



 **NADO**

**ATC**

**Annual Training  
Conference**

**2022**





**Learning Lab:**

# Effective Storytelling that Makes an Impact

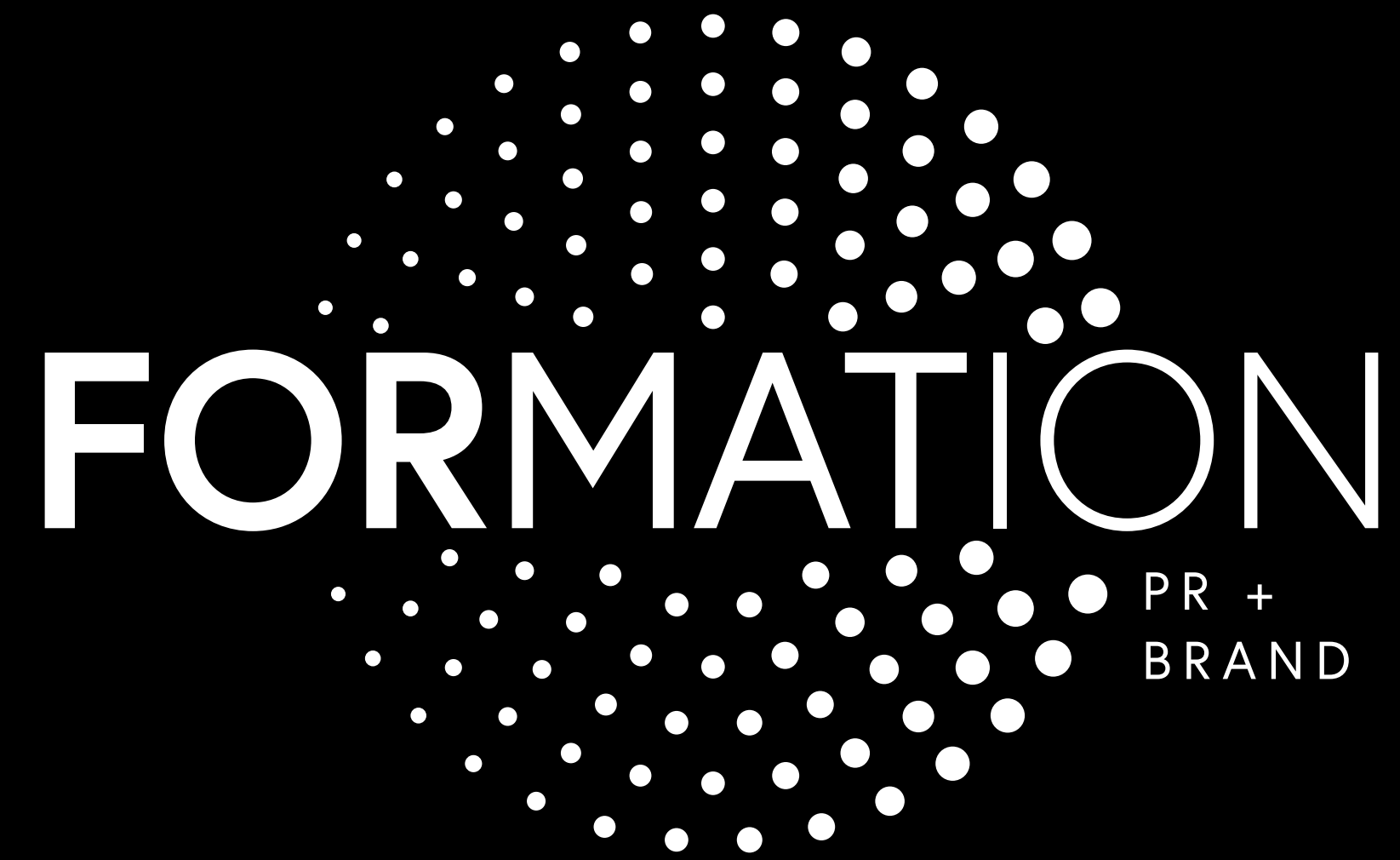


An aerial, top-down view of a city at night, with a strong green color overlay. The image shows various buildings, streets, and parking lots. A prominent building on the left has a curved facade. In the upper right, a building is labeled 'JW MARRIOTT'. The overall scene is illuminated by city lights, creating a vibrant, high-contrast image.

# LEARNING LAB OVERVIEW:

- Real world examples
- Facilitated discussion + Q&A
- Shared experiences





FORMATION

PR +  
BRAND





**HOW ARE YOU  
MAKING AN  
IMPACT?**





HOW ARE YOU  
SHARING YOUR  
**IMPACT?**



# EFFECTIVE Storytelling



PROD.

ROLL

SCENE

TAKE

DIRECTOR:

CAMERA:

DATE:

Day.Night Int Ext Mos  
Filter Sync





YOUR  
BRAND



**LAND  
OF SKY**  
REGIONAL COUNCIL



BUCKEYE • HILLS  
regional  
council





**NRVRC**  
new river valley regional commission





virginia  
association  
of planning  
district commissions

















kaysinger  
BASIN RPC





**FOOTHILLS**

REGIONAL COMMISSION









The image features a collection of antique, leather-bound books. In the center, one book is open, its pages glowing with a warm, golden light. The surrounding books are stacked and their spines are visible, showing the texture of the aged leather and the thickness of the paper. The overall atmosphere is one of history and knowledge.

# BRAND Narrative



# Once upon a time...

...there was a Council of Governments who served the region.

They are known throughout the kingdom for their wisdom, guidance, and even handedness

They leveraged a multitude of resources in service to others.

Without them, we would not have...









# MESSAGING + TALKING POINTS



The background is a dark teal color with a white grid pattern. Overlaid on the grid is a complex technical drawing in white lines. The drawing includes various geometric shapes, circles, and lines, some of which are dashed. There are also several arrows pointing in different directions, suggesting a flow or process. The overall appearance is that of a blueprint or a technical schematic.

# COMMUNICATIONS STRATEGY



The background is a dark teal color with a white grid pattern. Overlaid on the grid are various white technical drawings, including mechanical parts, gears, and structural diagrams. The drawings are rendered in a light, sketch-like style.

# COMMUNICATIONS STRATEGY

- Audience
- Goals
- Tools



A dense field of small green seedlings in black pots, with the text "PUBLIC RELATIONS" overlaid in white. The background is a vast field of small, identical green seedlings in black pots, arranged in a grid pattern. The seedlings are in various stages of growth, with some showing small leaves. The overall color scheme is dominated by green and black, with the white text providing a strong contrast.

# PUBLIC RELATIONS

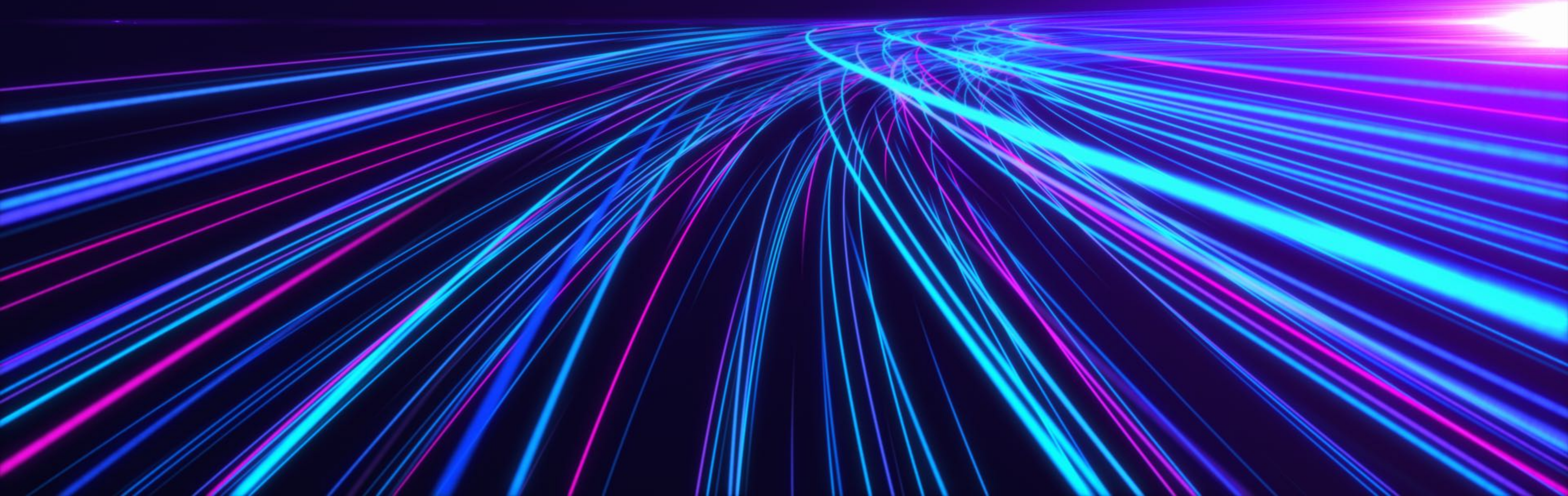


# PUBLIC RELATIONS

- Consistent messaging
- Thought leadership
- Media engagement



# DIGITAL STRATEGIES





# DIGITAL STRATEGIES

- Website
- Email Marketing
- Social Media





About ▾

Members ▾

Development ▾

Planning ▾

Affiliate Nonprofits ▾



**kaysinger**  
BASIN RPC

*Kaysinger Basin Regional Planning Commission, located in West Central Missouri, serves Bates, Benton, Cedar, Henry, Hickory, St Clair, and Vernon counties. As a planning organization, we aid our communities in transportation planning, hazard mitigation planning, economic & community development, grant writing & administration, and so much more! We connect our communities to opportunities because vibrant, thriving communities lead to better-lived lives for all our citizens.*

*Want to stay up-to-date with all things Kaysinger? Sign up for our [bi-monthly newsletter](#).*

# KAYSINGER BASIN REGIONAL PLANNING COMMISSION







## NADO News

### News & Announcements



#### NADO Announces Winners and Runners-Up in the 2022 Photo Contest

Congratulations to the [2022 NADO Photo Contest winners and runners-up!](#) This year, nearly 90 images were submitted from members across the country that demonstrated what makes their regions great places to live, work, and play. Images were judged in four categories: "Strengthening the Built and Natural Environments," "Building Vibrant Places," "Investing in Our Regional Economy," and "Sustaining Our Communities." A "People's Choice" winner was also chosen online by the public via NADO's Facebook page. [Click here](#) to see the winners and runners-up and the stories behind the images.



#### Explore the 2022 NADO Awards StoryMap

NADO has released its [2022 Awards StoryMap](#) which features projects highlighted through the Aliceann Wohlbruck Impact Awards and Excellence in Regional Transportation Awards programs. The Impact Awards honor NADO members for their creative approaches to advancing regional economic development and improved quality of life. The Excellence Awards recognize noteworthy transportation, mobility, and goods movement projects in rural and small metropolitan regions. [Click here](#) to view the StoryMap and learn more about each of the projects.

- Audience Identification
- Style Guide
- Process
- Sections



- 
- Audience
  - Platform
  - Purpose and Goals





TRADITIONAL  
**STRATEGIES**



# TRADITIONAL STRATEGIES

- Networking and Public Speaking
- Print Collateral
- Impact Reports



We are a network of 10 Councils of Governments working to positively influence quality of life and economic development in South Carolina. **South Carolina Councils of Governments (SC COGs)** navigate state and national policy issues, advocate on behalf of multiple regions, and leverage successes to build a grander story for our state.



# 2018 impact report



## economic & community development

### workforce training

Each COG has a Workforce Development Board that prioritizes how WIOA funds will be utilized - resulting in re-employment or job training for South Carolinians of all ages and backgrounds.

WIOA clients trained:

1,144 displaced workers



Working with a variety of federal and state funding partners, COGs operate SC Works Centers to provide much needed workforce training throughout our state.

**287,387** workers served through **45** SC Works offices.

### federal & state grants

On behalf of our local governments, SC COGs pursue competitive grants for infrastructure and community revitalization projects. More than half of the grants secured are Community Development Block Grants (CDBG). Others include SC Rural Infrastructure Authority (RIA) grants and US Economic Development Administration (EDA) grants.

- **201** grants were secured, administered and managed totaling **\$103m.**

### access to capital

SC COGs are able to leverage valuable financial resources in the form of loans and private capital through federal partners like the U.S. Economic Development Administration, Appalachian Regional Commission, U.S. Department of Agriculture, and the U.S. Small Business Administration. These provide capital and funds that expand businesses and create jobs throughout our state.

- **\$119m** generated
  - **5,232** jobs created
- Since the early 1980s, COGs have secured **\$289m** in private capital.



## quality of life

From improving the housing we already have to removing structures that no longer suit our communities, SC COGs are focused on improving communities and strengthening neighborhoods.

### improving communities & strengthening neighborhoods

This fiscal year, SC COGs

- **spent \$1.8million on affordable workforce housing units in 13 counties,**
- **built & rehabilitated 60 single-family homes and 27 multi-family housing units and,**
- **removed 229 residential and 3 commercial structures.**



## serving local governments

SC COGs work to benefit all of South Carolina by functioning as an extension of county and local governments, serving as a resource for technical assistance, and securing state and federal dollars to address critical issues for our communities.

### planning assistance

In 2018, SC COGs assisted city and county governments in meeting statutory planning requirements for their jurisdictions, and in filling gaps within staffing and management of services. SC COGs completed comprehensive plans, updated zoning documents, and assisted with large scale GIS projects.

- **112** planning projects
- **33** cities and counties
- **23** comprehensive plans

### transportation planning & projects

Each of the 10 COGs engages in transportation planning at some level. All manage rural transportation planning and four of the 10 serve as the Metropolitan Planning Organization (MPO) for urban transportation planning. Working with transportation policy committees, COG Boards recommend and prioritize transportation projects in coordination with the SC Department of Transportation (SCDOT)

- **21** transit projects
- **12** transportation projects

To learn more about SC COGs, please visit [sccogs.org](http://sccogs.org).



## serving our aging population

Seven of the 10 SC COGs are designated as their region's Area Agency on Aging (AAA), working with the Lieutenant Governor's Office on Aging to deliver services like **in-home care, transportation, legal services and more** to the aging population throughout South Carolina.

- **51,836** clients were impacted by SC COGs Aging Programs.
- **2,573,122** meals were served (in-home and at congregate meal sites) to a total of **16,997** seniors.



**LET'S  
LEARN  
FROM**

**east texas  
council of  
governments**

The logo for the East Texas Council of Governments features three stylized Christmas trees. Each tree is composed of horizontal stripes in green and black, forming a triangular shape. The trees are positioned behind the text: one behind the 'T' in 'east', one behind the 'T' in 'texas', and one behind the 'T' in 'governments'. The text is rendered in a bold, black, sans-serif font.



# QUESTIONS + ANSWERS





**Thank You.**