**Technical Assistance: Story Development and Training**

Communities throughout Oregon participating in the Oregon Main Street Network are using the highly successful National Main Street Approach® to revitalize their historic commercial neighborhoods and downtowns. This is a comprehensive model that works on many different fronts to bring vitality to these important community centers. It is often challenging for organizations to communicate the impact of their efforts because the work is broad. This is systemic throughout our Network, and, indeed, throughout communities across the country. This can impact an organization’s ability to attract funders and volunteers – the very foundation of a thriving revitalization effort. To help address this issue, Oregon Main Street is offering free technical assistance to develop compelling stories that inspire new support and commitment to Oregon Main Street communities. Up to five communities will be selected for this offer based on this application.

Working with a marketing and PR consultant, selected communities will receive:

* Webinar on the art and science of storytelling.
* One-on-one storytelling counsel to develop a story.
* A completed compelling story to integrate in communications.
* Opportunity to share your story at a plenary breakfast at the Oregon Main Street Conference, October 6, 2017.

Eligibility:

* Participate in the Main Street Track of Oregon Main Street (Exploring Downtown, Transforming Downtown, or Performing Main Street levels).
* Complete and submit this Story Development Technical Assistance Application no later than August 2nd, 2017 to [sheri.stuart@oregon.gov](mailto:sheri.stuart@oregon.gov).

**Technical Assistance: Story Development and Training**

**Application**

**Applicant Information:**

Organization Name:

Contact Person:

Title:

Email Address:

Telephone Number:

City:

County:

Population:

Main Street Track Level:

Exploring Downtown  Transforming Downtown  Performing Main Street

**Commitment:**

We agree to have at least 75% of our board members participate in the Webinar Training

during the week of August 28, 2017.

We agree to fully engage our board and others in the one-on-one storytelling counseling as

requested.

We agree to tell our story at the Plenary Breakfast during the Oregon Main Street

Conference.

**Application Questions: Please answer the following questions in no more than two pages.**

1. Please tell us your goal for telling a compelling story about your work (select all that apply).

Recruit new volunteers

Secure new funding from private sources

Secure new funding from public sources

Increase attendance to Main Street events

Attract to tourists to your Main Street community

Attract new businesses to your Main Street community

Attract new residents to your Main Street community

Increase request for your programs, grants, and other offerings

1. Please tell us about a recent time you saw your work at its best. What happened, who was involved, and what change resulted from your efforts?
2. Please tell us how you will **share** a compelling story in your efforts. Who will hear it, and how will you reach them?

1. Please describe three ways you feel your organization will **benefit** from this assistance.
2. How can other Main Street communities learn from your story?

**Attachments: Please attach samples of the following communication tools you currently use as applicable.**

Organization brochure

Membership brochure

Volunteer recruitment brochure or info sheet

Annual report

Newsletter

Other types of communication tools you use: website, Facebook, twitter, etc:

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