writing for green

Lesson 5 Handout: Organization Z Story Examples

Read the mission, goals, and story options for Organization Z. In your group, discuss which story you would suggest Organization Z use to reach their goals and why. Then discuss what could be improved or added to the story you selected to make it more compelling and aligned with their goals.

Mission of Organization Z: To ensure that the residents of Our Town can safely enjoy their local reservoirs for generations to come.

Organization Z's Project-Specific Goals:

- Raise awareness of the dangers of polluting the community reservoirs among residents
- Garner financial and volunteer support for the upcoming community clean-up and installation of educational signs in multiple reservoirs

Organization Z Story Options		
Story Option 1:	**Story Option 2:**	**Story Option 3:**
• A local resident was injured last fall by walking on broken bottles near the reservoir • The local resident suffered deep cuts and was taken to the emergency room, receiving a sizable medical bill that could have been avoided if the reservoir had been kept clean • After the incident, Organization Z cleaned the reservoir and put up signs that depicted the potential hazards of throwing glass bottles in the reservoir • The local resident shares their gratitude to Organization Z and asks everyone to support the organization's work to prevent similar incidents from happening in the future	• Organization Z Volunteer discusses their disappointment in how reservoirs have become so polluted with trash that they smell terrible and are unsafe to walk in • They share that they heard about Organization Z and an upcoming clean-up event from a neighbor and decided to join • They found that the experience with Organization Z members and other volunteers was not only fun and inclusive, but very educational • The volunteer encourages everyone from the community to take part in the next clean-up or consider donating to Organization Z's efforts	• An Organization Z team member introduces themselves and shares that they have been with the team for over 5 years • They describe the organization's process of identifying a reservoir in need with community members' input and how they work collectively to restore the reservoir and lead educational activities • The team member then explains how the organization ensures their work is sustainable by installing educational signage and enacting community-wide accountability measures with the support of local leadership and organizations • They say that anyone who wants to volunteer for or contribute to Organization Z's efforts is making a good and impactful investment in their community and that they are proud to be a member of the team