key Elements

- Authentic
- Evokes Emotions / Senses
 - Images / Infographics
 - Videos
 - Descriptive Prose
- Answers “Wh-” Questions
 - Data
 - Results
- Call to Action

It's [#NationalVolunteerWeek](#)! We are grateful for all the volunteers who make our work possible. Today we recognize Ron Ludwig - an 11-year volunteer at our St. Stephen's Branch! He volunteers regularly sorting products, picking up donations, packing boxes, and putting items away. Thank you for all you do!

It's because of dedicated volunteers that we're able to distribute 23 million meals each year.

[#EveryActionCounts](#)





Mercedes spent more than a decade running an assisted living community. For years, she was the woman in charge – helping residents get around, get their medication and live comfortably.

Now, she needs the help.

So, she's living with her son, Manny, who takes care of her. She has some mobility issues and is on a specific diet to manage her pre-diabetes. But because of her fixed income, it's not easy to afford all the food she needs to stay healthy. And while Manny's part-time job helps, it's still not enough at the end of the month.

Without anywhere else to turn, Mercedes and her son visit their local food pantry.

"The greens and fruits are really helpful for us," she said.

The pantry is a partner of a food bank in the Feeding America network. It's helping Manny make sure his mother doesn't have to worry about where her next meal is coming from as she gets older.

"It's been a big help. We're very grateful for the food," Manny said.

How to Collect Stories

- Ask the guests who use your services
 - In person
 - Website/social media
 - send to staff email
- Ask volunteers for their stories (or for those of the guests)
- Ask donors to share why they give
- What else?



YOUR INFORMATION

HOW ARE YOU INVOLVED WITH RIVER BEND FOOD BANK? *

☐ I get food from a pantry ☐ I volunteer ☐ I'm an Agency Partner ☐ I'm a donor ☐ Other (please describe below)

TELL US YOUR STORY. *

Share in writing, in photos, and/or in a short video why River Bend Food Bank is important to you. (What was your first experience with the Food Bank? Why should people support the Food Bank? What would you say to the next generation of our community members to get them involved?)

PHOTOS:

JPG only please. 5MB max.(photos from a mobile device work best)

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VIDEOS:

MP4 only please. 5MB max. If your video is too large to upload, [please contact us](#) for other sharing options.

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MEDIA RELEASE *

By checking this box, I attest that I have permission to submit the information and file(s) attached and that I have read and agree to the [Terms & Conditions](#) of submitting this form.

☐ [Accept](#)

SHARE YOUR STORY

Don't Forget





- Follow your organization's guidelines for advocacy efforts when sharing the story
- Write the person's story with dignity
- Make sure each person in a story has signed a model release form


Repurposing Stories

- Consistent messaging across channels
- Saves time
- Different channels have different best practices.
 - Instagram - Strong images, hashtags galore, but can't include links
 - Facebook / LinkedIn - Videos or images, text, hashtags
 - Twitter - 280 characters, hashtags, video or images good but not required
 - Website and newsletters - long form stories, images
 - Emails or printed marketing materials - shorter versions, quotes and images, email link to full story on website



Laurie's Story











**River Bend Food Bank**
September 23, 2021 · 🌐




Laurie's Story: On-site pantry gives security, hope, and time...
Seniors (60+) are a growing group experiencing hunger in our community. With the help of the on-site food pantry at her apartment complex, seniors like Laurie can spend time with their grandchildren and not worry about how to afford their next meal. Help us end hunger in our community - advocate, educate, volunteer, and give: visit www.riverbendfoodbank.org **#HungerActionMonth**
[See less](#)

 You and 8 others 177 Views

 Like  Comment  Share 

Up Next

**Long Train Runnin' (from Rockin' Down...**
The Doobie Brothers 
a week ago · 556.9K views



STORIES

1 in 10 adults and 1 in 5 children are struggling with hunger in eastern Iowa and western Illinois. Here are some of their stories.

Pantry Gives Hope, Time Together

Weathering the Storm

With a Little Help

A Veteran's Pride

A Meal and a Friend

Paying it Forward

A Little Food, Big Hugs



My name is Laurie. I've lived in the Illini Tower Apartments since right before Christmas of 2012. My husband, Steve, grew up around here, so when he got out of the service we moved back. I've seen a lot of changes in the building over those years, and I think bringing in a food pantry was one of the most positive.

I was the caregiver for my husband for the past 12 years. With the pantry in the building, I could go downstairs, hand out food, get some food for us, and still be close enough for him. We've gotten so much help from the food pantry here that when we got stimulus checks last year, we made donations to River Bend Food Bank in February.



"With help from the food pantry in our building, I have enough money to get some small craft supplies for my granddaughters so I can do things with them. That's important to me. I want to have that time with them and pass things on to them so they can pass things on to their kids someday. Having that time available and not having to worry about where your next meal is coming from is such a blessing."

- Laurie, pantry guest at Illini Tower Apartments

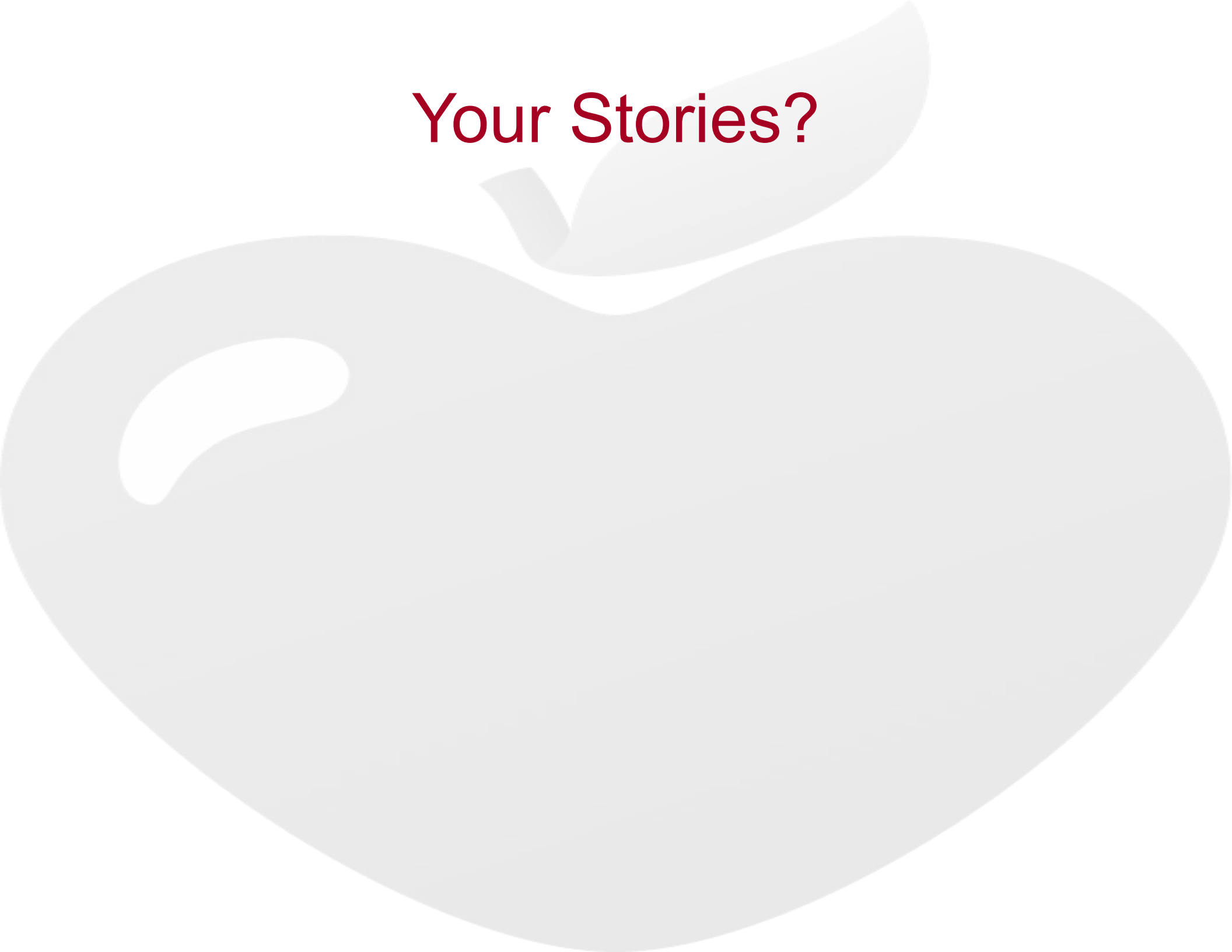
SHARE THIS PAGE

Sharing pages you care about helps spread the message of what River Bend Food Bank does, and that helps us make sure more people find food. Thank you for your help!

f Share

🐦 Tweet

Your Stories?



riverbendfoodbank.org/forms/

Webinar Recordings and Materials

- [Anti-Hunger Advocacy Guide](#)
- [Contacting Elected Officials Webinar Slides](#)
- [Contacting Elected Officials Webinar Presentation – Oct. 22, 2021](#)
- [Storytelling & Social Media for Advocacy Webinar Slides](#)
- [Storytelling & Social Media for Advocacy Webinar Presentation – Aug. 6, 2021](#)
- [Advocacy 101 Webinar Slides](#)
- [Advocacy 101 Webinar Presentation – July 23, 2021](#)

Resources and Flyers

- [Photo/Video Release Form Template – story collection](#)



THANK YOU!

1. Reach out to Becky at bgruhl@riverbendfoodbank.org or 563-345-6490, ext. 217
2. Check out the Agency Zone on our website for forms, resources, and helpful materials
3. Stay tuned for more webinars in the future!