

A Guide to Sharing NDI New Mexico Stories

Stories are a critical component of NDI New Mexico's branding, messaging, and fundraising. They help our community understand the impact of our programs and the extraordinary growth we see in our students every day.

If you witness a meaningful moment or know a story we should share, please contact:

Nick Kapustinsky

Communications and Marketing Director

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You do not need to write the story yourself! You may:

- Set up an interview with Nick
- Send a short voice memo
- Connect Nick with the student, parent, teacher, or community stakeholder
- Or simply share a brief description and we will follow up

What Makes a Good Story?

A good story can be big or small - an inspiring moment, or a multi-year journey. It can be shift in confidence, or something moving that happened in class, backstage, in the hallways, or in the community.

If something made you pause, feel proud, laugh, or tear up, it's a story worth sharing!

Stories can come from:

- Teachers
- Students
- Alumni
- Parents
- Community Stakeholders (principals, superintendents, politicians, etc.)
- YOU!

Our Impact Model

We tell our story through the lens of our Impact Model for Youth and Families. When identifying a story to tell, look for moments of transformation in one or all three of the following areas:

- **I Can**

Excellence through Effort and Ability

Practicing discipline, focus, and perseverance through the Core Four:
Work Hard. Do Your Best. Never Give Up. Be Healthy!

- **I Am**

Identity through Expression

Discovering strengths and voices in a safe, structured, inclusive environment.

- **We Connect**

Belonging and Community

Belonging to a supportive community of peers and caring adults.

It is important to remember that all three of these outcomes happen at all stages and ages!

A Simple Story Framework

Here is a four-part structure that can be helpful when capturing a story!

1. WHO

Who is the student, teacher, alum, parent, or partner?

2. CHALLENGE

What were they facing before or while participating in our programs?

Shyness, low confidence, academic struggles, lack of movement, isolation, health challenges, etc.

3. NDI EXPERIENCE

What happened as a result of participating in our programs?

Core Four, classes, rehearsal moments, performances, peer support, time at The Hiland or The Dance Barns, teacher encouragement.

4. TRANSFORMATION

What is different now?

Confidence, grades, joy, performance, friendships, improved behavior, stamina, pride, leadership, new goals.

Quotes are gold!

When a student, parent, teacher, principal, or community member says something powerful, write it down and pass it along to the Marketing Team.

Thank you for your hard work, dedication, and commitment to our mission and for helping us bring the stories of our students' growth and success to the broader community that believes in and sustains NDI New Mexico!