Telling Your Story: Message Guidelines

If you want people to listen to what you have to say and remember the important points, tell a story. Think of your actions taken during Rain Check: A Guide for Stormwater Action. A helpful story is waiting to be told.

Here is a quick guide to telling memorable stories:

- **Opening:** Paint a picture with words. Plastic bottles, plastic bags, and cigarette butts along with oil from our cars pours daily into the Santa Monica Bay. Always remember to show the images you want them to remember. Make a memorable impression.

- **Background:** Provide the basic overview and context of the story you want to tell; be sure to include what you have done is part of EarthEcho International’s Expeditions Program.

- **Create Interest:** This is part of your story that holds your audience’s attention. Compelling facts, human interest anecdotes, including comments and surprising statistics capture the reader. They make your story compelling and make a lasting impression.

- **Resolution:** Every story has a strong ending. Let people know what they can do and how they can become involved. Create relevance by moving the reader toward taking action.

Communicating important messages:

- Keep your story simple.
- Be authentic.
- Make the information relevant. Give your readers a reason to care.
- Vary the length of your sentences.

Read your story aloud. Make sure this is your voice, your story, your message.