STORYTELLING
FOR COMMUNITY ACTION AGENCIES
AGENDA

• Storytelling
  – What is a “Story”?  
  – Why it Works

• Our Story
  – Why & How DCED Tells Stories

• Your Story
  – Why You Should Invest in Your Story
  – Elements of Dynamic Storytelling
  – How to Develop & Share Your Story

• Open Discussion
STORYTELLING
“PEOPLE DON’T WANT THE VIEW FROM NOWHERE ANYMORE.”

THE HUFFINGTON POST
WHAT IS A STORY?

Frames information in a way that is easy to make sense of, and relate to existing experiences

- Stimulates emotional and biological responses
- Provides what brains crave; activates more brain regions than data alone
- Provides inspiration/motivation to act
“PEOPLE DON’T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE.”

-THEODORE ROOSEVELT
STORIES ARE EFFECTIVE

Good stories compel us to change...

The way we THINK
The way we FEEL
The way we ENGAGE
The way we ACT
OUR STORY
WHY DCED USES STORYTELLING

By “telling a story,” we are able to weave multiple messages throughout our advertising, pitching, collateral, earned media, and digital outreach.

This includes messaging about:

- DCED and our programs and services
- Pennsylvania communities, talent, and businesses
- The case for “why PA”
Pennsylvania
WORK SMART. LIVE HAPPY.
Pennsylvania is leading the way for successful businesses and communities with innovation, imagination and a legendary can-do spirit.

Pennsylvanians are innovators, from Ben Franklin through the talent behind today’s robotics and health sciences startups. The global economy demands fast-paced innovation at all levels, and PA is getting the job done—from pioneering the latest technological and scientific advances to developing collaborative support networks for early-stage entrepreneurs, to pursuing smart, creative approaches to community development and workforce training.
IN ACTION | PUBLICATIONS & REPORTS

Welcome to Pennsylvania.

You often hear that you can't have it all, but in Pennsylvania, you'll start believing you can.

Pennsylvania's location at the crossroads of business, innovation, and opportunity — first established by William Penn — has fueled our history and growth as a Commonwealth, and continues to guide our progress today. Our lush farmland, cities, small towns, and suburban areas offer opportunities in every aspect of life. Whether you’re a businessperson, student, or families looking for a place to call home, Pennsylvania has something for everyone.

Whether you’re seeking a new job, starting a new business, or simply visiting for a weekend, Pennsylvania has the resources and support you need to succeed. From state-of-the-art facilities to world-class universities, Pennsylvania offers a wide range of opportunities for growth and development.

So what are you waiting for? Start exploring the opportunities that Pennsylvania has to offer and discover why it’s the perfect place to live, work, and play.

“Proudly Made in Pennsylvania”

William Penn's foresight in establishing Pennsylvania as a land of opportunity and diversity continues to guide our progress today. Our state is home to businesses of all sizes, from start-ups to Fortune 500 companies, and offers a competitive advantage in a global marketplace.

With a rich history of innovation and a commitment to the future, Pennsylvania is positioned to lead the way in the 21st century. The Commonwealth is a place where ideas are born, businesses are launched, and dreams are实现.

Pennsylvania is a leader in manufacturing, technology, healthcare, and education. Our workforce is skilled, diverse, and educated, and our state is home to some of the most innovative and successful companies in the world.

In conclusion, Pennsylvania is a place where opportunity abounds. From its beautiful landscapes to its vibrant cities, Pennsylvania offers a unique combination of natural beauty and cultural richness. Whether you’re looking for a place to call home or a place to start a new journey, Pennsylvania has something for everyone.

So why not start exploring the opportunities that Pennsylvania has to offer? Discover why it’s the perfect place to live, work, and play.
FAYETTE COUNTY COMMUNITY ACTION AGENCY: A MODEL FOR COMMUNITY DEVELOPMENT

February 14, 2018

The Department of Community and Economic Development (DCED) administers the Community Services Block Grant (CSBG) program for community-based organizations. The CSBG program aims to revitalize low-income communities across the state by funding various initiatives, including job training, housing, drug counseling, education, and more.

We spoke to Jim Stark, CEO of Fayette County Community Action Agency, Inc. (FCCA), about how the CSBG program helped one of the lowest-income counties in Pennsylvania.

NATIONAL WEATHERIZATION DAY: LOCAL IMPACT IN BLAIR COUNTY

October 30, 2017

Oct. 30 marks National Weatherization Day, a day focusing local, state, and national attention on the weatherization assistance programs and the work being performed by dedicated community assistance providers. Governor Tom Wolf has proclaimed October 30, 2017 as Pennsylvania Weatherization Day to recognize the significant impact energy efficiency improvements have on the quality of life of Pennsylvania families.

Over the last 41 years, DCED has weatherized more than 137,000 homes and attended to over 125,000 heating oil emergencies. We spoke to a long-time partner of DCED, Single Cammen, Executive Director of the Blair County Community Action Agency (BCCAA), to learn about weatherization programs deployed at the local level.

How does BCCAA improve the quality of life for its residents?

COMMUNITY ACTION MONTH: PARTNERING FOR A BETTER COMMUNITY

May 30, 2017

May is National Community Action Month, which celebrates the stories and successes of Community Action Agencies (CAAs) and the 1,200+ Community Action Partners (CAPs), while raising awareness of poverty-related problems on both the city and the state level. The PA Department of Community & Economic Development (DECD) manages the Community Services Block Grant (CSBG), which provides funding opportunities to CAAs to assist the state in combatting poverty in short-term and long-term community. We spoke to Toby Waterhouse, CEO of Westmoreland County Action in Western Pennsylvania, about his agency’s successes and vision — including its Mount Pleasant store, American Architectural Salvage.

A Community Action Agency at Work.
OUR STORY IN ACTION | SOCIAL MEDIA

Facebook

LinkedIn

Twitter
IN ACTION | NEWSLETTERS

Report: 3 PA Cities are Spurring Growth & Change

Welcome to the first edition of Work Smart. Live Happy: A Pennsylvania Story. We’re proud to share this publication with you as part of our efforts to promote the important stories unfolding every day in our resilient and thriving communities.

In this inaugural edition, we selected three diverse communities from across the state — Bethlehem, Erie, and Johnstown — where people are making great strides in reimagining, redeveloping, and revitalizing where they live and work.

Gov. Wolf Launches PA Business One-Stop Shop

Designed specifically for both current and aspiring entrepreneurs, the PA Business One-Stop Shop is the go-to resource for planning, registering, operating, and growing a business while working smart and living happy in Pennsylvania.

The website makes navigating business-related processes in state government simple and accessible, so business owners can get back to doing what they do best — creating, innovating, and succeeding in Pennsylvania.

Pittsburgh Emerges from Act 47 Distress Status

Earlier this month, Gov. Tom Wolf announced that the city of Pittsburgh’s status as a distressed municipality under Act 47 is terminated. Pittsburgh is the second city and 14th municipality to exit the program.

West Chester Wins the 2017 Great American Main Street Award in Pittsburgh

West Chester’s revival began approximately 17 years ago when the West Chester Business Improvement District (BID) was established. The BID successfully secured a Keystone Communities designation through the Department of Community and Economic Development’s Keystone Communities Program.

Read more about West Chester’s award-winning transformation:
- What does it take to be a Main Street Finalist (Part 1 of 3)
- The Man Behind the City’s Transformation (Part 2 of 3)
- Coming Full Circle (Part 3 of 3)
We have close to 600 employees here and Martin is providing employment for all these people and their families; it’s a critical element of the local area and vice versa... we’re inseparable.

Dick Boak,
Director, Museum, Archives & Special Projects for C.F. Martin & Co.
As part of our storytelling, we’ve been able to help amplify YOUR stories

• Fayette County Community Action Agency
• Blair County Community Action Agency
• Westmoreland Community Action Agency
  – Including regional partnerships with FCCAA and Community Action Southwest
• Community Action Committee of Lehigh Valley
YOUR STORY
Opportunity to educate, influence, inspire, & recruit

• Board Members
• National & State Decision-makers
• Community Leaders & Elected Officials
• Contributors & Partners
• Your Team

When you have a dynamic story, it empowers others to be able to share it
Storytelling is a way to develop content

• Message
• Emotional Connection
• Rational Appeal
• Call to Action
• Meaningful to your Audience
Your story drives how you communicate and relate it to others

Keep in mind that stories can be told through many mediums.

- Written Narrative
- Verbal Communication / Audio
- Images
- Videos
So you have your story idea, now what?

- Identify themes, topics, messages
  - What do you want to change?
  - What do you want your audience to behave?
  - Why is your story important?
  - What’s the big picture? Can your story be expanded?

- Determine how best to present your story ( mediums)
  - Are there strong visuals?
  - Do you have good data to present?
  - Are there meaningful anecdotes that illustrate your story?
SHARING YOUR STORY
“TECHNOLOGY ISN’T JUST A SECTION IN THE NEWSPAPER ANYMORE. IT IS THE CULTURE.”
- BUZZFEED
SHARING YOUR STORY JUST GOT EASIER

**Traditional Marketing**
- Earned Media
- Reports
- Marketing Collateral
- Direct Mail
- In-person Events
- White Papers/Case Studies

**Digital Marketing**
- Websites
- Newsletters
- Social Media
- Blogs
- Podcasts
- Webinars/Online Events
LEVERAGE EXISTING RESOURCES

It can be daunting to take on marketing; but you don’t have to go it alone

• Make use of toolkits + resources
  • Weatherization Day: NASCSP
  • Community Action Month: CAP

• Work with partners to collectively tell your stories
• Explore building new relationships with influencers who can help share your story through their channels
KEY TAKEAWAY
OWNING YOUR STORY

Taking ownership of your story allows you to create emotional and personal connections, while sharing the details and information YOU want your audience to understand.

It doesn’t require big budgets, but does take some smarts, thoughtful attention to your message, and a lot of will.
LOOKING FOR STORIES TO SHARE?

Join our Keystone Allies to get pre-packaged social media content delivered right to your inbox. You can choose what you want to share with your social networks.
dced.pa.gov/allies
Amy Zecha, Executive Director of Marketing
Office of Marketing, Tourism, and Film

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