

FALL REV UP 2026

FINDING, TELLING, AMPLIFYING YOUR STORY



VIRGINIA
Main Street

Letterpress
Communications

WELCOME!

TELL ME...

Who are you?

What do you do?

What is your favorite place on
your Main Street?

THE LETTERPRESS TEAM





MARKETING MOMENT



Tell me the facts and I'll learn.
Tell me the truth and I'll
believe. But tell me a story and
it will live in my heart forever."

Native American Proverb

FINDING YOUR STORY

THREE WORDS



Finding Your Story

What's the REAL story?

- *What story do we tell ourselves?*
- *What story do visitors tell?*
- *What story do new residents tell?*

Progress vs Preservation

- *What are you preserving?*
- *Where are you progressing?*

YOUR TURN!
FIND YOUR STORY



BRAIN BREAK

TELLING YOUR STORY



Telling Your Story

Who are your storytellers?

- *Internal vs External*

How will you tell your story?

- *Written, Visual, Data*

Where will you share your story?

- *Owned, Earned & Paid Channels*

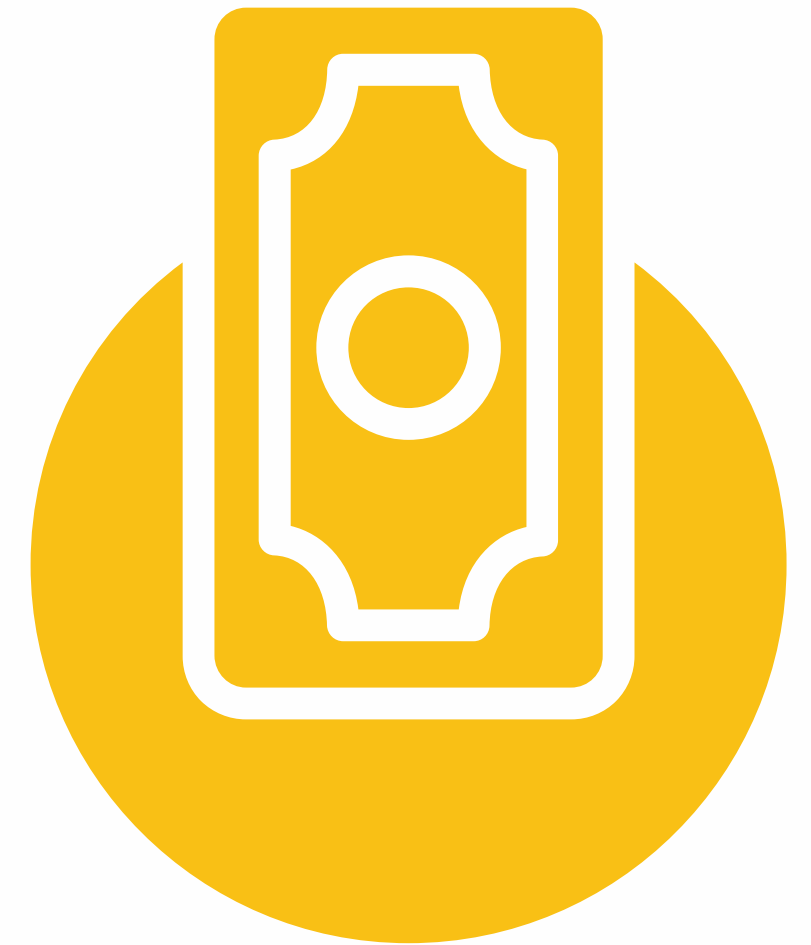
COMMUNICATIONS CHANNELS



Owned



Earned



Paid



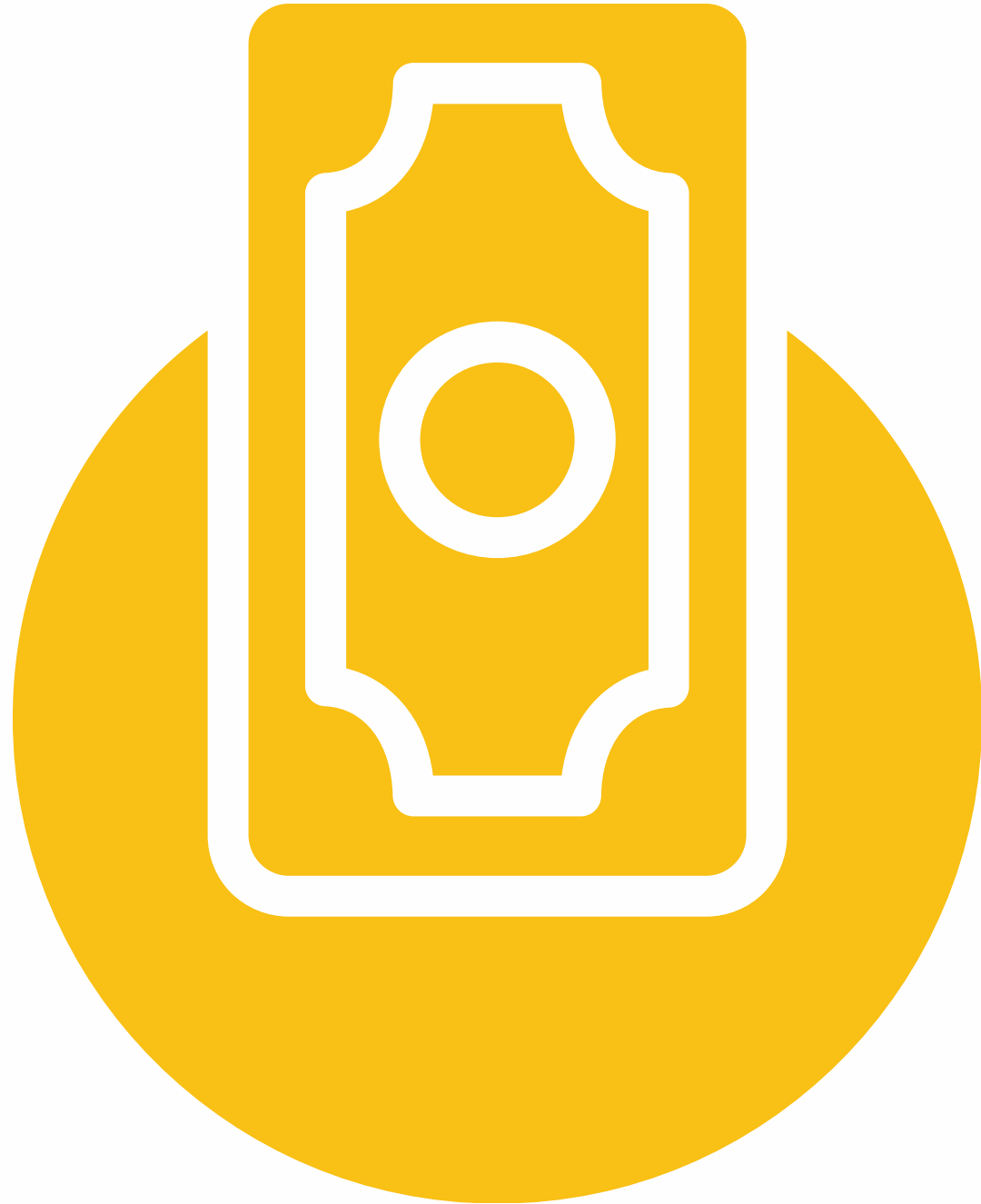
OWNED CHANNELS

- Website
- Newsletter
- Contacts
- Google Business
- Social Media (Rented)
 - Facebook
 - Instagram
 - LinkedIn



EARNED CHANNELS

- Word of Mouth
- Reviews (Digital Word of Mouth)
- Media/Press coverage
- Social Media
 - Likes
 - Shares
 - Comments



PAID CHANNELS

- Digital Ads
- Social Media Ads
- Print Ads
- Radio/TV
- Community Sponsorships



Add Data to Your Story

Numbers Really Matter

- *Data gives your story credibility*

Meaningful Metrics

- *Choose the right numbers.*

Avoid Data Overload

All you need is one solid stat.



Mapping the Story: Connecting Downtown to the Outdoors

St. Paul used a simple tear-off outdoor recreation map to bring its outdoor story together in one clear, visual way. By showing how nearby assets like the State Park and Oxbow Center connect directly to downtown destinations such as the Lyric and the hotel, the map helped visitors better understand just how accessible outdoor recreation is from the heart of town. What started as a wayfinding and storytelling solution has since become a useful tool for supporting grant applications and reinforcing a broader outdoor recreation strategy for the community.



Your Year-Round
Playground

EAT,
SHOP,
PLAY,
SLEEP,
REPEAT

Learn more about all
St. Paul has to offer!



SHOPPING

- 1 Clinch Life Outfitters - Outdoor specialty store offering rentals, guided adventures, antiques and vintage clothing
- 2 Two Blessings Thrift Store - Thrift shop selling used clothes, home accents and more
- 3 Broad Street Bargains - Variety store featuring home goods, gifts and more
- 4 Clinch River Farmers Market - Seasonal market offering locally grown fruits and vegetables, baked treats and craft goods
- 5 Lab 20 Sports Cards - Buy-and-trade sports memorabilia store
- 6 Deillah's Gift Shop - Clothing, jewelry, gifts and more

LODGING

- 1 Western Front Hotel - Historic boutique hotel
- 2 Mountain View Lodge - Charming mountain retreat
- 3 The Loft Cottage - Modern-style, private studio apartment (Airbnb)
- 4 The Alley House - Downtown cottage (Airbnb)
- 5 Camp Mountventures - Full RV hookups and tent sites with fishing opportunities
- 6 Roscoe's Retreat - Loft apartment with a view (Airbnb)

FOOD & DRINK

- 1 The Coffee Station - Full-service coffee shop offering a variety of beverages and baked goods
- 2 Puerto Nuevo - Authentic Mexican restaurant and bar
- 3 Giovanni's - Pizza, sandwiches and sides
- 4 Mamaw's Cafe - Southern comfort food, coffee and baked goods

SERVICES & ATTRACTIONS

- 1 Lyric Theater - Renovated historic theater and event rental space featuring movie screenings, stage plays and musical performances
- 2 Mountain Heritage Museum - Historic railroad, coal mining and cultural artifacts from Southwestern Virginia (by appointment only)
- 3 Dickenson Bundy Log House - Historic home selling local craft goods
- 4 St. Paul Railroad Museum - Museum showcasing local town and railroad history (by appointment only)
- 5 Oxbow Center - Offices for workations and space for parties and events
- 6 Heart of Appalachia Visitor Center - Local visitor center
- 7 Small Town Fitness - 24-hour DIY gym
- 8 Hair by Hair - Salon, spa and massage services
- 9 Better Bodies Spa & Wellness - Full-service spa
- 10 Staying in Touch Therapeutic Massage - Massages by appointment only
- 11 Bluebell Island
- 12 Clinch River Adventures
- 13 St. Paul Municipal Pool
- 14 Wetlands Estonoa

Looking for more fun?

JUST DOWN THE ROAD

The following attractions are
within a short drive of St. Paul.

Lonesome Pine Motorsports Park
Racetrack offering thrills for the whole family. 19-minute drive from St. Paul.

Hard Rock Casino
World-class casino offering eats, drinks and entertainment. 51-minute drive from St. Paul.

Bristol Motor Speedway
Racetrack offering thrills for the whole family. 60-minute drive from St. Paul.

OUTDOOR RECREATION OPPORTUNITIES IN ST. PAUL

- 1 Sugar Hill Loop Trail
- 2 Mountain View Trails
- 3 Bluebell Island Trail
- 4 Oxbow Lake Loop
- 5 Wetlands Estonoa
- 6 Clinch River State Park
- 7 Clinch River Adventures
- 8 St. Paul Municipal Pool
- 9 Oxbow Lake
- 10 A.R. Matthews Memorial Park

Looking for more fun? JUST DOWN THE ROAD

The following trails are within
a short drive of St. Paul.

- Spearhead Trails Coeburn Entrances
- Coeburn: 4850 Little Tom Rd., Coeburn, VA
Drive time from St. Paul: 12 minutes
 - Coeburn/Dan Hall: 13105 Pleasant Rd., Coeburn, VA
Drive time from St. Paul: 14 minutes
- Guest River Trail
- 12470 Stafford Rd., Coeburn, VA
Drive time from St. Paul: 16 minutes
- Little Stony National Recreation Trail
- 427 FS Hanging Rock, Dungannon, VA
Drive time from St. Paul: 23 minutes
- Cleveland Barrens Natural Area Preserve
- 200 Tank Hollow Rd., Cleveland, VA
Drive time from St. Paul: 24 minutes
- Flag Rock Recreation Area
- Flag Rock Rd., Norton, VA
Drive time from St. Paul: 32 minutes
- Pinnacle Natural Area Preserve
- 891 State Park Rd., Honsaker, VA
Drive time from St. Paul: 37 minutes
- Devil's Bathub
- 331 High Knob SC, Dungannon, VA
Drive time from St. Paul: 40 minutes
- High Knob Recreation Area
- 2996 Greater Scaup Rd., Norton, VA
Drive time from St. Paul: 42 minutes
- Channels State Forest & Natural Area Preserve
- 4250 Hayters Gap Rd., Saltville, VA
Drive time from St. Paul: 43 minutes
- Natural Tunnel State Park
- 1420 Natural Tunnel Pkwy., Duffield, VA
Drive time from St. Paul: 54 minutes
- Virginia Creeper Trail
- 331 Douglas Dr., Damascus, VA
Drive time from St. Paul: 58 minutes
- Breaks Interstate Park
- 627 Commission Cir., Breaks, VA
Drive time from St. Paul: 1 hr 3 minutes

Learn more about all
St. Paul has to offer!



Made possible by:



YOUR TURN!
TELL YOUR STORY



LUNCH!

**TAKE BETTER PHOTOS,
TELL BETTER STORIES,**



Visual Storytelling

Showing your mission in action—one real moment at a time.



People don't connect to programs.

They connect to people, moments, and impact. Your photos are often the first—and most lasting—impression of your work.

The 5 Photos Every Nonprofit Needs

Cover shot – one powerful, emotional image

Action shots – people doing the work (not posing)

Impact shots – the result (before/after, outcome)

Detail shots – hands, tools, small moments

Context shots – wide shots showing place/community



What makes a photo work in your annual report?

- Emotion > perfection
- Real moments > posed moments
- Specific stories > generic smiles

Strong storytelling photos often come from candid, imperfect moments that capture feeling, not just faces

**YOU HAVE A CAMERA
IN YOUR POCKET!**



Three Simple Rules for Fantastic Photography

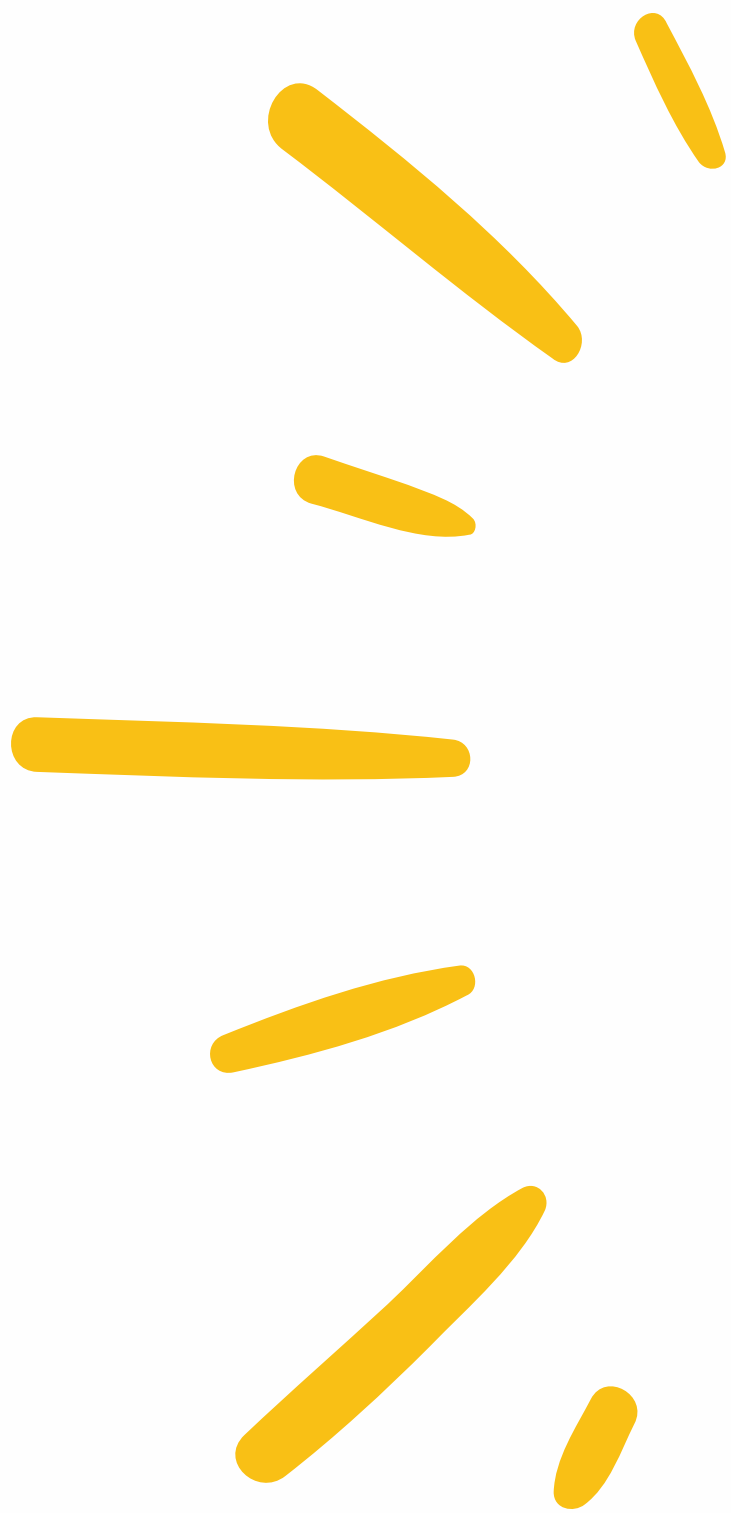
- Rule of thirds
- Get closer
- Change your angle

Let's explore these some more...

Rule of Thirds

Get closer

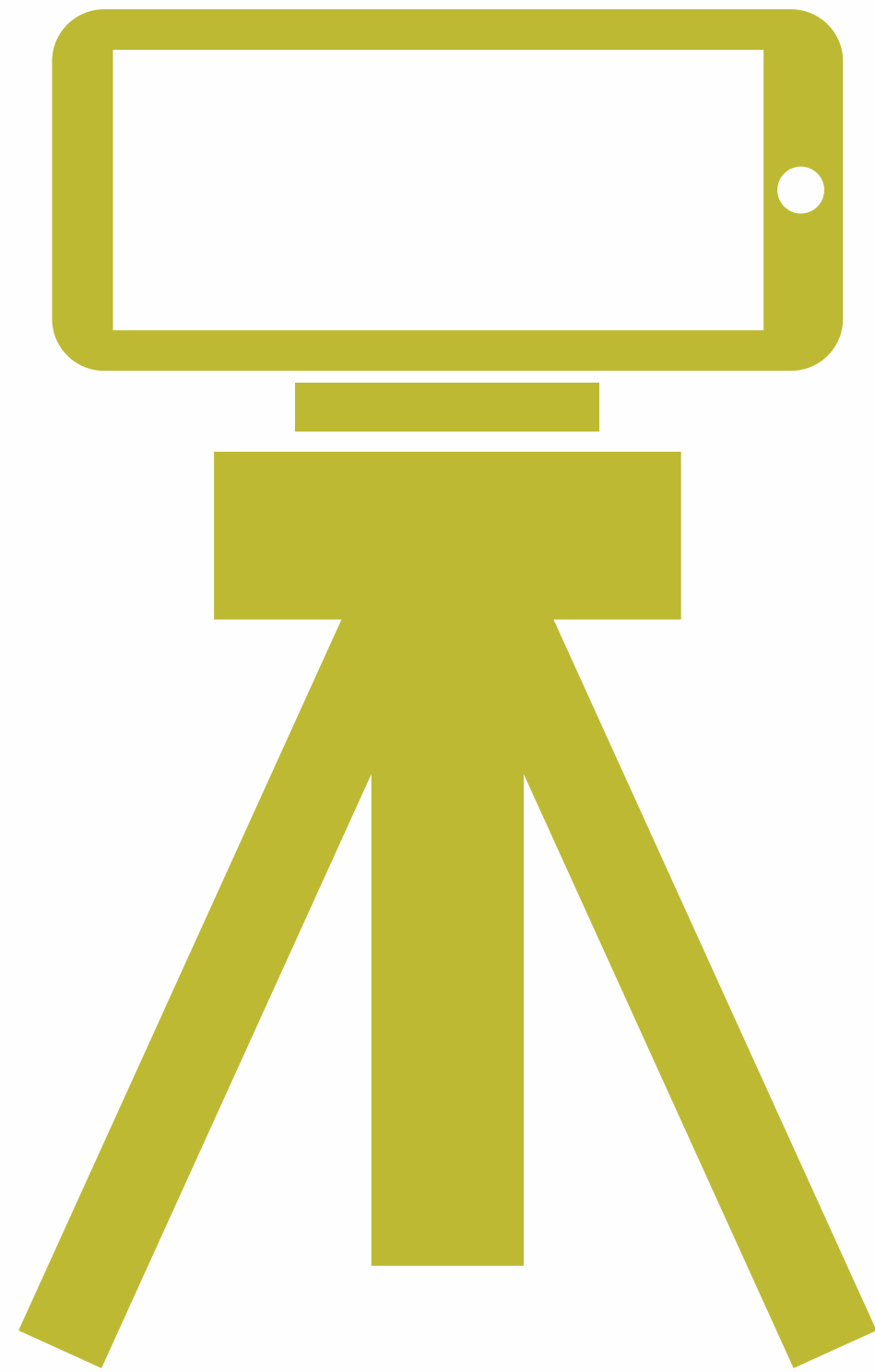
New Angle



Lighting Cheat Code

- Face your subject toward light
- Avoid overhead/yellow light
- Step into shade outdoors

Natural, soft light consistently produces more flattering and usable images



TIPS & TRICKS

- Frame each photo/video as you are shooting — don't rely on editing in your post.
- Take more than one shot!
 - Don't forget to shoot what's around you. You may need that b-roll.
- Take your photos from a different perspective.
- Get close — don't rely on zoom.
- Play with your shutter speeds.
- Stabilize your phone.
- Casual is okay.

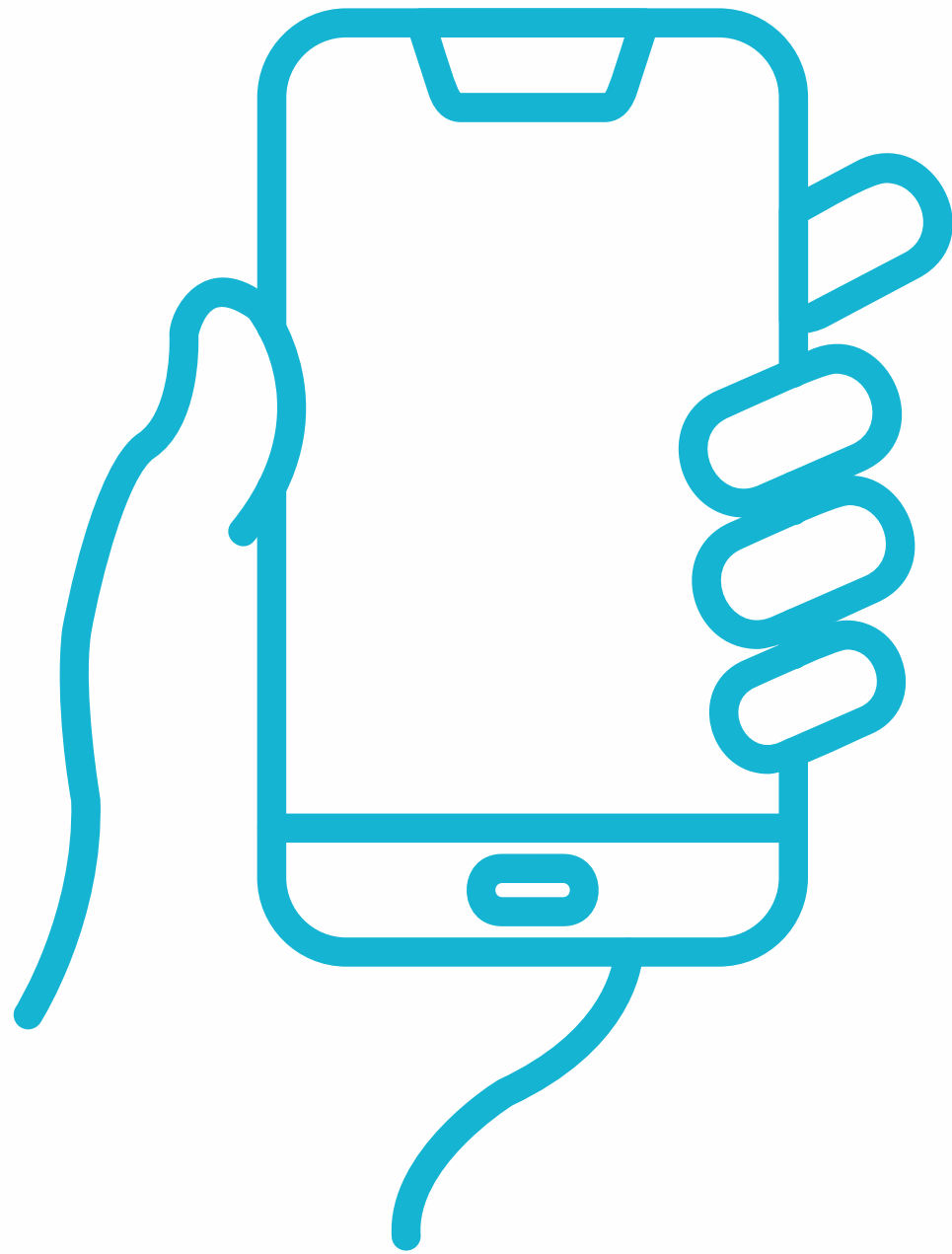


Photo Ethics & Consent

- Ask permission when appropriate
- Avoid exploitative imagery
- Show dignity, not just need
- Represent people accurately

LET'S PRACTICE!



Group Photo Challenge

- An Action Shot
- A Detail Shot
- An Emotion Shot

Split up into groups and explore inside and outside to practice the principles.



Five Minute “Fixes”

- Crop
- Brightness
- Contrast
- Straighten

**Editing will enhance your photo,
but can't fix a bad one.**



BRAIN BREAK & EDITING

AMPLIFYING YOUR STORY



Amplify Your Story

Foundational Communications

- *Content Pillars*
- *Consistent Data & Visual Collection*

Your Content

- *Start slow. Build your capacity.*

Earned & Paid Communication

- *Get a little help from your friends.*

CONTENT MARKETING

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

CONTENT PILLARS

PROMOTIONAL

EDUCATIONAL

INSPIRATIONAL

ENTERTAINING

Don't forget about community!

YOUR TURN!
AMPLIFY YOUR STORY



Resources + Tips

Brand & Messaging Guide Outline
VMS Press Release Kit

Tips & Tricks

- Get organized now!
- Prioritize foundational collateral.
- Plan for 30+ years.



Brand & Messaging Guide

DOWNLOAD THE TEMPLATE

Earned Media Resource

DOWNLOAD THE GUIDE



Questions + Discoveries

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