



## Sharing Your Celebration

Throughout your Ruby Bridges Walk to School Day event, we encourage you to collect information that showcases the celebration happening in your community. Below is a Storytelling Checklist to spark ideas and the kinds of collateral we would like you to share with us. Each grantee will have access to a Google Drive folder that they can easily upload and share materials and media with us like the ones listed below.

### Storytelling Checklist

**A picture is worth a thousand words! Capture photos of your work-in-progress, like:**

- Photos from the in-person action plan workshop
- Photos of community engagement activities
- Photos of the early action, including any before and after photos of the site
- Photos of visible concerns or areas that need to be addressed

**Record quotes and document statements from team leads, key partners, stakeholders, and/or community members. Examples include:**

- Short video interviews during the workshop about the community needs and opportunities to address park access
- Quotes from project partners about why they are involved
- Statements from residents collected at community events or outreach about the impact of park access

**Document and save all promotional materials and press received, for instance:**

- Image files of fliers, social media graphics, and other promotional collateral (ex. jpegs or png files)
- Newspaper articles, blog posts, and/or newsletter coverage of community engagement and/or early actions

**Remember data helps to tell a story too! The kinds of data you might collect include:**

- How many people will be impacted by or benefit from this project?
- How many people attended community event(s) or outreach opportunities?
- Who and how many people were reached during the engagement?



- Data based on actual or target measurements or can be outcomes (e.g. change in behavior or health status or perceptions, money saved, etc.) that result from your strategy

**If you do not have the capacity to designate an individual on your team to document your journey, consider looking outside of your team for a volunteer. You can capture your story by:**

- Designating a community volunteer to document your process
- Inviting a local newspaper or journalist to cover your event and share their report
- Getting a local high school student to take photos and document your event on social media