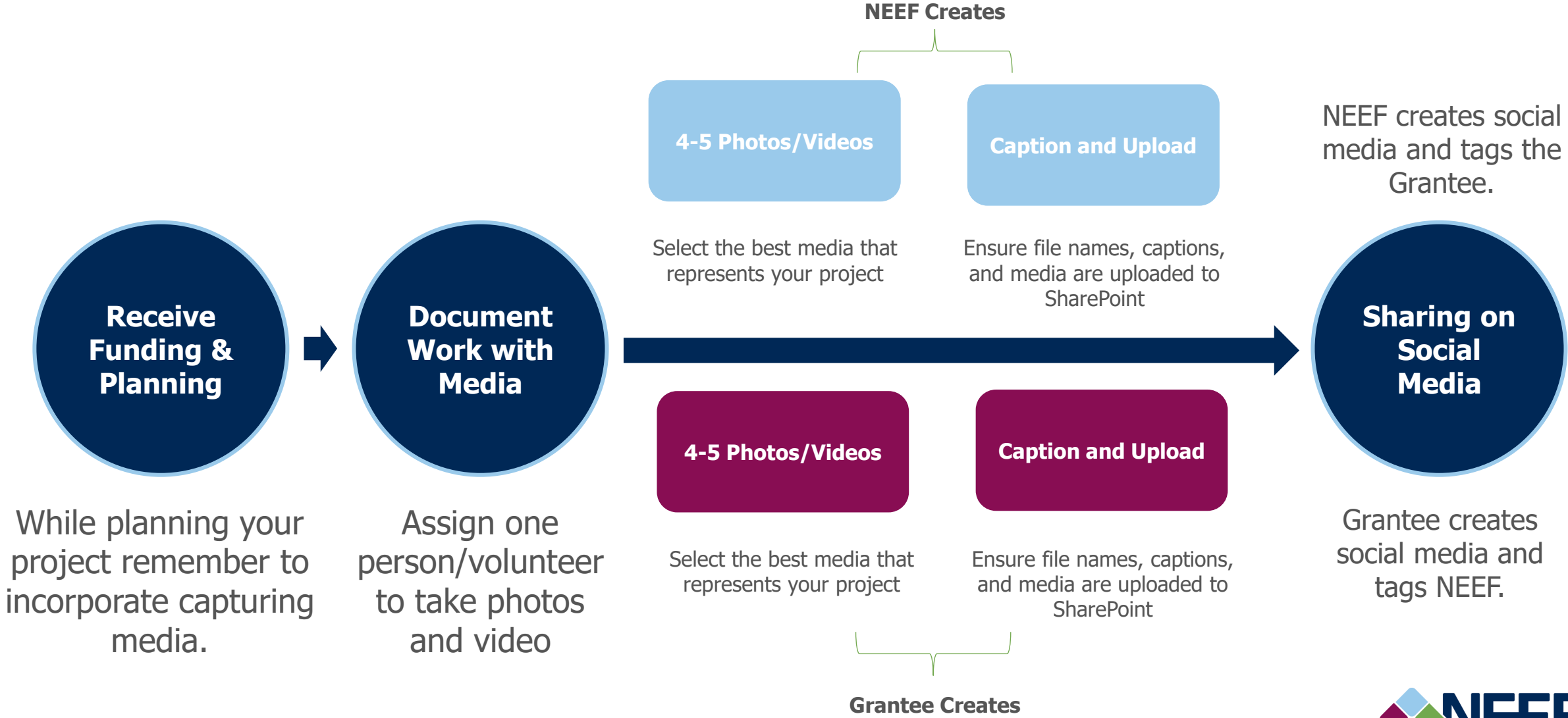




Storytelling for NEEF Grantees

Grantee Storytelling Process



Grantee Storytelling

WHO is responsible

- Grantees who receive funds from NEEF and sponsors

WHAT is needed

- Photos and video from the field help to show the success of your project

WHY this is important

- Grantee stories help amplify the goal of the grant.
- Help to generate interest from other potential partners to fund similar initiatives
- Help NEEF tell the story of our mission and the mission of the grantee

Resources – [NEEF's Grantee Promotional Toolkit](#)



What to Send: Photos

Send NEEF 4-5 photos.

Orientation: vertical or horizontal

Format: .jpg or .png

Size: Minimum of 400–600 pixels wide. File size minimum 200K

- **Action photos** – volunteers completing work, participants in a program
- **Landscape photos** – share the beauty of your site, send photos of the natural area or wildlife. Allow the audience to understand what makes your site special. Nature photos do very well with engagement
- **People** – try to capture people looking at the camera and group shots at the end of the project



What to Send: Videos

Video can help bring your site and project to life for viewers.

Orientation: vertical

Format: .mp4, .mov, .wmv

Size: Max video file size is 4GB

- Take 30 seconds of video to capture participants in a program, volunteers completing work
- Video of the landscape, panning across the horizon, or up-close shots of different species of plant or animal people come to see.



How to Send

Captions

- Help us understand what you are showing in your photos and videos. Include a MS Word document that explains each photo. Example:
 - 2022_BORP_Accessibility Grant_Point Pinole group hike.jpeg – a group of Bay Area Outreach Program participants take a group photo during an outing on the Owl Alley Trail

Upload to SharePoint Folder





- NEEF will share an email to a SharePoint folder to the main grant contact and media contact email address. Folder includes:
 - Copy of this presentation
 - Template for captions
 - Media release form

File Names

- Ensure the file names identify your project. Example:
 - YYYY_Site_Grant Name_item
 - 2022_BORP_Accessibility Grant_Point Pinole group hike.jpeg




Example: Facebook Post

 National Environmental Education Foundation - NEEF 
Published by Buffer  · 20 December 2022 · 

How would you experience nature if you could only hear it?

This year the Young Sound Seekers, a program from the [Atlantic Center for the Arts](#), started an Audio Lab to help conserve the sounds of nature for the blind community. High school students, both sighted and not, recorded audio of the natural sounds found at [Canaveral National Seashore](#). They also explored how blind and partially sighted youth can contribute to the environmental community.

This project was funded by NE... [See more](#)



- Can use multiple pictures or video
- Tag the organizations involved
- Can share with different Facebook groups that are interested in the focus area of your grant

Example: Instagram Reel



A popular way to combine pictures and video to make a 1-minute Reel.

[Link to Reel](#)

Example: X Thread

NEEF (National Environmental Education Foun... @NEEF... · Mar 9 ...
Yesterday at the 2023 National Environmental Justice (EJ) Conference and Training Program NEEF presented on the intersection of [#GreeningSTEM](#) and EJ with our partners from [@NatlParkService](#), [@BLMNational](#), and [@forestservice](#).

[#EnvironmentalJustice](#) [#EnvironmentalEducation](#)



NEEF (National Environmental Education Foun... @NEEF... · Mar 9 ...
[#GreeningSTEM](#) engages students in STEM learning on local public lands. Students reported increased awareness of the health and well-being of their community and an interest in making their neighborhoods safer, cleaner, and healthier. Learn more here: buff.ly/3H26mYU



- A good way to tell a story that's longer than 280 characters
- Create multiple short posts accompanied by a picture
- Or can create one short post with multiple pictures
- Don't forget to tag!

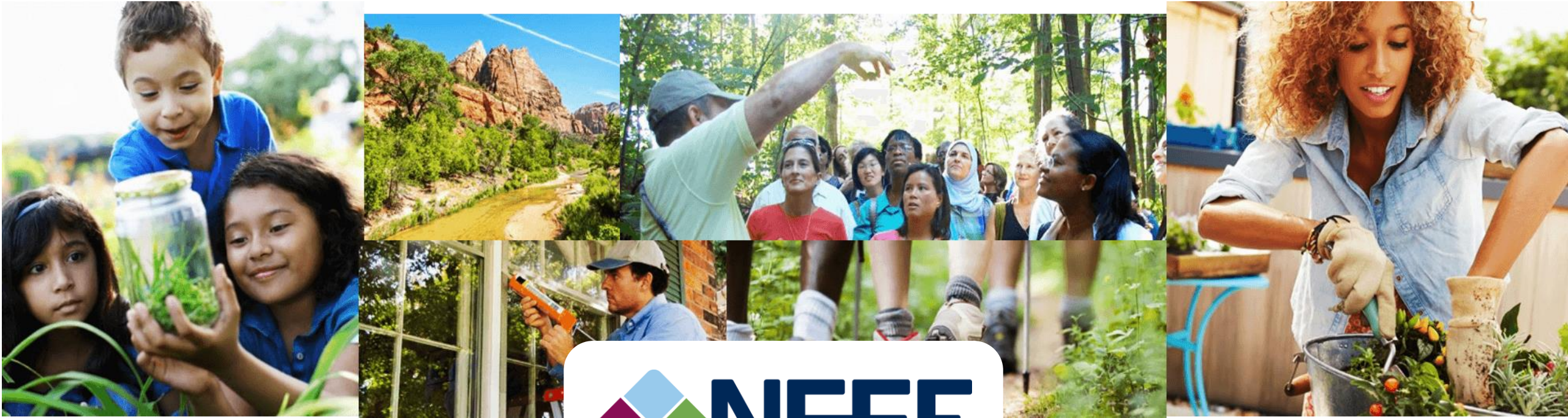
Tag NEEF

Make your own social media

- When you make your own social media please tag NEEF so we can amplify your work
 - [Facebook](#) - @NEEFusa (National Environmental Education Foundation – NEEF)
 - [Twitter](#) - @NEEFusa (NEEF (National Environmental Education Foundation)
 - [Instagram](#) - @neefusa_org (National Environmental Education Foundation)
 - [LinkedIn](#) - National Environmental Education Foundation (NEEF)
- Don't forget to mention the name of the grant and how it helped you complete your project.

For more information or questions please contact:

marketing@NEEFusa.org



NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION | NEEFusa.org