



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STORYTELLING GUIDE

Identify a member of the community to volunteer to be the Togetherhood® Storyteller. Ideally, this role is filled by a person who is not also on the Togetherhood Committee. If your Y has a staff person dedicated to capturing photo or video stories, that person may fill this role. Try to record each community service project in either video or written photo testimonial format. [Click here to see videos](#) created about Togetherhood by other Ys. These stories document the ways we work together to build stronger and more cohesive communities.

Make sure that photo/video release forms are signed by subjects and stored by your Y. Share your story by emailing togetherhood@ymca.net.

VIDEO OR PHOTO STORY:

Video stories are a great way to capture participants' experiences and provide an opportunity to share their stories in their own words. Assigning this task of recording and editing to a specific person is important. Find an experienced or amateur videographer, a student or a committed staff member who can volunteer to play this role. Use the following shot list and interview questions to assemble high quality video clips.

If an edited video is too daunting, short video clips shared to social media are also an effective way to share a volunteer experience.

Photo stories are a simpler way to communicate the same impact using photos and written quotes from member participants and are easily shared using social media and in newsletters.

SHOT LIST:

- A wide shot of the site of service project (classroom, community garden, park, etc.) to show the setting.
- Faces of people participating, smiling, talking, working together, having fun.
- Close ups of hands, feet, or tools in action, showing what the volunteers are working on.
- The result - what is being produced (meals prepared, park cleaned up, garden planted or harvested, supplies donated).
- Interviews using the testimonial questions below.

TESTIMONIAL QUESTIONS:

- What made you sign up to help today?
- What did you enjoy most about today's project?
- What was your experience of working with others to improve your community?
- Why is it important for our community to work together?

POINTS TO COVER:

- Names, titles or roles, name of YMCA
- Experience with Togetherhood
- Purpose/benefits/goal of this project
- What volunteers accomplished
- Role of staff and volunteers
- The impact or result you are working toward

LIGHT AND SOUND TIPS:

- Try to shoot video in a well-lit place, ideally outdoors, without back light which will cause a silhouette of your subject.
- Try to use a radio-controlled microphone to ensure good quality sound or find a place to record where there is little surrounding noise or wind.

EDITING TIPS:

- Use WeVideo (www.wevideo.com) for editing your clips and upload them to your website for sharing.

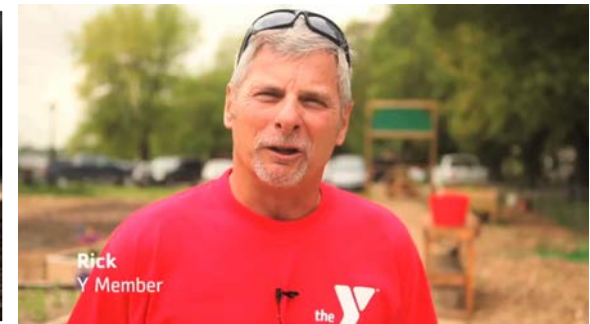
VIDEO STORY BOARD EXAMPLE



Title Slide – Y logo with Title



Opening shot – Establishes location and people involved.



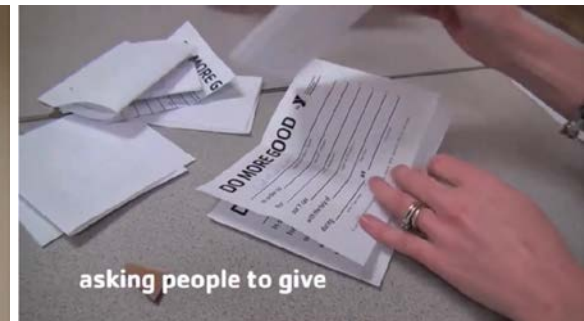
Quote number 1 gives detail of what the project is and who is involved.



Have “B roll” for illustrating the point quote is making.



Quote number 2 gives detail of the impact of the project and why it is important.



Have “B roll” for illustrating the point the quote is making.



Quote number 3 gives detail of the experience of giving through the Togetherhood program.



Have "B roll" for illustrating the point the quote is making.



Shows the results of the project.



Closing shot – show the relationships that were built.



Closing title slide – Y logo with website or Facebook or email address, how someone could get involved in next project.