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 CleanUP as a great story waiting to be told.

Here is a quick guide to telling memorable stories:

- **Opening:** Paint a picture with words: *Early on a misty Saturday morning, 125 students poured off buses eager to get to work.* Always remember to show the images you want them to remember.
- **Background:** Provide the basic overview and context of the story you want to tell; be sure to mention what you have done is part of the Water Planet Challenge.
- **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.