

Outreach & Network Guild 2025 Proposal

The Lifeboat Academy at Spalding Valley Farm

Functional Area:

Project Champion: Ronnie

Considerations

Purpose and Expected Outcomes:

Why should we do this project? What is the problem we are trying to solve? What are we hoping to accomplish?

The Outreach & Network Guild has been tasked with supporting the Lifeboat Academy in the following goals for 2025:

- **leveraging our in-house conversations** to increase interest in the Lifeboat Academy
- increase the number of **people who experience the Farmastery** first hand and convert those experiences into deeper commitment to the project
- support the 2025 Lifeboat Builders to **increase engagement and positive experiences** to grow our base of support
- **convert interest into engagement** and **engagement into material support** for the Lifeboat Academy

The Guild has identified **storytelling as a central concept** that has the potential to successfully address each point above. Our proposal is to **begin collecting stories from Lifeboat participants about their experiences**, which can be shared through social media, on the website and in the newsletter.

The stories we share will provide a **deeper and more relational view into what the Lifeboat Academy is about** and the impacts our work has in peoples' lives. They'll also serve as a way for participants to **reflect on their experiences** for themselves and **integrate what they're learning** into their own lives.

Proposal

Action Plan - High Level

How will you get things done? What are the big steps involved?

There are several ways we may begin capturing stories and experiences for sharing:

- **Convert “takeaway”/last-round shares** from support circles into testimonials
 - Ask participants’ permission to share recordings
 - Extract recordings to share as separate videos
 - Transcribe recordings to share as written testimonials
- **Record reflections shared in mentoring check-ins / one-on-ones**
- Possible **new group event** - a shared reflection space; coordinating across guilds
 - Research & Learning primary role
 - Outreach secondary role - be set up to extract and use testimonials
 - Ask Kath to be a consultant about how to shape the space

Recordings of peoples’ stories will be shared via social media, in our newsletter, and on the website. All stories will be shared with explicit permission that can be retracted at any time.

What would success look like?

How will we know if it’s working? What are some concrete signs we are on track?

We’ll know if it’s working if/when **people respond positively** to the stories we share via likes, comments, and shares on social media, as well as **increased engagement** with our programming - signing up for circles, mentoring, etc. It will also hopefully bring **more interest to the Farmastery** and entice people to want to stay on the farm and contribute to the resilience ecosystem there. Ideally, we will see an **increase in long-term engagement**, both in terms of people receiving online support as well as maintaining a continuous relationship with the farm.

What are some of our concerns? What do we need to work out to ensure success?

Design criteria; **making the sharing seamless, growing organically** out of what Lifeboat Builders are doing. Keeping it relational. Efficiency. How do we make it easier for people to reflect themselves?

Who's Affected?

Who has a stake in the project? Who will be required to make it happen? Who will be affected by it? Who might benefit from it? (Delete any unnecessary rows in the following table.)

	Functional Area	Rep	Notes
☐	Farm, Food & Housing	Roland / Ben	Capturing peoples' experiences on the farm; how is reflection time woven into day-to-day?
☐	Finance & Fundraising	Ben	Making it easy for people to contribute financially to the Farmastery / project; providing information for potential stakeholders to get involved
☐	Research & Learning	Ben	Guiding shared reflection space and mentoring sessions; where are the structured reflection spots? How to record and share?
☐	Heartwork & Philosophy	Roland / April	Weaving in recording last round of sessions into facilitation / session creation
☐	Outreach & Network	Ronnie / Ben	Selects recordings, generates transcripts (if needed), sharing stories on social media
☐	2025 Cohort		Giving permission to record and share reflections to be used as testimonials; participating in mentoring and reflection spaces

Connected Projects

What other projects on the farm are impacted by this project. Specifically, if this project falls behind schedule, are there any other projects that will be affected? Add the project manager from these projects to the stakeholder list.

- This project will affect facilitation of events, which falls under Research & Learning and Heartwork & Philosophy guilds - need to work together to figure out to best capture peoples' experiences in ways that they can be easily shared

- The success of this project would mean that other guilds and projects would also see success (more participants in support circles and event series, more positive testimonials, increased and longer-term engagement, more Farmastery visits, more \$ coming in)

Necessary Resources

List any resources that this project needs to work. Include whether they are currently on-farm, or need to be procured and who is responsible for getting the materials here.

Resource	On site	Responsible
Zoom account		
Video editing software		
Way to transcribe videos		

Attachments / Plans

Include any related plans, documents or resources. (Hyperlink files in the online document).

- Attachment 1
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