



You Make the Difference Initiative

Week 1 Worksheet: Crafting Your Personal and Organizational Narratives

Part 1: Your Organizational Narrative – Why Your Fair Matters

Objective: Help people understand why your fair or ag society is a vital community asset — not just an event or organization.

Instructions: Answer these prompts clearly and specifically.

You will use this narrative on your website, social media, when applying for grants, when speaking to the public, and when recruiting volunteers.

1. What impact does your fair or ag society have on the community?

(Think: Economic, social, youth development, education about food and agriculture, community pride, heritage, and tradition.)

- How much money does it bring into the community?
- How does it help local businesses, hotels, restaurants?
- How does it support young people or families?
- How does it teach where food comes from and support agricultural education?
- How does it strengthen heritage, tradition, and the local culture?
- How does it build community connectedness and pride?
- How does it foster community resiliency for the future?



Write 3–5 specific impacts here:

2. Why is your organization a true community asset?

(Not “we’ve been around 100 years” — but what difference does that history make?)

- What would your town lose if your organization disappeared?
- What are 3–5 reasons you are essential?

List your reasons here:

3. Capture your “So What?” Message

Put it together into a short paragraph (3–5 sentences) that anyone on your team could say in a meeting, post online, or share in a conversation.

(Example starter: “We are more than an event — we are a community catalyst. Each year we...”)

Draft your Organizational Narrative:



Part 2: Your Personal Narrative – Why It Matters to You

Objective: Create a powerful, authentic personal story that shows why you care — and why others should too.

Instructions: Answer these questions honestly, from the heart.

This is not about fancy words — it's about real impact.

1. Why does being a part of a fair or ag society matter to you personally?

- How does it fulfill you?
- How has it changed you?
- What relationships or memories has it given you?

Write your thoughts here:



2. What would be missing in your life if the fair or ag society disappeared?

- What “hole” would it leave in your heart or your family?

Write your thoughts here:

3. Share your Authentic Testimonial

Put it all together into a short authentic story (2–4 sentences) that could be shared in conversation, a board meeting, or recruiting a volunteer.

(Example starter: “Being part of our fair changed my life because...”)

Draft your Personal Narrative:

Final Step:

Use your two narratives consistently.

- Organizational Narrative: For public storytelling (websites, grants, media, sponsors).
- Personal Narrative: For one-on-one conversations, volunteer recruitment, and board leadership.