# **You Make the Difference Initiative**

## *Why Your Story Matters*

*Earlier in your journey, you reconnected with your personal “Why” — the deep reason you care about your fair and its future.*

*Now, it’s time to sharpen that passion into a 60-second story you can share with others — a story that connects people to your fair’s purpose and invites them to invest their time, talent, and treasure.*

*People don’t give to projects — they give to people.*

*Your story is your superpower.*

## *Tell Your 60-Second Story*

*Fill in the blanks below to create your authentic, powerful story:*

### *1. My Why:*

*“I care about our fair because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*

*It has given me \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”*

### *2. The Fair’s Impact:*

*“Our fair matters because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*

*It brings \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to our community.”*

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### *3. My Beliefs:*

*“I believe that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is important for the future of our community.”*

### *4. Invitation to Others:*

*“I’m inviting others to invest their time, talent, and treasure because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”*

## *Final Tips*

* *Speak naturally and from the heart.*
* *You don’t need fancy words — just authentic ones.*
* *Your goal is to inspire people to want to be part of something bigger.*

***Remember: People invest in passion, belief, and authenticity.***

***Your story is what bridges their heart to your mission.***