



AMERICA MADE IN VIRGINIA

VA250

**African American Advisory
Council | SEEQ Overview**

3.24.26



Community Storytelling Activation

**There is no
greater agony
than bearing an
untold story
inside of you.**

**- *Dr. Maya
Angelou***



Storytelling Program Objectives

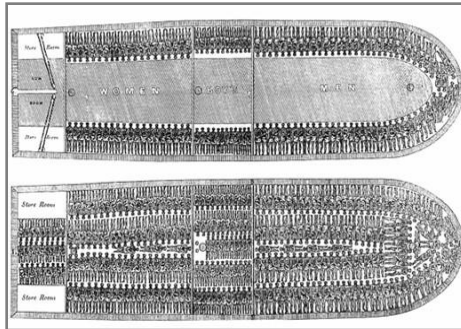
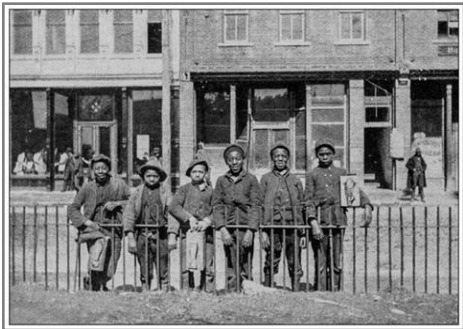
- Increase engagement through storytelling
- Share stories to enhance awareness of key events
- Strengthen inclusion and representation in the Commemoration

Participant Profile

Our Goal: Inclusive participation across all geographies, communities, and backgrounds

Priority Communities and Audience Segments

African American communities, Indigenous & Tribal Nations, immigrant communities and New Virginians, History Lovers, Hispanic/Latino communities, families, educators, and veterans/military families



Preserving Our History

- Your or your family's story of endurance, perseverance and contribution
- Community stories of culture, history and heritage
- Oral traditions; preservation of handwritten accounts and narratives

Storytelling Prompts

Three Storytelling Prompts

Untold Histories

Freedom and Community Today

The Meaning of Independence

Two Storytelling Options

Recorded Audio Reflection

Guided Written Experience



STORY COLLECTION (INBOUND)

Multiple acquisition channels drive participation into SEEQ Platform:

Commemorative Partners and Local Committees

Social and Digital Activation

Mobile Museum and Signature Events Activation

STORY ACTIVATION (OUTBOUND)

Stories are collected and analyzed; insights are translated into high-value content:

Pillar Story Identification

Historical Bridging

Regional and Audience Content Packs

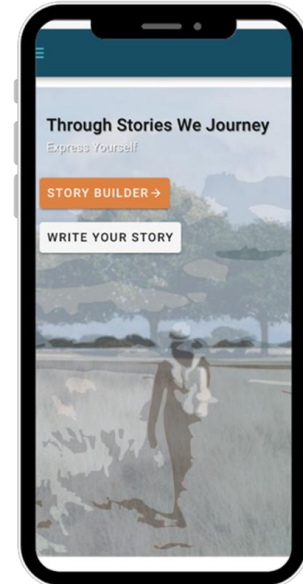
Storytelling Platform

VA250 is leveraging the SEEQ Platform to collect stories

SEEQ helps organizations engage people through stories

SEEQ stands for Stories to Engage, Explore and Question

share
more
stories | SEEQ



Landing Page

<https://bit.ly/VA250-storytelling>

- **Program background**
- **Links to record or write**
- **Contact Information**



A screenshot of a web browser displaying the landing page for the VA250 storytelling initiative. The browser's address bar shows the URL "sharemorestories.com/va250-storytelling-initiative/". The main content area features a large image of a white, classical-style building with a dome, surrounded by green trees and a lawn. Overlaid on the image is the text "AMERICA MADE IN VIRGINIA" in white, and "VA250" in red below it. Below the image, there is a paragraph of text: "Many voices have shaped Virginia's story — and they still do. As part of the VA250 Commemoration, we're inviting people across the Commonwealth to share stories, reflections, and perspectives that connect the past to the present." Underneath this text are two buttons: "Share Your Story With VA250" in a small font, followed by two larger buttons: "Prefer to Record?" and "Write Your Story Here!". At the bottom of the page, there is another paragraph of text: "This initiative is designed to deepen engagement, elevate untold and undertold histories, and ensure the Commemoration reflects the diversity of Virginia's people, places, and experiences. Whether your story comes from family history, community memory, cultural identity, service, or personal reflection, your voice can help shape a fuller picture of what freedom, community, and independence mean today."

RECORD Your Story



bit.ly/VA250audio

(No Registration Required)

WRITE Your Story



bit.ly/VA250storywriting

(Registration Required)

Phase 1

Priority Launch

Now through April

Phase 2

Broad
Engagement

May through June

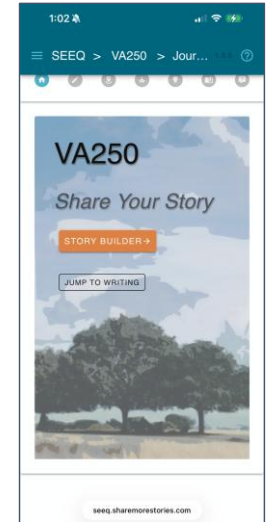
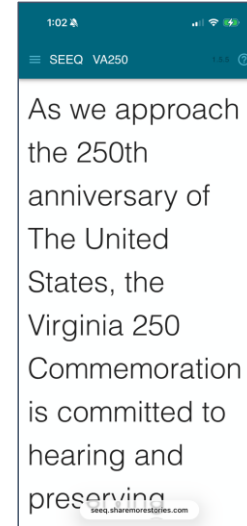
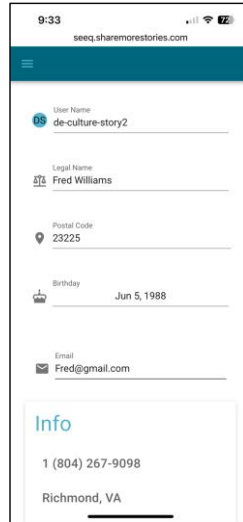
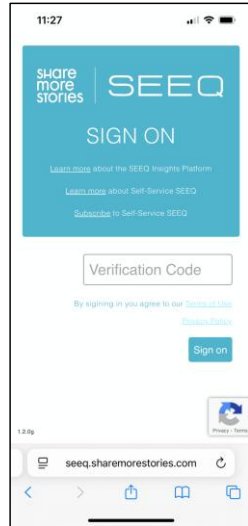
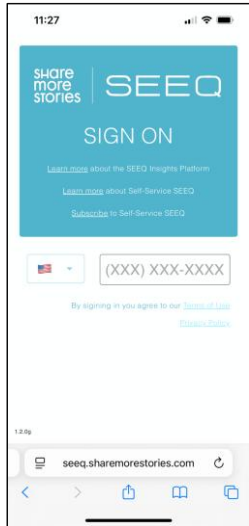
Phase 3

Final Collection
Sweep

July

Q&A

Registration Instructions for Writing bit.ly/Virginia250



1. Register with your mobile phone number. Receive a text message with a code.

2. Answer just a couple of questions and you're in!

3. Reflect on the prompt, then share your story. Please answer a couple more questions at the end.

VA★250

We thank you.