

SECURING YOUR
GREATNESS IN THE
EYES OF THE PUBLIC



Mac Clemmens
Streamline



SAFE-D

Texas State Association of Fire and Emergency Districts

WHY
WE'RE HERE



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Streamline




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Streamline

WHAT WE'LL COVER

1. Why tell your story?
2. Storytelling vs. “just the facts”
3. What is *your* district story?
4. Getting the word out
5. Examples and tips



WHY TELL YOUR STORY?

The Joker is the central figure, depicted with his characteristic spiky green hair and a wide, menacing grin showing sharp teeth. He is wearing a dark purple suit jacket over a white shirt and a dark tie. His hands are raised in front of his face, with fingers spread. The background is a dark, atmospheric cityscape at night, with buildings and streetlights visible under a cloudy sky. A diagonal line divides the image, with the left side being darker and more shadowed.

IF YOU DON'T
TELL YOUR
DISTRICT'S STORY,
WHO WILL?



Eyewatch Specialdistricts



January 3 at 6:20 PM · 🌐

Orangevale Recreation and Park District is fundamentally corrupt, dishonest and self-serving and authoritarian!




MAILCHI.MP

LA school won't explain mysterious \$782,000 payout to former superintendent, as auditors call for fraud investigation

Scandal-plagued Montebello Unified School...





**SPECIAL
DISTRICTS**

Circle of Trust

Knows
Me



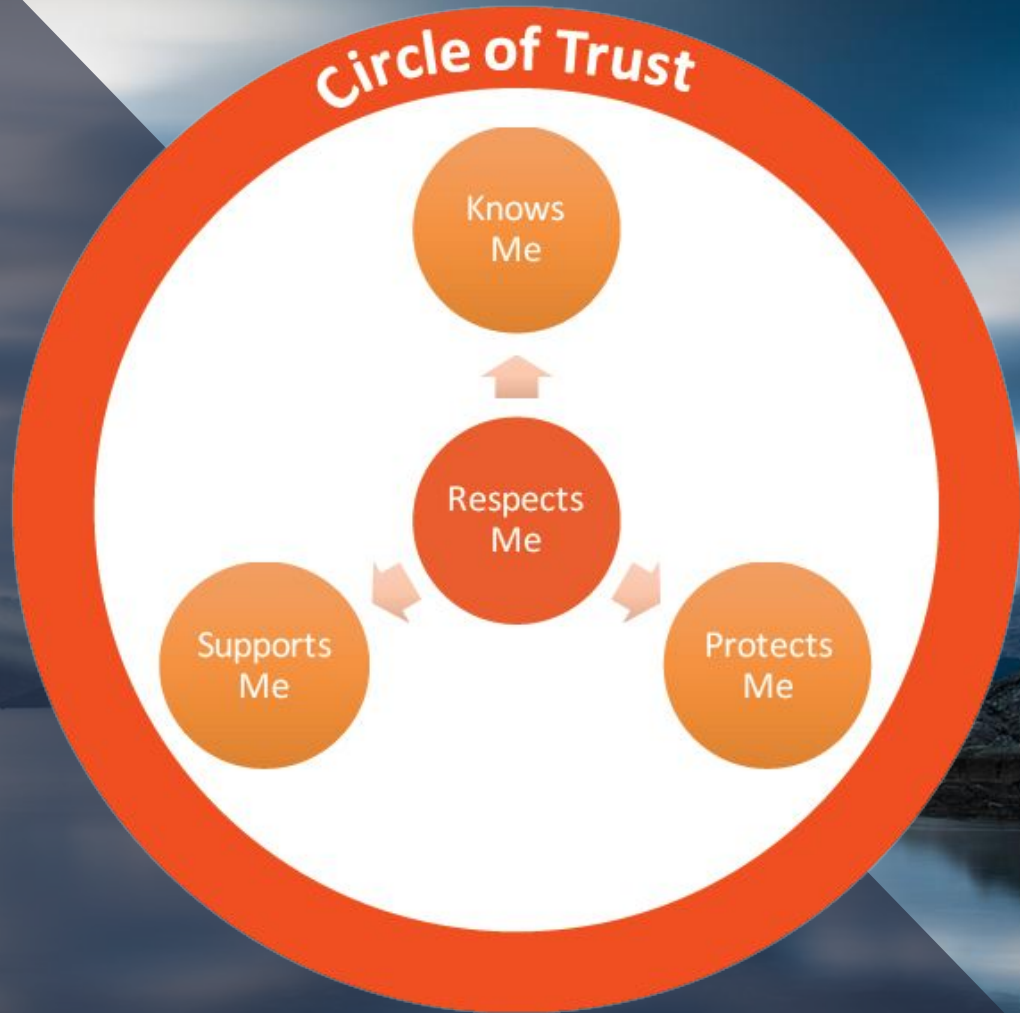
Respects
Me



Supports
Me



Protects
Me





STORYTELLING
VS.
JUST THE FACTS

JUST THE FACTS VS TELLING A STORY

The city has adopted a new ordinance that makes grocery stores charge 10 cents per paper bag. The ordinance is defined in §32903 of the municipal code and takes effect Jan 1, 2020 for class B and C retailers.

JUST THE FACTS VS TELLING A STORY

It's all around you, all the time...handed to you at the corner cafe with your morning coffee, all over your desk at work, and surrounding much of the food you buy at the grocery store before heading home.

And for years, this product – paper – so ubiquitous you only really notice it when it's not there, has been coming at a horrific cost...

— *Dan Murphy, Christian Science Monitor*

Storytelling
is all about connecting
your audience to your
district through the
story itself.



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Mokelumne Hill Fire Protection District MHFPD

Published by Sloane DellOrto · 13h · 🌐



Shout out to the [Mokelumne Hill Veterans Memorial District](#) for taking such good care of our parks, and providing our community with a great spot to land an air ambulance when needed.

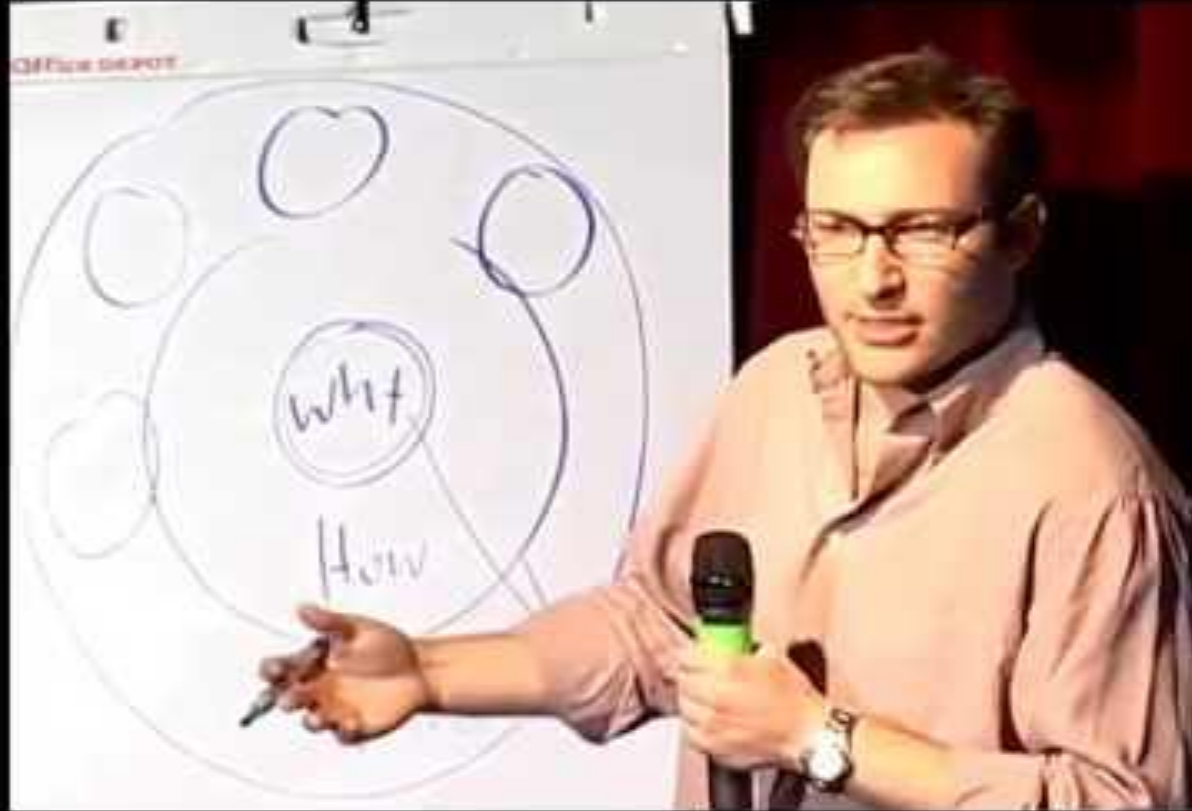




SO... WHAT IS
YOUR SPECIAL
DISTRICT STORY?

A close-up, low-angle shot of the American flag waving in the wind. The flag is the central focus, with its stars and stripes clearly visible. The background is a bright, hazy sunset or sunrise, with the sun low on the horizon, creating a warm, golden glow. The sky is filled with soft, wispy clouds, and the overall atmosphere is patriotic and inspiring.

**HOW TO ARTICULATE
YOUR DISTRICT'S
“WHY” STORY**



The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in warm, golden light. The stars are prominent in the upper left, and the stripes flow across the bottom and right.

EXERCISE 1: WHO IS YOUR DISTRICT FOR THE WORLD?

In your own words, write down your organization's purpose, cause, or belief (not your official mission statement!)

EXAMPLE:

At Streamline, we ensure special districts continue to be the most responsive, effective form of local government, strengthening communities across the country.

Your turn!

A close-up, artistic photograph of the American flag waving. The flag is the central focus, with its stars and stripes clearly visible. The lighting is dramatic, with a bright sun or light source in the upper right, creating a strong lens flare and casting a warm, golden glow over the scene. The flag's fabric appears to be in motion, with deep folds and highlights. The overall mood is patriotic and inspiring.

WHAT DID YOU
DISCOVER?

**EXERCISE 2:
WHY DID/DO YOU
CHOOSE TO WORK FOR
YOUR DISTRICT?**

What made you join your particular organization?

What lights you up about the work you do?

EXAMPLES:

I wanted to protect my community from the threat of fire.

My dad worked at our district.

I needed a job! ;)

Your turn!

The image features a close-up, slightly blurred view of the American flag waving. The flag's stars and stripes are visible, with the blue field of stars on the left and the red and white stripes on the right. The background is a warm, golden sunset or sunrise over a body of water, with a bright sun low on the horizon creating a lens flare effect. The overall mood is patriotic and reflective.

WHAT DID YOU
DISCOVER?

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in warm, golden light. The flag is draped and appears to be waving.

EXERCISE 3: USER STORIES

This is a great way to think about your organization from the point of view of the people you serve. Format:

As a ...

I want ...

So that...

EXAMPLE:

As a [parent who lives in this community],

I want [safe, clean parks and robust afterschool programs]

so that [my children are able to spend more time outdoors].



GETTING THE WORD OUT

AFFORDABLE IDEAS:

Your website

- Feature on the homepage
- Update site often so people know to check
- Keep SEO in mind

Email campaigns

- Regular newsletters
- Special announcements
- Push readers to your site
- Make sure there is a signup on your site



AFFORDABLE IDEAS:

Local media / newspapers

- The more personal and interesting the story, the more likely it will be published
- The more a story includes locals (esp kids!), the more likely it will be shared (newspapers aren't just in print anymore...)



AFFORDABLE IDEAS:

Guerrilla marketing techniques

- More affordable than traditional marketing methods
- Can include things like using sidewalk chalk, designing community murals, holding community events and open houses, etc.





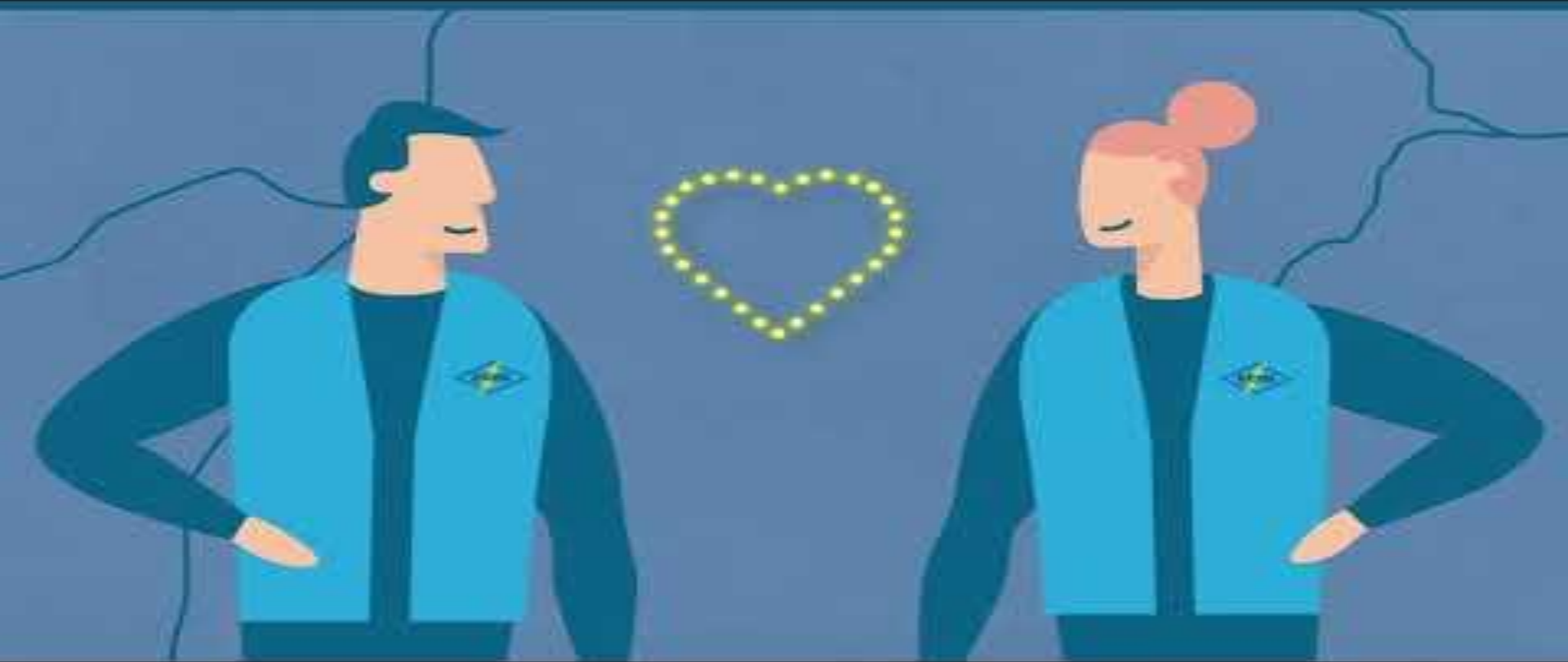
EXAMPLES & TIPS

THE STORY:

The image features the silhouettes of a man and a woman standing on a grassy field against a light, hazy sky. Both figures are wearing large, dark capes that spread out behind them, giving them a superhero-like appearance. The man is on the left, and the woman is on the right. They are both standing with their hands on their hips, looking towards each other. The overall mood is one of strength and confidence.

An overwhelming majority of emergency service districts serve their Texas communities well and are a **better choice** than alternative service providers.

And yet, many people don't even know you exist.



Our history

We've been delivering power to customers in our region since 1946, but our history goes back much further than that.

In 1923, citizens voted to create SMUD as a community-owned, not-for-profit electric service. Years of engineering studies, political battles and legal wrangling delayed SMUD's purchase of PG&E's local electrical system.

In March 1946, the California Supreme Court denied PG&E's final petition to halt the sale and nine months later, SMUD finally began operations. Since then, we have helped power the region's explosive growth, met the challenges of the energy crisis and become a nationwide leader in green energy and conservation.




Don't Bring Back The

AEDDES



MAKE IT PERSONAL

- Connect the story to community members - the more specific, the better!
- Why does this matter to the reader? Does it affect them in any way?
- How do you want them to feel after reading or hearing your story?

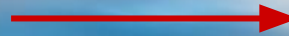


“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

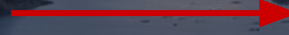
– Maya Angelou

MAKE IT PERSONAL

This is something that
can use my support



I recognize these people
and location



Did you know?

You can now support Lockwood Fire while shopping on Amazon, for free!

All you have to do is use the link below while you shop on Amazon, and 0.5% of the purchase price will go towards Lockwood Fire Protection District. Since we are unable to have in-person events, fundraisers, and meetings, we would greatly appreciate it if you could support our district online.

[View this content online](#)



We thank you for your support!



Elizabeth Fire Rescue

May 2 · 🌐



Wildfires won't wait for you to be ready! Protect your home against wildfire today.

Below are some ways to help mitigate your property and reduce the risk of wildfire:

- Rake pine needles.
- Clean out gutters.
- Mow tall grass.
- Limb up your trees.

According to the Denver Post, Colorado's 2024 wildfire outlook projects a normal year, which means there will be about 5,500 blazes to burn some expected 220,000 acres of land throughout the state. Wildfire season is typically from May to September, and statistics show that 85-90% of wildfires are caused by humans. Specific weather conditions can make wildfires worse, such as high winds and low humidity. Don't wait: prepare your home for a possible wildfire today!



Not all infographics have to be complicated!

Data and Infographics: Use data visualizations and infographics to communicate complex information in a clear and compelling way. This can be particularly effective for sharing budget information, project updates, or public health data.



MAKE IT PERSONAL



Burton Fire District

9 hrs · 🌐



WHILE YOU SLEPT! Fire was used as a weapon last night as the #BurtonFD responded to two intentionally set fires. Both fires were controlled quickly by Immediate Responders using fire extinguishers. Thankfully no injuries or serious damages resulted and today was a normal day. According to the NFPA intentionally set fires have seen a 13% increase. #BurtonFD has Arson Dog #iSam as part of its investigation team to address this community risk. #CommunityComingTogether



MAKE IT IMPERSONAL?

Notice of Parking Fee Increase

Nov 27, 2019

| Category:

[Public Notice](#)

Effective January 1, 2020

As a result of the enactment of AB 3130, various court filing fees pursuant to Government code 70626 (a) and (b) have been increased for the district effective of Jan. 1, 2020. Parking fees are as follows: \$75 per violation \$23902 (up from \$60).



MAKE IT IMPERSONAL?

Well, maybe...



City of Atlanta

November 30, 2016 · 🌐

If you just moved here, please come to our office to pick up your parking ticket. New residents receive one parking ticket to help them get used to life in Atlanta.



Like



Comment



Share



5.9K


Top Comments ▾

MAKE IT DIGESTIBLE

- People scan, then skim: use headings or icons to break sections or topics up if content is long
- Try to keep figures and facts focused and easy to digest (use infographics, bullet points)




RECAP

A silhouette of a superhero with a red cape stands on a rooftop, looking out over a city skyline at sunset. The sky is filled with dramatic, dark clouds illuminated by the setting sun. The superhero is positioned in the center-left of the frame, with their cape flowing to the left. The city buildings are visible in the background, creating a silhouette effect against the bright sky.

Your story matters - tell it!
(If you don't, who will?)

Connect with your “why” and your community’s
needs.

Be engaging, make it personal.



Telling your story doesn't have to be expensive.

Use social media, your website, even sidewalk chalk to get the message out!

Circle of Trust



THANKS!

Mac Clemmens, CEO, Streamline

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checkmydistrict.org

checkmydistrict.org



The Special District Website Accessibility Report

Is Your Special District Website Accessible?

We know web accessibility can be difficult and ADA lawsuits can be scary, but we're here to help!

[See what's included in a CheckMyDistrict report](#)

Website URL*

Enter your district URL to see how close you are to being c

District Name*

The name of your distric

Email*

Your report will be emailed

Subscribe to monthly accessibility reports for your district

[Get Your Accessibility Report](#)

Created by *districts for districts* ❤️



Attention District Superstars 🌟 - Do you manage or serve more than one district? (e.g. LAFCOs, district management companies, attorneys).

[Contact us here and we'll help you set up multiple district reports for your team.](#)