

Ruby Bridges Walk to School Day

How to Tell and Share Your Story



Throughout your Ruby Bridges Walk to School Day event, we encourage you to collect information that showcases the celebration happening in your community. Below is a Storytelling Checklist to spark ideas and the kinds of collateral we would like you to share with us. You can tag us online or email us your photos and videos!



Storytelling Checklist



A picture is worth a thousand words! Capture photos of your work-in-progress, like:

- ☐ Photos from the in-person action plan workshop
- ☐ Photos of community engagement activities
- ☐ Photos of the early action, including any before and after photos of the site
- ☐ Photos of visible concerns or areas that need to be addressed



Record quotes and document statements from teams, key partners, stakeholders, and/or community members.

Examples include:

- ☐ Short video interviews during the workshop about the community needs and opportunities to address park access
- ☐ Quotes from project partners about why they are involved
- ☐ Statements from residents collected at community events or outreach about the impact of park access



Document and save promotional materials and press received, for instance:

- ☐ Image files of fliers, social media graphics, and other promotional collateral (ex. jpegs or png files)
- ☐ Newspaper articles, blog posts, and/or newsletter coverage of community engagement and/or early actions

Storytelling Checklist



Remember data helps to tell a story too! The kinds of data you might collect include:

- ☐ How many people will be impacted by or benefit from this project?
- ☐ How many people attended community event(s) or outreach opportunities?
- ☐ Who and how many people were reached?
- ☐ Data based on actual or target measurements or can be outcomes (e.g. change in behavior or health status or perceptions, money saved, etc.) that result from your strategy



Consider looking outside of your team for a volunteer. You can capture your story by:

- ☐ Designating a community volunteer or caregiver to document your process
- ☐ Inviting a local newspaper or journalist to cover your event and share their report and photographs
- ☐ Getting a local high school student to take photos and document your event on social media

Other Considerations

- **Charge up:** Make sure your phone, camera, or video recorder is fully charged (and bring a backup battery or charger if you can)
- **Stay organized:** Create a simple folder (on your phone, computer, or cloud storage) labeled "Ruby Bridges Walk to School Day" to save all photos, quotes, and materials in one place
- **Think variety:** Capture wide shots of the whole group, medium shots of activities, and close-ups of faces, signs, and details
- **Document throughout the day:** Don't just save photos for the walk itself. Capture set-up, arrival, speeches, and wrap-up moments
- **Reflect afterwards:** Write down a few sentences right after the event about what stood out most—this will make storytelling easier later

