

# HOW TO TELL YOUR STORY



The following outline boils the story down to the following key points: 1. Address the situation (as an opportunity). 2. Discuss the actions 4-H took to address the situation. 3. What was the impact of those actions in the community (and beyond)? This is a shift in the way we tell stories, with more emphasis on the impact in communities. And 4. Make sure to sign off with verbal and graphic expressions of *Join the Revolution of Responsibility*.

**A**

**State the opportunity for positive change in your community.**

In your title, hint at how you've begun to solve it. (This will keep people interested!)

**B**

**How is 4-H part of the story?**

What we're doing now to make our future better.

**C**

**How is this impacting your community?**

This is your chance to talk about how this is a Revolution of Responsibility.

**D**

**"Join our Revolution."**

**"Join my Revolution."**

**"Join the Revolution of \_\_\_\_\_."**

(fill in with 4-Her's name)

Sign off with one of these statements - if it's for a video, say it to camera.

**E**

**If making a video, end with logo.**

Logo should stay on screen 2-3 seconds.

Include the following extension line: "4-H is the youth development program of our nation's Cooperative Extension System," unless your state has its own version.

**JOIN | THE REVOLUTION  OF RESPONSIBILITY**

4-H IS THE YOUTH DEVELOPMENT PROGRAM OF OUR  
NATION'S COOPERATIVE EXTENSION SYSTEM.

While not a part of the tagline lock-up, be sure to include a line recognizing 4-H and the Cooperative Extension System.