



SECURING YOUR GREATNESS IN THE EYES OF THE PUBLIC



Mac clemmens
Streamline



Maria Lara
Streamline

WHY WE'RE HERE



Mac clemmens
Streamline



Maria Lara
Steamline

WHAT WE'LL COVER

The background of the slide features silhouettes of a man and a woman in superhero costumes. The man is on the left, wearing a suit with a cape, and the woman is on the right, wearing a dress with a cape. They are standing on a grassy field against a bright, hazy sunset sky. A dark blue diagonal shape is overlaid on the left side of the image, containing the text.

1. Why tell your story?
2. Storytelling vs. “just the facts”
3. What is *your* district story?
4. Getting the word out
5. Examples and tips

A silhouette of a superhero with a red cape stands on a rooftop, looking out over a city skyline at sunset. The sky is filled with dramatic, dark clouds illuminated by the setting sun. The superhero's cape is flowing to the left. The city buildings are visible in the background, creating a silhouette effect against the bright sky.

WHY TELL YOUR STORY?

The Joker is the central figure, depicted with his characteristic spiky green hair and wide, toothy grin. He is wearing a dark purple suit jacket over a white shirt and a dark tie. His hands are raised in front of him, with fingers spread. The background is a dark, atmospheric cityscape at night, with buildings and streetlights visible under a cloudy sky. The overall color palette is dominated by dark blues, purples, and greys, with the Joker's green hair and teeth providing a stark contrast.

**IF YOU DON'T
TELL YOUR
DISTRICT'S STORY,
WHO WILL?**



Eyewatch Specialdistricts



January 3 at 6:20 PM · 🌐

Orangevale Recreation and Park District is fundamentally corrupt, dishonest and self-serving and authoritarian!



MAILCHI.MP

LA school won't explain mysterious \$782,000 payout to former superintendent, as auditors call for fraud investigation

Scandal-plagued Montebello Unified School...





**SPECIAL
DISTRICTS**

Circle of Trust





**STORYTELLING
VS.
JUST THE FACTS**

JUST THE FACTS VS TELLING A STORY

The city has adopted a new ordinance that makes grocery stores charge 10 cents per paper bag. The ordinance is defined in §32903 of the municipal code and takes effect Jan 1, 2020 for class B and C retailers.

JUST THE FACTS VS TELLING A STORY

It's all around you, all the time...handed to you at the corner cafe with your morning coffee, all over your desk at work, and surrounding much of the food you buy at the grocery store before heading home.

And for years, this product – paper – so ubiquitous you only really notice it when it's not there, has been coming at a horrific cost...

— *Dan Murphy, Christian Science Monitor*

Storytelling
is all about
connecting your
audience to your
district through
the story itself.



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Mokelumne Hill Fire Protection District MHFPD

Published by Sloane DellOrto · 13h · 🌐



Shout out to the [Mokelumne Hill Veterans Memorial District](#) for taking such good care of our parks, and providing our community with a great spot to land an air ambulance when needed.





How flooding can affect a neighborhood, with a focus on an employee helping mitigate



How metropolitan districts help communities thrive and children grow up strong



STORYTELLING IS, ABOVE ALL, PERSONAL



How park and recreation districts give these children a place to enjoy the outdoors

Water and sanitation districts provide essential services and protect the environment

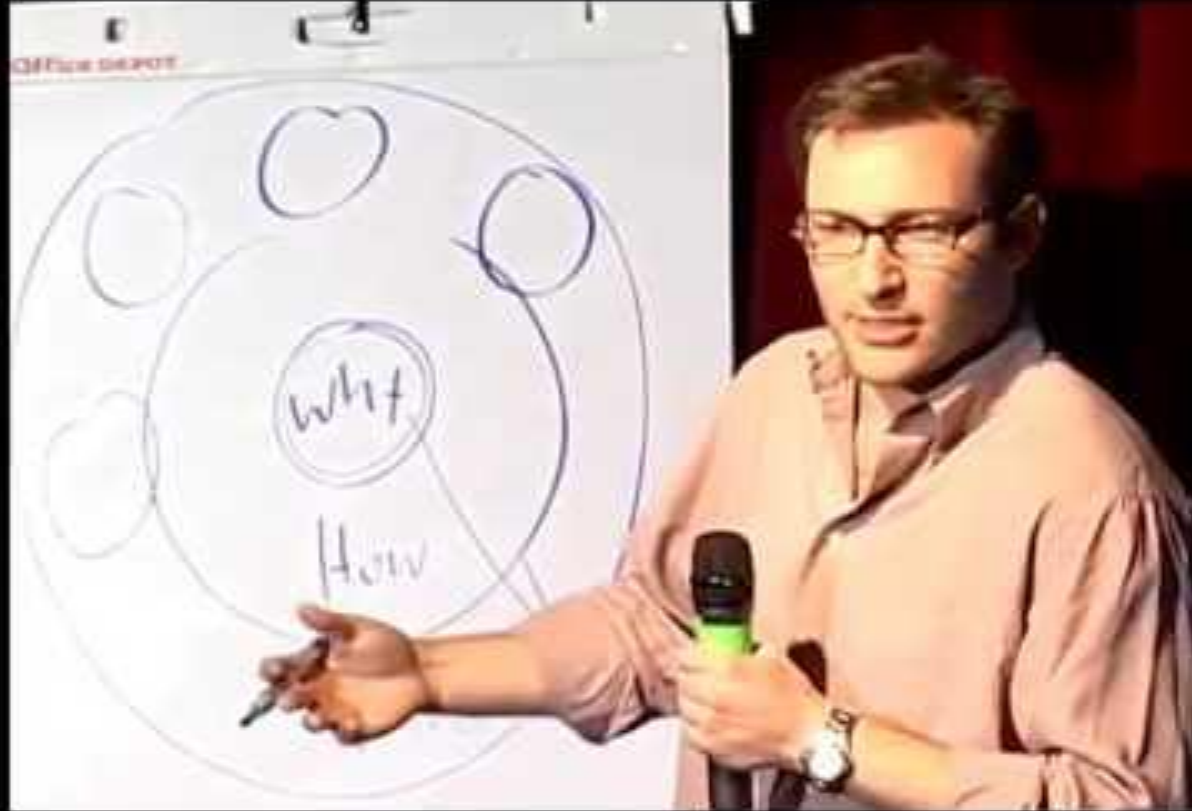




**SO... WHAT IS
YOUR SPECIAL
DISTRICT STORY?**



**HOW TO ARTICULATE
YOUR DISTRICT'S "WHY"
STORY**



EXERCISE 1: WHO IS YOUR DISTRICT FOR THE WORLD?

In your own words, write down your organization's purpose, cause, or belief (not your official mission statement!)

EXAMPLE:

At Streamline, we ensure special districts continue to be the most responsive, effective form of local government, strengthening communities across the country.

Your turn!

The background features an American flag with a diagonal split. The left side is a dark, semi-transparent overlay of the flag's stars and stripes. The right side shows the flag waving in the sun, with a bright sun flare in the upper right corner. The text "WHAT DID YOU DISCOVER?" is overlaid on the dark left side.

**WHAT DID YOU
DISCOVER?**

EXERCISE 2: WHY DID/DO YOU CHOOSE TO WORK FOR YOUR DISTRICT?

What made you join your particular organization?

What lights you up about the work you do?

EXAMPLE:

I worked in clinical research before at UCSF where I worked with patients.

And here, I found purpose and mission; I wasn't working to just sell.

That was something that was important to me. Also growing something from small to big.

—Maria Lara

Your turn!

The background features an American flag with a diagonal split. The left side is a dark, semi-transparent overlay of the flag's stars and stripes. The right side shows the flag waving in the sun, with a bright sunburst effect in the upper right corner. The text "WHAT DID YOU DISCOVER?" is centered on the left side in white, bold, sans-serif font.

**WHAT DID YOU
DISCOVER?**

EXERCISE 3: USER STORIES

This is a great way to think about your organization from the point of view of the people you serve. Format:

As a ...

I want ...

So that ...

EXAMPLE:

As a [parent who lives in this community], I want [safe, clean parks and robust afterschool programs] so that [my children are able to spend more time outdoors].



GETTING THE WORD OUT

AFFORDABLE IDEAS:

Your website

- Feature on the homepage
- Update site often so people know to check
- Keep SEO in mind

Email campaigns

- Regular newsletters
- Special announcements
- Push readers to your site
- Make sure there is a signup on your site



AFFORDABLE IDEAS:

Local media / newspapers

- The more personal and interesting the story, the more likely it will be published
- The more a story includes locals (esp kids!), the more likely it will be shared (newspapers aren't just in print anymore...)



AFFORDABLE IDEAS:

Guerrilla marketing techniques

- More affordable than traditional marketing methods
- Can include things like using sidewalk chalk, designing community murals, holding community events and open houses, etc.





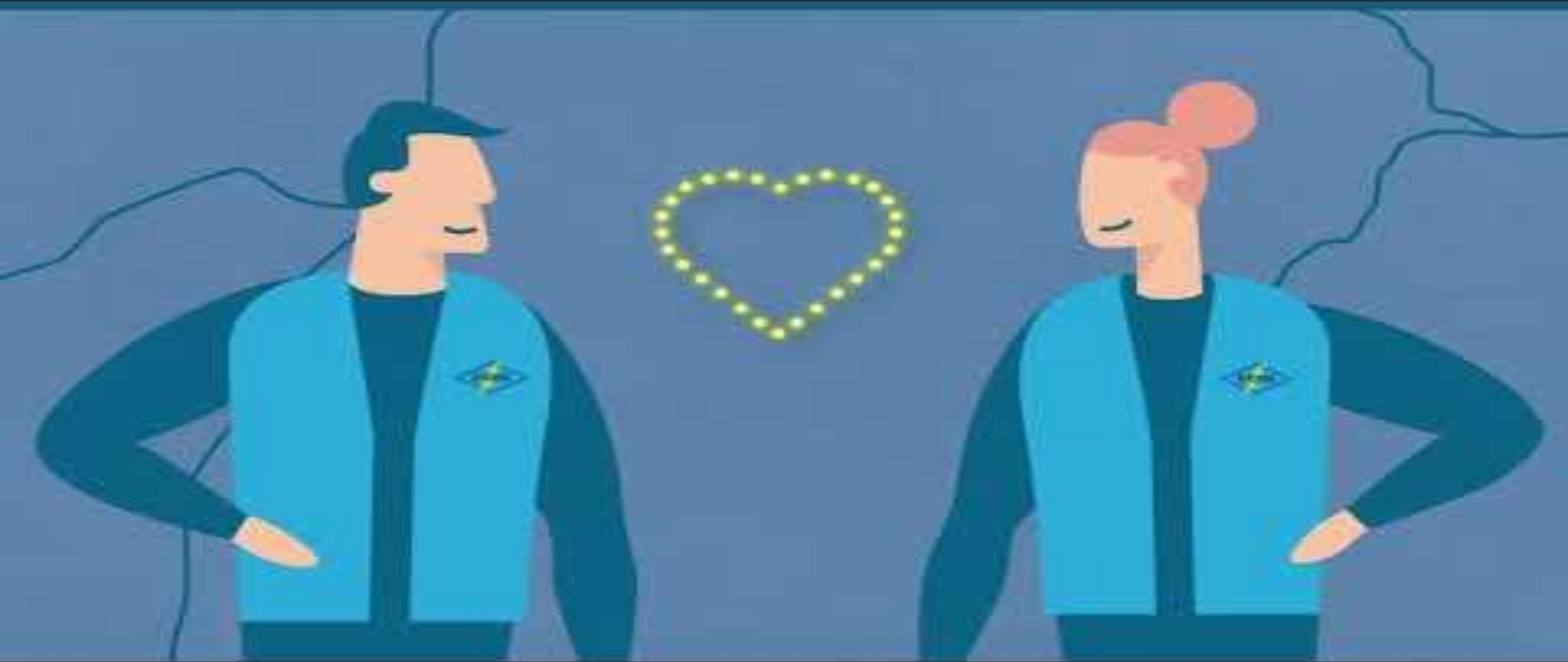
EXAMPLES & TIPS

THE STORY:

The background of the slide features the silhouettes of a man and a woman standing on a grassy field. Both figures are wearing large, dark capes that extend outwards, giving them a superhero-like appearance. They are positioned on either side of the central text, with their hands on their hips. The sky behind them is a light, hazy gradient, suggesting a sunrise or sunset.

An overwhelming majority of special districts serve their communities well and are a **better choice** than investor-owned utilities and service providers.

And yet, many people don't even know you exist.



Our history

We've been delivering power to customers in our region since 1946, but our history goes back much further than that.

In 1923, citizens voted to create SMUD as a community-owned, not-for-profit electric service. Years of engineering studies, political battles and legal wrangling delayed SMUD's purchase of PG&E's local electrical system.

In March 1946, the California Supreme Court denied PG&E's final petition to halt the sale and nine months later, SMUD finally began operations. Since then, we have helped power the region's explosive growth, met the challenges of the energy crisis and become a nationwide leader in green energy and conservation.



Don't Bring Back The

AEDES

MAKE IT PERSONAL

- Connect the story to community members - the more specific, the better!
- Why does this matter to the reader? Does it affect them in any way?
- How do you want them to feel after reading or hearing your story?

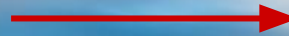
A close-up photograph of a young child with dark hair, looking down and to the right. The child is holding a pink flashlight to their ear, as if listening. The lighting is dramatic, with a strong light source from the right, casting the left side of the child's face into shadow. The background is dark and indistinct.

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

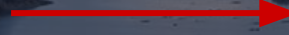
– Maya Angelou

MAKE IT PERSONAL

This is something that can
use my support



I recognize these people
and location



Did you know?

You can now support Lockwood Fire while shopping on Amazon, for free!

All you have to do is use the link below while you shop on Amazon, and 0.5% of the purchase price will go towards Lockwood Fire Protection District. Since we are unable to have in-person events, fundraisers, and meetings, we would greatly appreciate it if you could support our district online.

[View this content online](#)



We thank you for your support!

MAKE IT PERSONAL



Burton Fire District

9 hrs · 🌐



WHILE YOU SLEPT! Fire was used as a weapon last night as the #BurtonFD responded to two intentionally set fires. Both fires were controlled quickly by Immediate Responders using fire extinguishers. Thankfully no injuries or serious damages resulted and today was a normal day. According to the NFPA intentionally set fires have seen a 13% increase. #BurtonFD has Arson Dog #iSam as part of its investigation team to address this community risk. #CommunityComingTogether



MAKE IT IMPERSONAL?

[Home](#) / [Notice of Fee Increase](#)

Notice of Parking Fee Increase

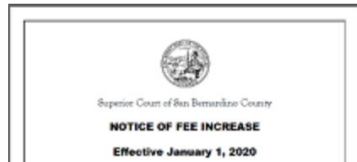
Nov 27, 2019

| Category:

[Public Notice](#)

Effective January 1, 2020

As a result of the enactment of AB 3130, various court filing fees pursuant to Government code 70626 (a) and (b) have been increased for the district effective of Jan. 1, 2020. Parking fees are as follows: \$75 per violation \$23902 (up from \$60).



MAKE IT IMPERSONAL?

Well, maybe...



A screenshot of a Facebook post from the official page of the City of Atlanta. The post is dated November 30, 2016, and is public. The text of the post reads: "If you just moved here, please come to our office to pick up your parking ticket. New residents receive one parking ticket to help them get used to life in Atlanta." Below the text are the standard Facebook interaction buttons: "Like", "Comment", and "Share". To the right of these buttons is a small profile picture of a person and a dropdown arrow. At the bottom of the post, there are icons for "Like", "Love", and "Wow", followed by the text "5.9K". On the far right, there is a link for "Top Comments" with a dropdown arrow.

 **City of Atlanta** November 30, 2016 · 

If you just moved here, please come to our office to pick up your parking ticket. New residents receive one parking ticket to help them get used to life in Atlanta.

 Like  Comment  Share  

   5.9K Top Comments 

MAKE IT DIGESTIBLE

- People scan, then skim: use headings or icons to break sections or topics up if content is long
- Try to keep figures and facts focused and easy to digest (use infographics, bullet points)




RECAP



**Your story matters - tell it!
(If you don't, who will?)**

**Connect with your “why” and your
community’s needs.**

Be engaging, make it personal.



Telling your story doesn't have to be expensive.

**Use social media, your website, even sidewalk
chalk to get the message out!**

Circle of Trust



THANKS!

Mac clemmens + Maria Lara

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