



# Getting Your Story Out

## HOW TO SUCCESSFULLY PROMOTE GRASSROOTS SAFE ROUTES TO SCHOOL PROJECTS

Safe Routes Coaching Action Network introduction,

Michelle Gulley, Development Director, America Walks



NCSRTS Update: Walk to School Events Spread the Safe Routes Story

Nancy Pullen-Seufert, MPH, National Center for Safe Routes to School, Chapel Hill, **Feature**

**Presentation: Getting Your Story Out**

David Levinger, PhD, PE, The Mobility Education Foundation, Seattle, WA

[DOWNLOADABLE AUDIO Available](#) Including Question & Answer Session

### Five Rules for Promoting Your Story:

1. **Know your Story.** A Story clarifies an issue or mission.  
*It helps to repeat it, keep it fresh, and keep it at the forefront of people's minds.*
2. **Be visual.** Use tools to integrate more senses into your story. *A picture is worth 1,000 words.*
3. **Make it a gift.** Win attention. *People are bombarded with stories - give them a new perspective.*
4. **Reach other people who will tell it.** Seek out volunteers.  
*Not everyone is a story teller—find ways to delegate.*
5. **Make it Urgent & Actionable.** Connect your audience's concern to the outcome.

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- Read Case Studies
- Register for future webinars
- Locate guides & resources
- Request Coaching help

[www.saferoutesinfo.org](http://www.saferoutesinfo.org)

[www.americawalks.org](http://www.americawalks.org)

