Rotary-USAID Partnership: Storytelling Guide for Rotarians

Contents

INTRODUCTION 2
   Why share stories?
   Where to send your stories

1. STORYTELLING 5
   What is a story?
   Where to find stories
   How to collect information

   Blogging 7
   Technical report vs. blog post
   Blogging tips
   Checklist for writing a blog post
   Sample blog post for an advocacy activity
   Sample blog post for a site visit

   Telling stories with photos 11
   Photo tips
   Examples of photos that tell a story
   Telling a story in pictures
   Posting a story in pictures to WhatsApp

   Telling stories with videos 18
   Video tips

2. APPENDIXES 19
   Guide for Conversations With Rotarians
   Guide for Conversations With Students
   Guide for Conversations With Teachers
   Guide for Conversations With Community Residents
   Guide for Conversations With School Health or WASH Committee Members
   Release form

3. BRANDING AND MARKING GUIDELINES 25
Thank you for being a storytelling champion for the Rotary-USAID Partnership! This unique partnership pairs the technical expertise of USAID with the strengths of Rotarians, including community service experience, professional skills, and local networks.

This partnership involves 35 Rotary clubs; the USAID mission in Ghana; its implementing agency, Global Communities; and the government of Ghana’s Community Water and Sanitation Agency. Using what we’ve learned from an earlier WASH program in Ghana, Rotary and USAID have taken an innovative and holistic approach to ensure that facilities are sustainable for the long term and that the local community supports the effort. (See the new components of the partnership in purple on the next page.)
Currently, Ghana is the only country in the Rotary world where this type of intervention is happening. The nation has recently made great strides in improving access to safe drinking water. The Rotary-USAID Partnership now seeks to boost progress in basic sanitation and hygiene across six regions of the country.

You will play a crucial role in helping your club and Rotary chronicle the experiences of participants and beneficiaries throughout the lifecycle of the program. As you will read later in this guide, these experiences are best conveyed through stories, not technical reports. Your stories will:

- Highlight the unique strengths Rotarians in your club bring to the partnership
- Demonstrate how club members are complementing USAID’s technical expertise
- Show how people are benefiting from this partnership
- Document challenges and lessons learned

The stories you craft will inspire Rotarians from all over the world to contribute ideas, energy, and resources to this partnership.
Why share stories?

Stories are important to share because they:

- Engage and inspire people by creating a human connection, which technical reports often lack
- Raise awareness of water, sanitation, and hygiene (WASH) issues in your country
- Communicate lessons learned from successes and failures
- Give a voice to people in your community
- Help raise funds to continue your work

Whether you decide to tell your stories through photos, audio, video, or in writing, this guide will provide you with tips for collecting and sharing them on a variety of digital platforms, including WhatsApp.

Over time, we hope to have a collection of stories recording the experiences of people in the project communities, including Rotarians, teachers, students, local leaders, and project implementers. This type of storytelling will give WASH issues a human face.

We may publish your submissions on the websites, blogs, and social media channels of both Rotary and USAID. We may also use them to provide information for Rotary Foundation fundraising efforts.

You can consult Tell Rotary’s Story: Voice and Visual Identity Guidelines and the Rotary Brand Center as additional resources for telling Rotary’s story.

Where to send your stories

Send blog posts to A. Phyllis Mawuse Nyahe, Rotary-USAID Ghana Host Project Management Committee communication officer, at pnyahe2001@yahoo.co.uk.

Post photos and videos, with descriptive captions, on the RI/USAID Club Committees group on WhatsApp.
1. STORYTELLING

**What is a story?**

Unlike technical reports, stories stir our emotions and help us relate to others. They take us on a journey through successes and failures, aspirations, unexpected problems, and triumphs over obstacles. Stories move and inspire us.

**Where to find stories**

Take a moment to reflect on all the people you interact with through your work on this project. These interactions, along with your own activities, are prime sources for stories.

Your stories will describe:

- Rotarian collaboration with USAID and other partners
- Interactions between Rotarians and project beneficiaries
- Experiences of project beneficiaries (students, teachers, community residents, etc.)

**Sources for stories**

<table>
<thead>
<tr>
<th>Interactions</th>
<th>Club activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Students</td>
<td>• Public events</td>
</tr>
<tr>
<td>• Teachers</td>
<td>• Meetings</td>
</tr>
<tr>
<td>• School administrators</td>
<td>• Site visits</td>
</tr>
<tr>
<td>• District water officers</td>
<td>• Advocacy work</td>
</tr>
<tr>
<td>• Representatives from the ministries of education, water, health, and sanitation</td>
<td></td>
</tr>
<tr>
<td>• Project implementation partners (USAID/Global Communities staff, contractors)</td>
<td></td>
</tr>
<tr>
<td>• Health workers</td>
<td></td>
</tr>
<tr>
<td>• WASH committee members</td>
<td></td>
</tr>
<tr>
<td>• Community members and leaders</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sources for stories

| Campaign days | • World Water Day  
|               | • Global Handwashing Day  
|               | • World Toilet Day  
| Project milestones | • Completion of construction  
|                   | • Training of school health committees  
| Your own perspectives as a club member | • Lessons learned  
|                               | • Surprises  
|                               | • Disappointments  

How to collect information

Some of the best stories you collect will come from people you have developed relationships with in the field. Take time to get to know others, and be willing to listen and ask questions. As you build trust, people will open up to you. Follow the steps below to help structure each story you capture:

• Ask the person if you can talk to him or her.
• Explain what you are going to do with the information.
• Ask if you can photograph, film, or record the person.
  » If you will be interviewing someone under age 18, obtain written permission from a parent or guardian (see pages 23-24).
  » Have the interviewee, parent, or guardian sign the release form on page 24.
• Collect basic biographical information:
  » Name
  » Age
  » Role in the community (or where the person goes to school)
• Gather the person’s perspectives on the relevant topics, and ask how these issues affect him or her.
• Take photos of the person (see photo tips on pages 11-17).
• Take videos or record audio of your interviews (see video tips on page 18).
Blogging

Blogging involves writing a series of short posts (450 words or less) to share personal experiences, observations, opinions, or knowledge about a specific topic, activity, event, or program development. In a blog, you can reflect on lessons you learned through a project, as well as elements that surprised, upset, or moved you.

<table>
<thead>
<tr>
<th>Technical report</th>
<th>Blog post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written in</td>
<td>Third person</td>
</tr>
<tr>
<td>Language</td>
<td>Formal</td>
</tr>
<tr>
<td>Purpose</td>
<td>Analyze data/research</td>
</tr>
<tr>
<td>Content</td>
<td>Tables, charts, lists</td>
</tr>
<tr>
<td>Audience</td>
<td>Donors and funders</td>
</tr>
</tbody>
</table>

Blogging tips

- Write your blog posts as if you were writing email messages to friends. Your posts should be conversational.
- Make your paragraphs short.
- Use simple words and simplify technical language. For example, write “get” instead of “procure,” and “use” instead of “utilize.”
- Avoid Rotary jargon and acronyms.
- Include photos. Images will make your text easier to understand.
  - Do not embed photos in a Word document. Email images as attachments instead.
  - Write short captions identifying the people and scenes in your photos.
- Provide links to online sources so readers can learn more.
Checklist for writing a blog post

☐ Write in your own voice, using the first person (“I” or “we”).

On Monday, five of us from the Rotary Club of Accra went to meet with a local official.

☐ Simplify formal and technical language, and avoid Rotary jargon.

GOOD
Past District Governor Kwesi Adong attended the meeting.

BETTER
Kwesi, a Rotary leader, joined us.

☐ Pull examples from conversations and activities you participated in.

☐ Share your emotions and personal observations.

GOOD
The school lacked latrines.

BETTER
I noticed the absence of latrines.

Play pumps are not reliable.

We learned that play pumps are not reliable.

The students’ reaction was unexpected.

I was surprised by the students’ reaction.

An odor emanated from the classroom.

We smelled the stench from the classrooms.

☐ Share a short quote from someone you spoke with.

“When we need to go, we have no place of convenience but the fields or the bush, and you have to walk for a while,” Kwame Akosua, a father of two, told us.

☐ Include descriptive details.

BODY LANGUAGE
The teacher nodded his head in agreement.

CLOTHING
All the students were wearing bright blue shirts.

☐ Link to online sources to help readers learn more.

☐ Include photos with short captions identifying the people pictured (see photo tips on pages 11-17).
Sample blog post for an advocacy activity

Here at the Rotary Club of Tamale in Ghana’s Northern Region, we take pride in fostering dialogue between members of our community and local officials. In our experience, this is particularly important in places with insufficient water services and sanitation facilities, where the perception of government neglect can fuel tensions and even spark conflict.

This is why on 14 March, three of us traveled to the township of Namang to prepare community leaders for a meeting with district administrators to discuss shortfalls in water services. We would facilitate the conversation.

Namang is a community of laborers on the outskirts of Tamale city. It is not connected to the Tamale Reservoir, the city’s main source of drinking water. It is one of the 144 communities where Rotary and USAID are partnering to improve water and sanitation services.

After driving for three hours on a windy, muddy road, we reached Namang. We received a warm welcome from five local advocates led by Joseph Addo, the head of a consortium of community associations called the Namang Rights Collective. Together, we discussed the numerous water, sanitation, and hygiene concerns of the people of Namang, and agreed on which issues to prioritize during the meeting with the district administrators.

From our conversation, we learned that …
**Sample blog post for a site visit**

On 14 March, I led a group of three members of the Rotary Club of Tamale on a visit to Namang, Ghana. In this village, Rotarians and USAID are working to improve access to safe drinking water, change hygiene behaviors, and empower residents to control water, sanitation, and hygiene services.

When we reached Namang, after a three-hour journey on a muddy, windy road, we received a warm welcome from the community. Baba Addo, the local chief, led us to the village center, where we sat under trees. A bald, gray-bearded man in his 60s, Baba leaned forward as we began an open discussion with the villagers.

In our conversations with men and women, both young and old, we learned that few people had ever seen, much less used, a latrine in their household. “We just go to the fields or somewhere in the bush to relieve ourselves. We have no choice,” said Kwame Buah, a father of two. We noticed that many young children appeared to have chronic waterborne diseases.

We talked to several women who travel to a muddy dugout to get water. Nana Kwabena, a 45-year-old mother of five, has to walk 20 minutes downhill from the village to collect water, then carry it back uphill. “I go four or five times a day to collect water. It is very heavy. I barely have energy for cooking or going to the market,” she told us.

Namang is a community of farmers in one of the most isolated and underserved patches of the greater Tamale area. It is not connected to the Tamale Reservoir, the city’s main water source. As Rotarians, we bring to the table our knowledge of the area, our longstanding relationships with this community and Tamale officials, and professional skills that can help support local water, sanitation, and hygiene committees.

For our next steps, …
# Telling stories with photos

## Photo tips

### Pay attention to lighting.

<table>
<thead>
<tr>
<th>Position yourself with your back to the sun or light.</th>
<th>If you are indoors, place your subject close to a window to use the natural light.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Sunlight" /> <img src="image2.png" alt="Indoors" /></td>
<td><img src="image3.png" alt="Natural light" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Avoid taking portraits under overhead light or midday sun. Both will cast shadows on a face.</th>
<th>Avoid the harsh light of flash.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Overhead light" /> <img src="image5.png" alt="Midday sun" /> <img src="image6.png" alt="Shadow" /></td>
<td><img src="image7.png" alt="Flash warning" /></td>
</tr>
</tbody>
</table>
### Think about composition and framing.

<table>
<thead>
<tr>
<th>Imagine a grid dividing your screen into thirds from left to right and top to bottom.</th>
<th>Use the intersecting lines to frame key elements of the scene.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Grid Example" /></td>
<td><img src="image" alt="Framing Example" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Find a meaningful backdrop for the photo.</th>
<th>For selfies, make sure the backdrop helps tell the story of where you are and what you are doing.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Backdrop Example" /></td>
<td><img src="image" alt="Selfie Example" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Try taking photos from low or high angles for dramatic effect.</th>
<th>Don’t zoom. Get closer.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Low Angle Example" /></td>
<td><img src="image" alt="Close-up Example" /></td>
</tr>
</tbody>
</table>
Think about composition and framing.

Focus on a person in action — someone who is doing an activity or interacting with others.

Get close to someone to capture a moment (e.g., the face of someone enjoying water).

Include a wide shot to give a sense of space.

Take a short video when the scene involves motion or when someone is talking.
Examples of photos that tell a story

Show Rotarians interacting with people. Include the background.

If you take a selfie, include the scene behind you.
Capture the dynamic gestures of people who are talking.

Get close to someone to capture a moment.
Telling a story in pictures

A photo story is a series of photographs that tells a story chronologically. It often revolves around a single individual or group, or a progression of events. You may want to create a photo story if you have many quality photos that track the various stages of a process or situation.

Example: Kwame’s journey to fetch water for washing

In a photo story, the images share a consistent style (e.g., similar framing, quality, etc.). A short caption accompanies each photo, identifying the people, location, and action/scene.

The types of images in a photo story include:

- **Wide shot**: A panorama that shows the key players/elements in the story
- **Signature photo**: A picture that alone could represent the story; it illustrates essential elements of the narrative (i.e., person, goal, problem)
- **Close-up**: A tight shot focusing on a specific element of the story
- **Portrait**: A tight head shot or close-up of the person at the center of the story
- **Interaction photo**: An image that shows the person in the story interacting with others, or in action during an activity
- **How-to sequence photos**: Images that show how something is done, step by step, from beginning to end
Posting a story in pictures to WhatsApp

WhatsApp offers a convenient and easy way to tell a story in photos with captions. Before you post a photo, WhatsApp prompts you for a caption. Always take the time to type a few sentences that identify the people or scene and describe what’s happening in the photo.
Telling stories with videos

Video tips

• Find an interesting location with good lighting.
• Keep the camera steady.
• Take short videos (10-25 seconds maximum).
• Frame shots properly (see below).

Pay attention to lighting.

**Medium shot**
Subject fills the frame from head to waist (good for emphasizing hand movements).

**Medium close-up**
Subject fills the frame from head to shoulders (good for interviews).

**Long shot**
Subject fills the frame from head to toe (good for showing people in action).

**Extreme long shot**
Subject is a small part of the image (good for showing people in their environment).
2. APPENDIXES

Guide for Conversations With Rotarians

Biographical information
☐ Name
☐ Age
☐ Club
☐ How long have you been a Rotarian?
☐ Why did you become a Rotarian?

WASH questions
☐ What is the name of the community you are working with?
☐ What is your role in the project?
☐ Why did you decide to get involved?
☐ What strengths do you bring to this project (e.g., professional skills, specialized knowledge, networks, relationships with the community)?
☐ How are you working with USAID? How is your work complementing that of USAID?
☐ What have you learned through your experience with this project about water, sanitation, and hygiene issues? What has surprised you?
☐ Which experiences have been most meaningful to you so far throughout this project?
☐ What are the biggest challenges you have encountered so far? How have you and your club overcome them?
☐ Thinking of the people you know or have met through this project, who has played a large role in helping it succeed? How?
☐ What lessons have you learned from trying particular strategies and failing? Which specific strategies?
Guide for Conversations With Students

Biographical information

☐ Name
☐ Age
☐ Grade
☐ School
☐ What do you want to be when you grow up?

WASH questions

☐ Where do you get water when you are thirsty at school?
☐ Are toilets available at school? Do you see other students using them?
☐ If you could improve your school, what changes would you make?
☐ What have you learned in school about hand washing and hygiene?
☐ What specific changes to your school or home have you noticed recently?
☐ Why is hygiene education important?
☐ Do you have any classmates who are encouraging their friends to have better hygiene? What are they doing or saying?

Guide for Conversations With Teachers

Biographical information

☐ Name
☐ Age
☐ Where do you live?
☐ Where do you teach and which grades?
☐ How long have you been teaching?

WASH questions

☐ What is USAID doing at your school? What are Rotarians doing at your school? How does the work of each complement the other’s work?
☐ Have you noticed any changes in student behavior since water and sanitation facilities and hygiene education have been introduced at the school?
☐ Is hygiene education a priority at the school? Why or why not?
☐ Do you have responsibilities at school related to water, sanitation, and hygiene other than teaching? Tell us about them.
Has the program improved the school environment?
Have you noticed any improvement in class performance since water, sanitation, and hygiene services were introduced at the school? Please explain.
What hygiene education methods are most effective in your classroom? Why are they effective in developing healthy habits?

Guide for Conversations With Community Residents

Biographical information

Name
Age
Where do you live?

WASH questions

To improve quality of life in your community, what is the most urgent problem that needs to be solved? (Follow-up question, if the problem is not WASH-related: On your list of priorities, does water, sanitation, and hygiene rank among the top three?)
How do you get water for drinking, cooking, and washing at home?
Do any girls in your family miss school days when they are menstruating?
Do you practice hand washing? Why or why not?
What do you think of toilets or latrines? Is there anything that would discourage you from using them?
Do you know who your district water officer is?
How are you involved with improving water, sanitation, and hygiene services in your community?
What recent changes to water, sanitation, and hygiene services have been happening in your community? What do you think about these changes?
Are there specific skills that you have acquired through this program?
Are you sharing your new knowledge with people in your community? If so, how?
Guide for Conversations With School Health or WASH Committee Members

Biographical information

☐ Name
☐ Age
☐ Where do you live?
☐ What is your role as a committee member?

WASH questions

☐ How have the attitudes and behaviors of community members changed since water, sanitation, and hygiene services have been improved?
☐ What new knowledge or skills have you gained from this program?
☐ What are the greatest challenges you have encountered as a committee member?
☐ Why is it important to have a water, sanitation, and hygiene committee?
Consent to Use Name, Personal Story, Image — Release

Rotary:

Rotary brings together a global network of volunteer leaders dedicated to tackling the world’s most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 35,000 Rotary clubs in over 200 countries and geographical areas. Their work improves lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world.

Consent:

I give Rotary International and its contractors and representatives (“Rotary”) permission to record my name, image, voice and personal story/information by photograph, video, sound recording and/or note-taking (“Recordings”). I understand that Rotary will not pay me to record my name, image or personal story/information and that Rotary will be the exclusive, worldwide owner, including copyright owner, of the Recordings. I release Rotary from all damages and liabilities in relation to the making and use of the Recordings.

I agree to allow Rotary to publish, display, distribute and use the Recordings and my name, image, voice and personal story/information. I understand that Rotary may use my name, image, voice and personal story/information and Recordings in print and electronic materials, such as books, magazines, photography exhibits, news stories and reports, on the Internet and television and in video for the purpose of promoting Rotary without payment to me. I understand that these materials may be seen by people in my community and throughout the world. I agree that Rotary may distribute my name, image, personal story/information and the Recordings to the media, Rotary licensees, Rotary clubs and partners for non-commercial purposes.
PERSONS 18 YEARS OLD OR OLDER

Signature: ___________________________ Date: ________________

Printed Name: ____________________________________________

Contact Info: ____________________________________________

________________________________________________________________________

PERSONS UNDER 18 YEARS OLD OR WHO LACK LEGAL CAPACITY

I am the parent or legal guardian of the minor/subject and have the authority to sign below.

Parent/Guardian Signature: ___________________________ Date: ________________

Parent/Guardian Name: ____________________________________________

Subject Name: ____________________________________________

Contact Info: ____________________________________________

Check One:   ☐ Father  ☐ Mother  ☐ Guardian

________________________________________________________________________

PERSONS WHO CANNOT READ OR WRITE

I have read this document to the minor/subject and/or the parent/guardian. The person has confirmed she/he understands this document.

Witness Signature: ___________________________ Date: ________________

Name of Witness: ____________________________________________

Subject Name: ____________________________________________

Subject Contact Info: ____________________________________________
3. BRANDING AND MARKING GUIDELINES

Introduction

The partnership between Rotary International and the U.S. Agency for International Development (USAID) supports lasting, positive change through water, sanitation, and hygiene initiatives.

This unique public-private partnership aims to develop more systematic approaches to the long-term delivery of water, sanitation, and hygiene services. The program, which began in 2016 and runs until 2020, focuses on three countries: Ghana, Madagascar, and Uganda.

Audience

Primary recipients of the partnership’s branding and marking guidelines include:

- USAID Mission
- RI-USAID Rotary Host Committee
- Rotary clubs participating in the partnership
- Implementation partners

Secondary recipients include:

- Government partners
- Subcontractors
- Elected officials
- Community leaders
- Project beneficiaries
Acknowledgment and Positioning

Rotary and USAID have specific requirements to acknowledge the work that the two organizations undertake together through this partnership. Both organizations, as well as the audiences listed above, need to comply with these requirements when creating documents, signage, labels for vehicles, or other printed or digital materials that promote the Rotary-USAID partnership. The Rotary and USAID logos must be equal in size when used together, as shown below.

![Rotary and USAID Logos](image)

**USAID PROJECT PARTNER SIGNATURE**

Additional Branding and Marking Compliance Requirements

Websites, Printed Documents, and Videos

All websites, printed documents, and videos should include this notice:

This publication [or website or video] was produced by Rotary International, Subaward Agreement number APC-GM-0092, a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement number AID-OAA-A-12-00047, beginning Oct. 12, 2012.

Logo Placement Examples

The following examples show the most appropriate placement of the Rotary-USAID partnership logo for various media and promotional pieces. In printed materials, the logo must be at least 0.5" (13mm) tall. There is no maximum height.

Give special consideration to project signage. In addition to the Rotary-USAID logos, please include the names of any Rotary clubs or districts involved in the project. See the example of project signage below. For the project plaque, please see the project signage template in the addendum.
Branding and Marking Plan

<table>
<thead>
<tr>
<th>Item</th>
<th>Recommended Placement and Size of Partnership Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed training materials and program manuals</td>
<td>In the header or footer of the document and no smaller than 0.5&quot;</td>
</tr>
<tr>
<td>Signs or plaques</td>
<td>Prominent and large enough to be read easily; list any Rotary clubs or districts involved in the project</td>
</tr>
<tr>
<td>Online training materials and program manuals</td>
<td>In the header or footer of the webpage, where it describes the partnership</td>
</tr>
<tr>
<td>Procured commodities</td>
<td>At the top or bottom of the item and no smaller than 0.5&quot;</td>
</tr>
</tbody>
</table>

Addendum

Project Signage Template

Pictured below is the suggested language for project signage and/or the project plaque upon completion. It must include the partnership logo, the name of the project, and all host and international club sponsors involved with the project.

Use this title or insert specific project name

Rotary

USAID

ROTARY INTERNATIONAL-USAID WATER AND SANITATION PROJECT

Support for this (list name of specific water and/or sanitation system) and hygiene program was provided by Rotary International and USAID in collaboration with: Rotary Club of (insert name), RI District (insert number)

List all host and international sponsors included with the project
PHOTO LOCATION: GHANA

Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
rotaryUSAID@rotary.org

EN—(817)