



Strategic Storytelling for Social Change

A Rethink Outside Narrative Workshop

August 11, 13, 18, & 20

[Register Here](#)

Encompassing both storytelling theory and practical application, this hands-on workshop will build the capacity of environmental education practitioners to craft compelling stories using the frame of the [Rethink Outside](#) shared narrative developed in collaboration by [Blue Sky Funders Forum](#) members and partners. Participants will build, share and reflect on a story that communicates how their work contributes to healthy communities for all. Participants will work in small groups to refine their stories, will have optional one-on-one coaching sessions, and the opportunity to present their final stories to the entire class.

Who should attend

This workshop is open to anyone in the environmental education field who would like to learn the power of storytelling for communicating with funders, partners, volunteers and other stakeholders. No prior communications or storytelling experience is required, but each student will need access to a laptop or tablet, an internet connection, and curiosity about storytelling.

Course content

- **Session One:** Values-based storytelling and the Rethink Outside narrative; Communications during COVID-19, using the Rethink Outside narrative
- **Session Two:** Audiences and story structure
- **Session Three:** Ethical storytelling and stories well told
- **Session Four:** Pulling it all together - your stories

Course details

- Four, 90-minute sessions of live, virtual instruction
- Breakout sessions for workshopping your story with peers and coaches
- Invitation to a course-specific Google Forum for sharing content, soliciting feedback and accessing lesson recordings
- Opportunities to practice and refine your story
- Customized workbook for crafting and using your story
- Optional one-on-one coaching sessions with instructors during or following the workshop dates (*additional cost*)

Session dates

- **Session One:** Tuesday, August 11, 10 - 11:30 am PT
- **Session Two:** Thursday, August 13, 10 - 11:30 am PT
- **Session Three:** Tuesday, August 18, 10 - 11:30 am PT
- **Session Four:** Thursday, August 20, 10 - 11:30 am PT

Course materials and homework

All students will receive a course workbook and have access to online content via a class-specific Google Forum. Between classes, students will be asked to complete a small amount of homework, reflecting on the classwork to build out the structure and elements of their individual stories.

Your instructors

Susan Pierson-Brown of [Seven November, Inc.](#) is a communications strategist and advisor to philanthropists and social change organizations, helping them generate awareness and support for their ideas through persuasive communications. Susan was the lead consultant for the Rethink Outside shared narrative development.

Stephanie Ellis-Smith is a leader with 20 years of experience in the philanthropic sector and is the founder of [Phila Engaged Giving](#), a values-driven philanthropic advisory firm. She has held every seat at the social sector's table: non-profit CEO, social enterprise COO, trustee, mentor, and civic activist.

Cynthia Scheiderer is a consultant and facilitator skilled in including diverse perspectives and interests in meaningful conversations. Cynthia helps community-based organizations and philanthropies tell their stories through research, community outreach, brand and messaging, policy, and media.

Registration and cost

[Registration is now open!](#) Cost to attend is \$350 per participant. Enrollment is limited to 25 participants. Zoom Video Conferencing software (available for free from Zoom.com) will be used to facilitate the workshop. Further details will be sent to confirmed registrants.

About Rethink Outside

[Rethink Outside](#) is a call to action for all who believe that everyone deserves the opportunity to enjoy time outdoors, because when people connect with nature we all benefit. Together, we can unify and amplify the growing movement to lift up the benefits of time spent outdoors as a basic human right. In doing so, we can reshape the prevailing public narratives around time spent in nature and engage new partners and allies. Coordinated by Blue Sky Funders Forum and informed by the voices of hundreds of stakeholders and allies, the new shared narrative leverages and shares communications research, tools, and strategies to tell a new story and engage new partners to bring the promise of healthy communities to all. Together, we aspire to create a future where everyone has positive experiences outdoors and shares the joy, health, growth, and sense of community that come with it.

In response to the need to amplify the role that the outdoors plays in responding to and recovering from the impacts of COVID-19, Blue Sky released a [messaging brief](#). This resource offers a roadmap for connecting the tested values and core message of the Rethink Outside shared narrative with the ever-changing public conversation around COVID-19.