

# Wendy Ernzen

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**LET'S PLANT HOUSES**

## Seven Tips from LPH

1. Meet people where they are
2. Protect privacy
3. Show don't tell
4. Stay authentic and respectful
5. Get approval before sharing
6. Follow up and show appreciation
7. Share stories widely

# Share Your Stories Widely!

1. **Story & Goal:** Find a partner. Share your story and the goal you aim to achieve.
2. **Audiences and Channels:** Discuss who needs to hear this and how you might reach them.
3. **What It Might Look Like:** Write down or discuss what you could create or do next.

## Goal & Story

### What's your goal?

Fundraising  
Advocacy  
Awareness  
Other

### What's your story?

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## Audiences

Board Members/Staff/  
Volunteers

Individual Donors

Foundation/Grantors

Local Residents

Program Clients

Business Partners

Newsletter Subscribers

Elected Officials

Media & Influencers

Government

Other

## Channels

Direct Mail

Reports

Website/Blog

Social Media

Lobbying/Policy

Audio/Video

Email/Newsletters

Fundraisers

Tours

Grant Applications

Displays/Installations

Other

## What This Might Look Like

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