# **You Make the Difference Initiative**

## **Week 1 Worksheet: Crafting Your Personal and Organizational Narratives**

## **Part 1: Your Organizational Narrative – Why Your Fair Matters**

Objective:

Help people understand why your fair or ag society is a vital community asset — not just an event or organization.

Instructions:

Answer these prompts clearly and specifically.

You will use this narrative on your website, social media, when applying for grants, when speaking to the public, and when recruiting volunteers.

### **1. What**

### **impact**

### **does your fair or ag society have on the community?**

(Think: Economic, social, youth development, education about food and agriculture, community pride, heritage, and tradition.)

* How much money does it bring into the community?
* How does it help local businesses, hotels, restaurants?
* How does it support young people or families?
* How does it teach where food comes from and support agricultural education?
* How does it strengthen heritage, tradition, and the local culture?
* How does it build community connectedness and pride?
* How does it foster community resiliency for the future?

Write 3–5 specific impacts here:

### **2. Why is your organization a true community asset ?**

(Not “we’ve been around 100 years” — but what difference does that history make?)

* What would your town lose if your organization disappeared?
* What are 3–5 reasons you are essential?

List your reasons here:

**3. Capture your “So What?” Message**

Put it together into a short paragraph (3–5 sentences) that anyone on your team could say in a meeting, post online, or share in a conversation.

(Example starter: “We are more than an event — we are a community catalyst. Each year we…”)

Draft your Organizational Narrative:

## **Part 2: Your Personal Narrative – Why It Matters to You**

Objective:

Create a powerful, authentic personal story that shows why you care — and why others should too.

Instructions:

Answer these questions honestly, from the heart.

This is not about fancy words — it’s about real impact.

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### **1. Why does being a part of the fair or ag society matter to you personally?**

* How does it fulfill you?
* How has it changed you?
* What relationships or memories has it given you?

Write your thoughts here:

### **2. What would be missing in your life if the fair or ag society disappeared?**

* What “hole” would it leave in your heart or your family?

Write your thoughts here:

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### **3. Share your Authentic Testimonial**

Put it all together into a short authentic story (2–4 sentences) that could be shared in conversation, a board meeting, or recruiting a volunteer.

(Example starter: “Being part of our fair changed my life because…”)

Draft your Personal Narrative:

## **Final Step:**

Use your two narratives consistently.

* Organizational Narrative: For public storytelling (websites, grants, media, sponsors).
* Personal Narrative: For one-on-one conversations, volunteer recruitment, and board leadership.