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Creating Impact for Your Project With Authentic Storytelling

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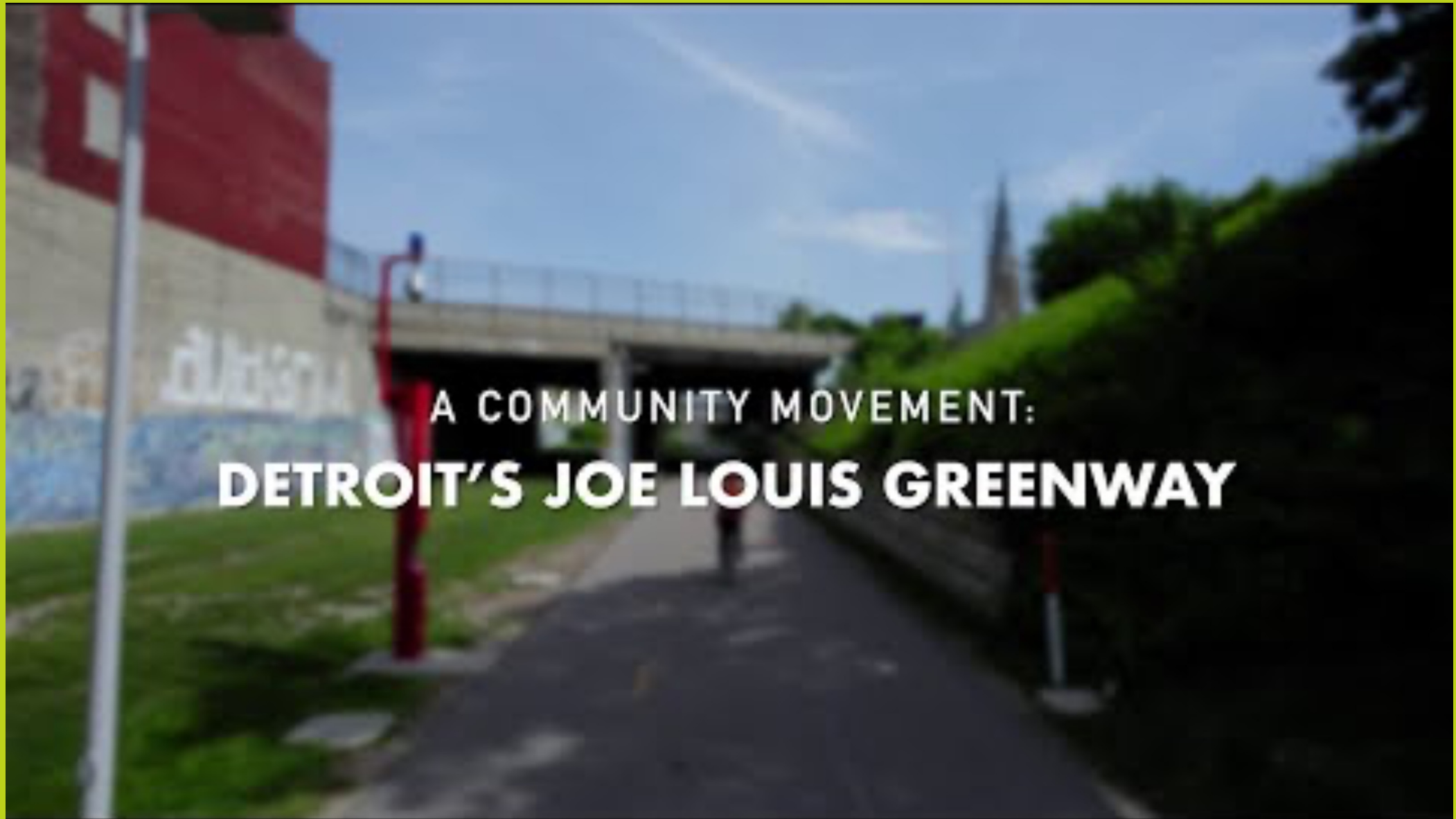


CREATING IMPACT FOR YOUR PROJECT WITH AUTHENTIC STORYTELLING



**Why is
storytelling
impactful?**





A COMMUNITY MOVEMENT:
DETROIT'S JOE LOUIS GREENWAY

Youtube: rtc.li/jlg

Audiences

- ✓ **Trail Users + Public = Ambassadorship/Donations/Support (Voter/Other)**
- ✓ **Members + Supporters = Expanded Networks**
- ✓ **Media = Expanded Public Awareness/Brand Awareness**
- ✓ **Grasstops + High-Profile People = Influential With Decision-Makers (and the Public)**
- ✓ **Decision-Makers (Elected Officials, Funders, Public Agencies, Railroads) = Funding and Support**
- ✓ **Trail Professionals/Community (Trail Managers, Volunteers, Planners, Other Potential Partners) = Partnerships**
- ✓ **Adjacent Programs/Orgs (Health/Transportation/Nature/Tourism Boards) = Partnerships and Scale**
- ✓ **Brand Partners = Expanded Public Awareness**

Passion + Purpose = Conversion



Trail Ambassadorship

Whitney Washington

Whitney Washington rode the completed sections of the 3,700-mile Great American Rail-Trail® in 2021. Read Whitney's #TrailMoments "Recapturing Life on a Great American Journey": rtc.li/whitney-Washington.



Media:
Shared
Owned
Earned
Paid

- ✓ 1.3 million railstotrails.org Visitors
- ✓ 475,000 TrailBlog Readers/Annually
- ✓ 450,000 eNews (Monthly Newsletter) Subscribers
- ✓ 120,000 *Rails to Trails* Magazine Subscribers + Congressional/State Legislative Channels
- ✓ 300,000 Social Media Community (Facebook, LinkedIn, Instagram, Twitter, etc.) + Elevated Posts
- ✓ 6,000+ TrailNation™ Collaborative Newsletter
- ✓ Inside Track policy Newsletter
- ✓ Comprehensive Media Strategy

Trails = Transformation

Economic Development

Social Equity

Active Transportation

Health and Wellness

Environment

BUSINESS BOOMS ALONG THE CHARLOTTE RAIL TRAIL

The Charlotte Rail Trail isn't just a hub for walkers and runners. It's also a must-woof destination for the loads of canine friends who call the Queen City home. Just ask dog-lover and small business enthusiast Carmen Larreynaga. She owns Pet Wants, a pet food boutique in South End, just south of the Bland Street light rail station and across the street from the trail.



Between walls lined with toys for pups and scores of dog treats, Larreynaga explains how she moved her natural pet food store from a different location in South End about a year ago. She said the exposure has been incredible. "A lot of people walk their dogs there, so they see us. And, also, the people riding the train."

The rail-trail is a bonafide pooch paradise with water dishes, poop-bag dispensers and plenty of room for pets to stroll with their humans. Larreynaga said another plus to the destination is how accessible it is for all walks, and woofs, of life: "I think it brings people from different parts of town to South End."

The boost in visibility has been a boost to her business, too. "I think we've doubled our sales," she said with a smile. "It's definitely helped a lot."•



Creating Impact for Your Project With Authentic Storytelling

Culture and History

✓ Connecting time, space and history:

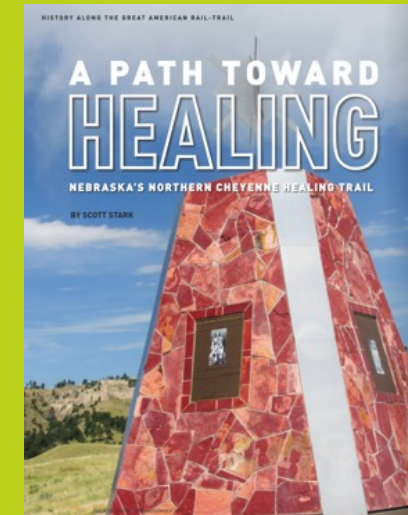
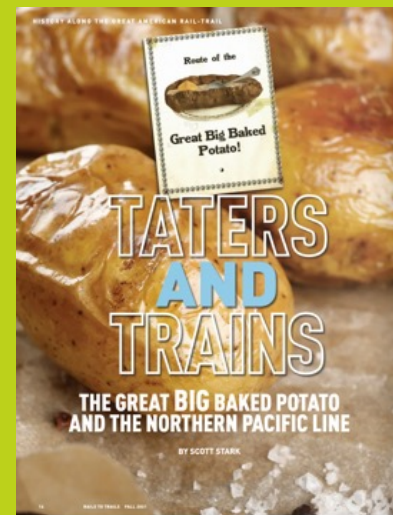
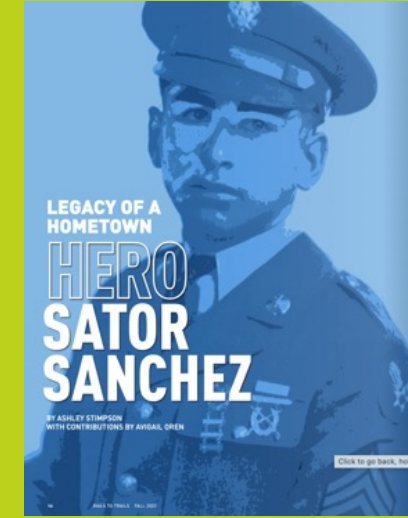
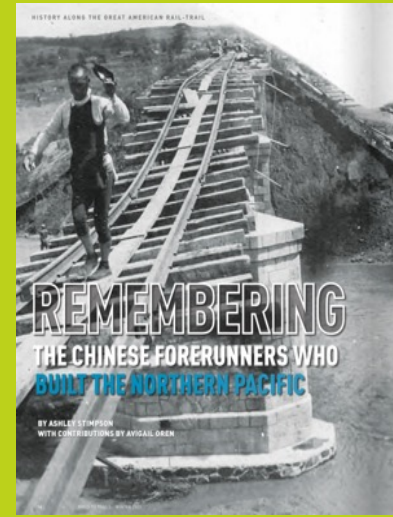
Relationships to Space

Empathy

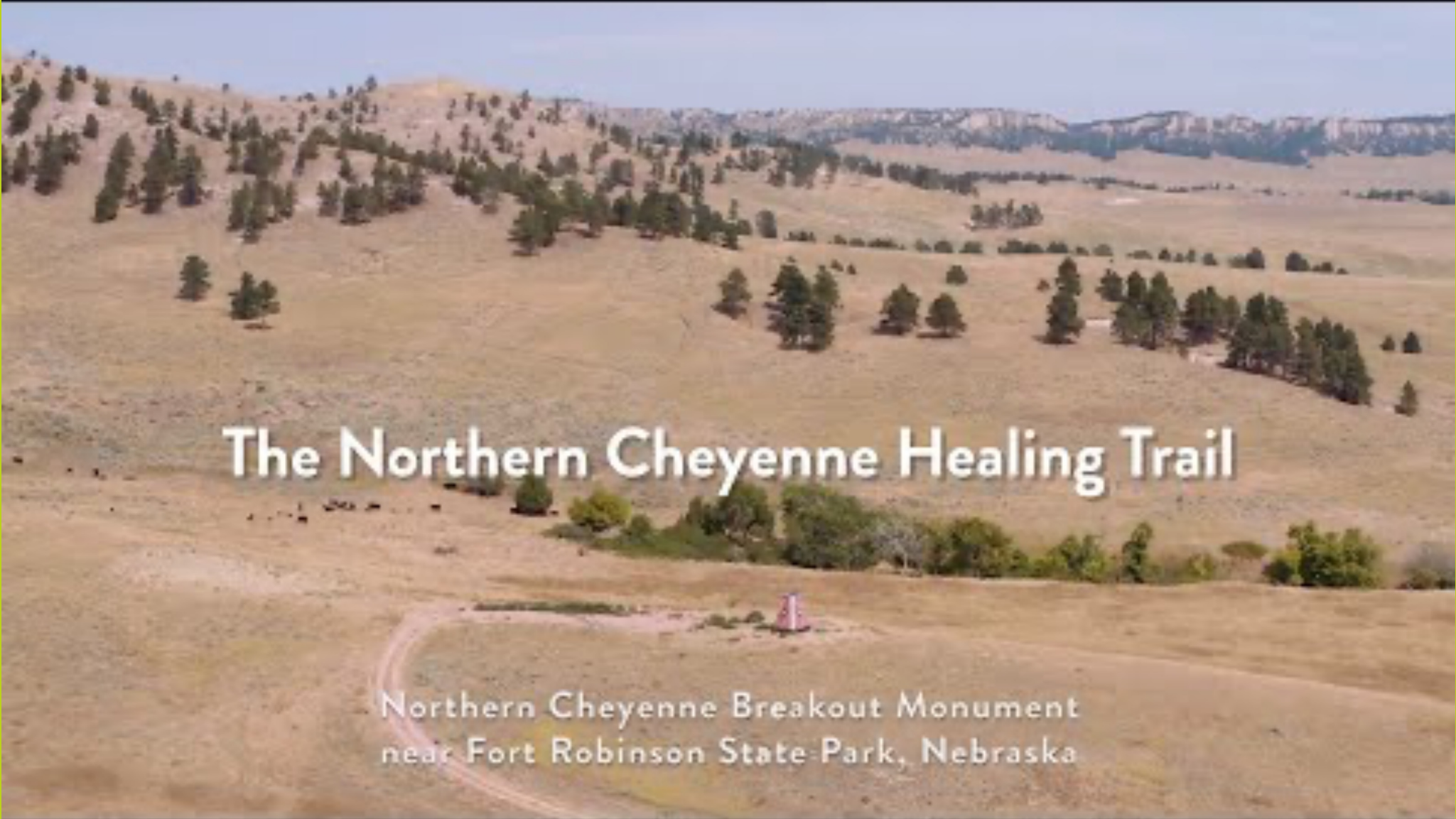
Preservation

✓ History Along the Great American Rail-Trail®

✓ Powerful When Voices Lead Narrative



railstotrails.org/focus_cat/featured-magazine-articles

An aerial photograph of a dry, hilly landscape. The terrain is brown and sandy, with scattered green trees and shrubs. A dirt road winds through the foreground. In the distance, there are rolling hills and a clear blue sky.

The Northern Cheyenne Healing Trail

Northern Cheyenne Breakout Monument
near Fort Robinson State Park, Nebraska

How do we elevate the story?

- ✓ **Identify voices/or narratives that resonate.**
 - Trail Users (Volunteers and Program Participants)
 - Grassroots Advocates
 - Crowdsourcing (Trail Moments)
- ✓ **Develop the narrative as “storymaker.”**
- ✓ **Key: Voices lead narrative (first person)—they are “storyteller.”**
 - Interviews narrative (Voices still lead.)
- ✓ **Package:**
 - Videos, Print and Digital Articles (Magazines, Newsletters, External Media), Blog, Social Media, Photo Essays, Storymaps, Poems, Songs
- ✓ **Distribute (Campaigns)**

Cleveland: Wendy Park Bridge (June 2021)

- ✓ Cleveland Foundation Centennial Lake Link Trail
- ✓ 500-Foot Connector to Wendy Park/Lake Erie



rtc.li/bridge-to-everywhere

How a father's grief led to completion of the Cleveland Metroparks Wendy Park Bridge at Whiskey Island

Updated: Jun. 25, 2021, 11:30 a.m. | Published: Jun. 21, 2021, 6:30 a.m.



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A Dan of Action

Entrepreneur, inventor, former owner of Whiskey Island. He even considered running for mayor. Now Dan T. Moore III is working to make Cleveland his biggest turnaround project of all.

POLITICS
12:00 AM EST
July 27, 2005
f x e
Story:
Erick Trickey

I'm drinking a beer at the Whiskey Island Marina bar when I sense someone standing close to me. Very close.

Whoever it is, he's trying to scare me. But I'm determined not to be frightened.

I turn, very slowly, and see someone wearing a gorilla mask.

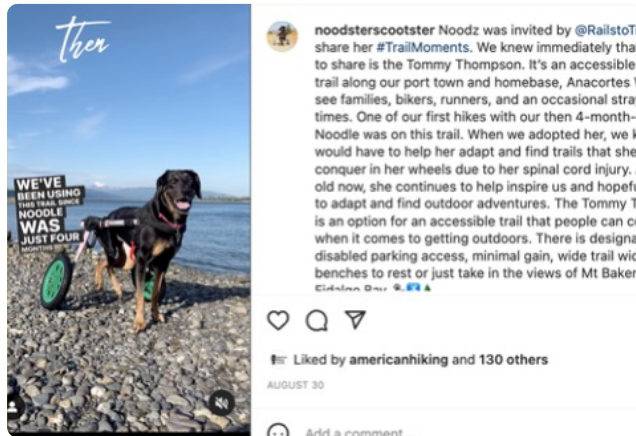
"Hello, Erick," the gorilla says.

Then he pulls the mask off, revealing a full head of white hair and a chiseled nose, chin and smile that remind me a bit of Cary Grant.

That's my introduction to Dan T. Moore III, millionaire entrepreneur and longtime owner of much of Whiskey Island, the remote, undeveloped peninsula where the Cuyahoga River meets Lake Erie.

A friend has invited me to explore the abandoned Coast Guard station at the end of Whiskey Island with her and Moore.

#TrailMoments/Ambassadorship



railstotrails.org/trailmoments

Elevated Voice: Ambassador

AMERICA'S TRAILS

A Serious Injury Changed Cyclist Ian Mackay's Life. Trails Helped Him Rebuild It.

By: Scott Stark
August 27, 2019



IAN MACKAY, FOUNDER OF IAN'S RIDE (SECOND FROM LEFT), AT THE FOOT OF MOUNT RAINIER WITH FRIENDS JESSE COLLENS, KENNY SALVINI AND STABELFELDT | PHOTO BY TEENA WOODWARD

rtc.li/iansride

AMERICA'S TRAILS

World Record Holder Sets Out on 475-Mile Wheelchair Trek on the Great American Rail-Trail

By: Amy Kapp
September 23, 2022



IAN MACKAY'S RIDE ON THE GREAT AMERICAN RAIL-TRAIL BEGAN WITH A CEREMONY ON THE NATIONAL MALL. | PHOTO BY ANTHONY LE, COURTESY RTC

rtc.li/iansride-grt

Reaching the Decision-Makers

- ✓ **Public Support/Conversion**
Print Distribution, Online/SEO, Social Media, Newsletters, Emails
- ✓ **Grassroots/Grasstops Ambassadorship**
Collect stories of impact for shared engagement (our network/their networks/their influencer spheres), e.g., Trail Moments, Great Rivers Greenway
- ✓ **Anchors for Press Outreach**
- ✓ **Anchors for Legislative Relationship Building**
- ✓ **Fuel for Public Engagement by Political Leaders/Champions**
- ✓ **Ground Softeners for Partnership Building**

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Questions?

