

FAQs on GATHERING STORIES

WHY ARE WE COLLECTING STORIES?

Stories are THE MOST POWERFUL way of communicating. Every culture throughout all of human history has told stories as a way to find common ground. Today, psychology and neuroscience support that our minds respond instinctively to stories more than facts or advertisements.

From the SCF's coalition's perspective, **it's absolutely essential that we help voters understand how SCF will benefit them...**and to ask them to please put people before politics.

WHAT KINDS OF STORIES ARE NEEDED?

We are looking for stories that make you stop everything and listen. These can be happy or sad stories—but there is a common theme: local funding for schools and communities has a direct impact on our lives.

Additionally, the campaign has a series of themes scheduled: small business taxation, community colleges, local services, etc. We'll want to prioritize gathering stories from people who can speak to these themes.

The most important thing: does this story make you care about what happens next?

WILL PEOPLE BE NOTIFIED BEFORE THEIR STORY IS USED?

We understand that stories can be raw and emotional. Please let storytellers know that we aren't going to give their address or phone number to anybody—we use this to follow up, if needed. We also really need to know their zip code so that we can identify their county, which is the primary measure for SCF revenue.

WHAT IF THEY WANT TO BE ANONYMOUS?

For the SCF campaign to use the stories, we need to at least have a first name and last initial. This is to help voters see that there are real people talking about supporting SCF.

Additionally, the media is typically unwilling to use stories from anonymous people. See if they are willing to have their first name and last initial, for example John L. or Mary A. If not, that's ok. We're grateful they shared their story.

HOW WILL THE STORIES BE USED?

These stories are very powerful in communicating the importance of scf. To make that happen, **we have a variety of uses for stories:**

- Share online or on social media to educate the public about who will be affected by SCF
- For use as examples in speeches, advertising
- Share with elected officials so they know how their constituents feel.
- Share with the news media to help put real people's stories as context for SCF

HOW CAN STORIES BE SUBMITTED?

Several ways!

- Online through selfie-video or writing
- *Short link via text message*
- Survey Monkey
- Large data dump into google folder

WHAT IF THE STORYTELLER HAS ADDITIONAL QUESTIONS?

We are happy to answer them! Take down their contact information carefully, write a quick note about their question, and email that to us at laurel@schoolsandcommunitiesfirst.org