

STORYTELLING KIT



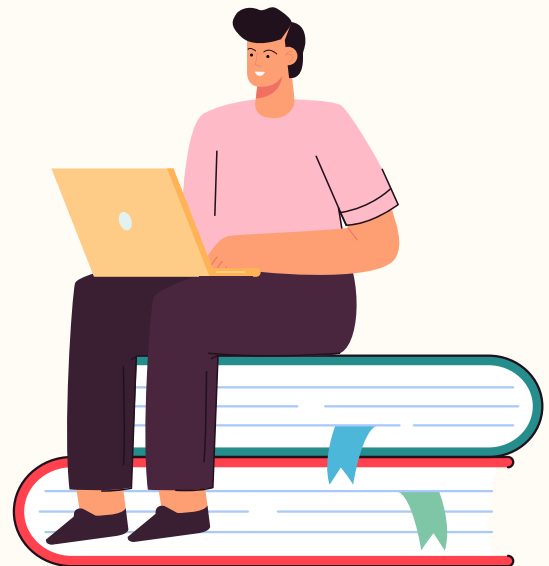
We want to hear your moving and powerful story. Your story can help inspire others to join you and this Global Catholic Climate Movement as we respond to the call of Pope Francis and bring Laudato Si' to life together!

You're encouraged to use this guide as a way to help you share your story – whether that be through text, photos, and/or videos. Let's get started.

Stories:

Your story matters. Your story can and will move people to take action. Throughout history, stories have moved people in ways that mere facts or numbers simply cannot. Stories connect with us on an emotional level and make us want to take action and stay involved.

In order to truly bring Laudato Si' to life and to care for creation throughout the world, it will take all of us taking action and telling our stories. Your voice matters. Thank you for sharing your story!



Start with why

To help best tell your story, think about where it all began for you. Why did you or your organization want to take action for creation? Why did you or your organization want to work against the climate crisis? Something happened, something moved you to action. What was it? When did it happen? Why did you act?

Spend 10 minutes thinking about this and jotting down notes as they come into your head. Don't worry about the quality of the writing now; just write down your thoughts to get the ideas flowing.

What happened?

Now that you've thought about why, let's spend some time thinking about what you did. What action did you take, and what do you hope to come out of it? It can be a small action, or it can be a big action – everything you do for creation matters.

Spend another 10 minutes thinking about what you did and what you or your organization wanted to happen because of that action.

Now what?

You felt moved to act. You took action. Now what? What do you and your organization want to happen now and into the future? What could happen if more and more people, just like yourself, joined you in this effort to bring Laudato Si' to life and to care for creation? Dream big! Spend another 10 minutes thinking about these questions.

Writing your story

Now it's time to write your story. As you begin, keep a few important tips in mind that have helped storytellers for decades:

Start with the most interesting thing to hook your readers from the start. People have so many things competing for their attention. Don't give your readers any reason to look away and to stop reading. Ask yourself, what's the most interesting thing about my story? Start with that! It's vital to grab your readers from the beginning.



Write this story the way you'd tell it to a friend over dinner. Often we start writing, and we change our language. We drop the words we'd normally use in conversation for words we'd never use while talking. There's no need to overthink your story and to change your language. Write the story the way you'd tell it to a friend over dinner.

- 📌 **Keep it simple.** Simple language and simple sentences are often best. They help people better understand your message. The structure of subject-verb-object can do wonders for you as you tell your story and help move people to take action.
 - A story is about one thing: Why you felt moved to act and what you did. It's not about what the group in the city next to yours is thinking about, it's about only your story. We recommend trying to tell your story in one or two pages.
- 📌 **Key information:** At some point in the story, it will be good to include the five W's and one H: who, what, when, where, why, and how? Don't feel the need to fit these all in the first sentence or anything like that. They are just some common facts to keep in mind as you write your story.

Revising your story

The fun part begins. As you review your story, what do you like, and what could be removed? Are there some parts that just don't make much sense? Have you found other parts that you think are really interesting and should be moved up? Edit away! Revising is key to the writing process.

Try reading your story aloud as well. It will help you find some easy-to-miss errors. Also, be sure to send your story to a friend or two so they can give it an edit as well. Everyone, everyone, could use an editor or someone to look over their work.

You have written your story. Well done, and thank you!

Now that you have your written story, it is time to get photos, videos, and audio that could help you tell your story.

Photos:

- As a first step, read your story again and think of an image that will help you best tell the story – a picture of a place, a person, an object. The options are endless! Remember that photos complement the narrative, so try to capture photos that connect to the story you are telling.
- Once you know what picture you would like to take, it's time to use your cell phone or camera. You don't need to have great technological equipment. Just remember to be aware of the quality and share photos that are in high resolution.
- When you have your eyes fixed on what you want to photograph, try to follow the 3/3 rule. What does it mean? It is a very useful rule in photography, which consists of dividing the image (in your mind) in nine equal parts (two parallel horizontal lines and two vertical ones) and placing what you want to photograph in some point of intersection of the lines. This advice can be useful when you want to direct your attention to a particular area of your photograph.



- One more piece of advice, watch your focus! Don't forget to clean the lens of the camera so that the photos can be sharp.
- Controlling the contrast and light in your images is possible. Natural light looks better in pictures. Try several attempts with the person or object you want to photograph and make sure that the light illuminates the faces of the people or details on the objects well. This is very important.
- Put your camera in a horizontal position and play with the angles, take pictures in different positions. Below are some examples.

Eye level



High angle



Photo by Vusal Ibadzade

Low angle



Top angle



Photo by Anfisa Eremina

Finally, take as many pictures as you need until you get a result you like. Let your creativity flow!

Once you have the photos, download them to your computer and select a range of three to five photos. Choose the best photos that connect with your story and share them with us to include them in your story. The more options, the better!

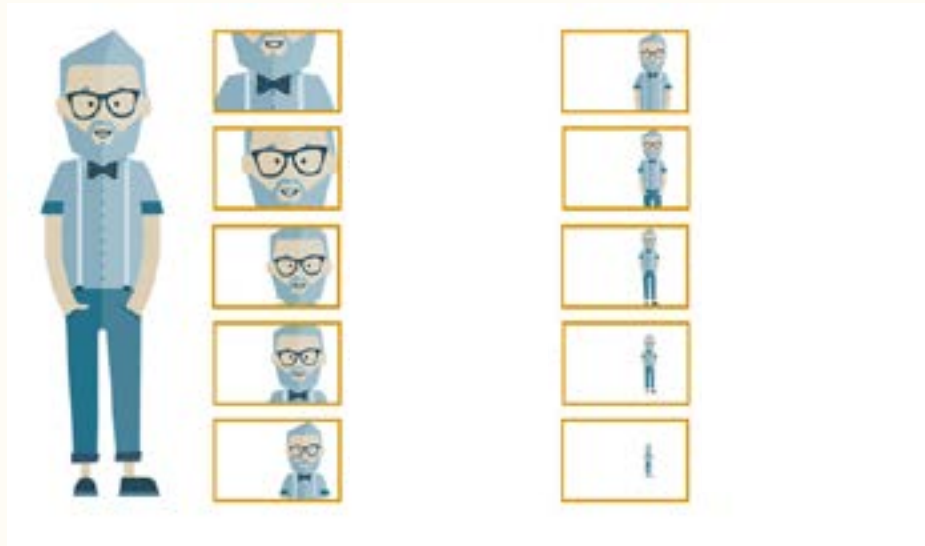
Videos and audio:

- When creating a video, first reflect on what you would like to portray.
 - a. You could brainstorm by answering these questions:
 - ▲ What am I going to tell and what will be the structure of the story?
 - ▲ Who is the main character?
 - ▲ Which shots of places or objects could I use to tell my story?
- 1, 2, 3, camera, action! Now that you know what you are going to record, it is time to prepare your phone or camcorder. Take a few minutes to learn the options available to you on your cell phone and become familiar with them. If your phone has a high-definition option, use it!
- When recording, hold your phone horizontally and try to keep it steady. Remember that you need to be careful about stability and not cover the camera with your fingers. If possible, use a tripod so that the video doesn't look shaky and you can see the recording well. If you don't have a tripod, don't worry about it. Just hold it steady!



Photo by Samson Katt

- Make sure the audio is easy to hear. In an interview, record in a space where you don't hear interruptions or constant noise that drowns out the other voices. If you are going to videotape a place to provide context, make sure that the audio is recorded without interruptions and avoids other noises, such as car horns or dog barks.
- When you record a person's intervention, remember to start recording from about 20 seconds before the beginning of the interview and let the camera record about 20 seconds after the end of the interview. This additional time will allow for no abrupt cuts and will be useful for the video editing process.
- As with photos, we recommend using natural light. Be careful not to have any shots where there is backlight, and allow yourself to play with the angles and shots. Below is a reference of shots that will be very useful.



- Regarding the time, we recommend that you record for however long you think you need to tell the story. You could even take a few extra shots, until you feel ready to tell your story. The editing? Don't worry! We'll take care of it, we just need you to provide the main ideas of the story and a brief description of all of the video you're sending. This will allow us to understand your vision and edit the video.

Permission:

As another tip, which also applies to photos, remember that if you are going to interview someone or take a profile photo of a person, it would be good to have their written permission. Also, if your story involves children, remember to have the image release form signed by their parents or legal guardians.

You can use the image release form below. Don't forget to include it when you send us your story material.

Release Form

I _____ authorize the telling of my story and the use of my image on the website of the Global Catholic Climate Movement and possibly on other websites, such as the Laudato Si' Week or Season of Creation websites. I also authorize its use on social media and through e-mails and other marketing materials, not all of which are listed here.

Signature of person who authorizes

Note: In case of minor children, the authorization must be signed by the legal representative. It also must detail:

(Names and Surnames of the minor child)

Age:

Sending the material:

When you have the stories, photos and/or videos ready, and the image release form (scanned or in photo), you can share them here in this [story Form](#), remember to include your name, email, phone number, and city.

Additional information:

In case you have questions or doubts, you can contact us by WhatsApp or Telegram at **+1 2022777217** or by email writing to socialmedia@catholicclimatemovement.global.

Good luck, and we can't wait to learn about your story!