



KEEP THE MUSIC PLAYING

Participant Storytelling Toolkit

Notice the moment. Shape the story. Share it with purpose.



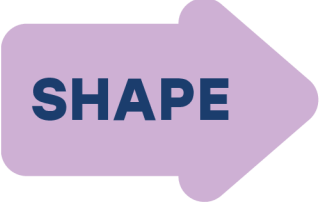
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NOTICE

Capture the moment

Capture meaningful moments
before they disappear.



SHAPE

Decide What It Needs

Use a shared review process so any staff
member or volunteer knows what to do next.



SHARE

Put It To Work

Deploy the right story to the right audience, in
the right format, at the right time.

THE SPARK TEST

Capture first. Decide later.

Choose one moment. Write what you know. Raw is best.



Who is the face?



What is that feeling?



What are the facts?



For whom? Who needs to hear it?

10 QUESTIONS TO HELP FIND THE STORY

Choose the questions that fit. You do not need to ask all ten.

1. What brought you here?
2. What were you expecting?
3. Was there a moment that stood out to you?
4. What did you notice or feel in that moment?
5. Did anything surprise you?
6. Why does this matter to you?
7. Did being here change anything about how you see this community?
8. What would you tell someone who has never attended one of our concerts?
9. What will you remember about this experience?
10. What would you like to see happen in the future?

Capture what makes the story usable.

- ☒ Capture wide, medium and close photos or video if possible.
- ☒ Look for people, connection and meaningful details.
- ☒ Capture enough context to show where the moment happened.
- ☒ Confirm the person's name, spelling, contact information and permission.
- ☒ Confirm permission for the intended use. Use additional care with children.

Save the story.

Save all relevant files and permission information in the agreed location. Don't have one yet?



**BUILD YOUR OWN
STORY BANK**

STORY REVIEW

REVIEW:

Why does it matter?

- What changed?
- How does it connect to our mission?
- How does it connect to the broader Levitt story?
- Who could benefit from hearing it?

REFINE:

What's missing?

- ☐ Facts
- ☐ Quote
- ☐ Context
- ☐ Photo or video
- ☐ Permission
- ☐ Another voice
- ☐ Follow-up
- ☐ Information



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RIGHT-SIZE:

What does it deserve?

- ☐ Save it
- ☐ Social post
- ☐ Sponsor update
- ☐ Newsletter
- ☐ Email
- ☐ Larger feature

Same impact, different audience

- **Sponsor:** Why is this partnership valuable?
- **Funder:** What outcome did support make possible?
- **Resident:** Is this for people like me?
- **Volunteer:** Where can I contribute?
- **Elected leader:** How does this strengthen community?

STORYTELLING RHYTHM

Make this a regular practice, assign responsibility and create one simple way for others to submit story ideas.

RHYTHM	TIME INVESTMENT	ACTION
After every concert	5 minutes	Capture sparks while they are fresh.
Every week	15 minutes	Review what was captured and identify gaps.
Every month	30 minutes	Choose stories and uses.
Every quarter	60 minutes	Plan around sponsors, grants, events, and upcoming opportunities.

RESPONSIBILITY	PRIMARY OWNER	BACKUP
Notice: Capture and store		
Shape: Review and verify		
Share: Adapt and deploy		
Keep Going: Protect the rhythm		



Collect Stories from others

Give staff, volunteers and partners one email address for sharing moments, photos and story ideas. Ours will be: _____

ONE STORY, MANY USES

USE	AUDIENCE	EMPHASIZE	INCLUDE	CALL TO ACTION
SPONSOR UPDATE				
GRANT PARAGRAPH				
SOCIAL POST				
STAGE REMARK				
NEWSLETTER				
BOARD UPDATE				
LEVITT NETWORK STORY				

CHOOSE THE VERSIONS YOU NEED. You do not need to complete every row. Keep the facts fixed. Change the emphasis, format and ask.