



CLIMATE fellowship



Stories

Stories are a powerful way to share your Climate Action Project successes and lessons learned.

These resources are intended to help you craft your stories! Check them out for information on how to share your project. We will also provide a webinar on stories for anyone who would like to take that on for their Climate Action project.



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Stories – Challenge, Choice, Outcome

Stories are used to share values and inspire action through emotions. Feelings of urgency, anger, hope, solidarity or feeling like we can make a difference inspires action. The most compelling stories generally contain three key components; the story includes a challenge faced by the main character, a choice, and an outcome. We encourage you to include these components when using stories throughout your projects.

Challenge

Your story will start with a challenge that the character (you or your community) must confront to make a choice.

- What was the situation before?
- What challenge did you or your community face?

Choice

When faced with a challenge, the character explores the possible choices that can be made, and makes a decision.

- When you or your community faced a challenge, what were your options?
- What did you decide to do?

Outcome

The outcome is the result of the choice.

- What was the outcome of your choice?
- What might have been the outcome if that choice had not been made?



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Stories – Story of Self, Us, and Now

The Public Narrative Framework integrates 3 stories: the Story of Self, the Story of Us, and the Story of Now. This can be used to present a plan on how challenges can be overcome and invite others to join you in taking action. This could be simple, like explaining why you chose to stop using disposable cups, or why you joined the green club and want to take more action. These can be short simple stories that connect you to others.

Story of Self

In the Story of Self, communicate what inspired you to take action or a leadership role. Talk about yourself and why you decided to take action. These are the questions you can reflect on to build up to your Story of Us:

- Why I am called to act or lead?
- Why did I decide to tackle this specific injustice or problem?
- What 'values' move me to act? Have these values always been important to me? If not, when did that change?
- What stories can I tell from my own life about specific people or events that would show, rather than tell, how I learned or acted on those values?

Story of Us

The Story of Us communicates shared values and experience with your community. The goal is to create a sense of unity within your community. These are the questions you can reflect on to build your Story of Us:

- What values do you share with your community?
- What experiences have had the greatest impact on your community? What challenges has it faced?
- What change does your community hope for and why?

Story of Now

In the Story of Now, communicate the urgent challenge that you and your community are facing, why your group should act and how it can act. These are the questions you can reflect on to build your Story of Now:

- What is the urgent challenge your community is facing?
- What could the future look like if no change is made? What if change is made?
- What change is the community hoping for?
- What choices are you asking your community to make, and why now?
- What actions are you asking your community to take and what impact will these have on the bigger picture?

***Model adapted from** Organizing: People, Power, Change from the original work of Dr. Marshall Ganz. November 2015 .



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Sharing Your Story: Reference Document

We have already outlined some ways to share and build your story:

- Work on your personal story and gather others stories to add to your personal tools
- Track when and where you are able to communicate your intentions, actions, and impact
- Provide BTCEA, and where possible, media, with information, pictures, stories, etc.

To complete your Fellowship, we are requesting that, at a minimum, you share at least one story.

Stories can be shared through:

- a) A blog entry (2-6 paragraphs)
- b) A video/vlog
- c) An audio clip
- d) A poster presentation
- e) An oral presentation
- f) A media interview
- g) Another way? (If you have another idea on how you'd like to share your story, send us an email and we'll talk about it!)

Please make sure to send any of the above to BTCEA so we can share your voice loud and clear as well.

Some prompting tips/questions to consider when developing and sharing your story:

- a) Consider the parts of the story: challenge, opportunity, and outcome.
 - a. Why are you interested in in taking environmental action?
 - b. What did you see that you could do?
 - c. What happened, what were the results?
- b) What was it like to take action during the Citizens of the Future Initiative?
- c) What did you do for your Climate Action project?
- d) What did you learn along the way?
- e) If you could share one thing with other youth about your experience, what would it be?

Should you complete the Fellowship, the things you share with us through your story will be reflected in your personal reference letter, which can be used for university, job, or scholarship applications.