



Honoring Our History, Moving Forward Together

Since joining the Vermont Community Foundation in 2011, the Samara Fund has awarded over \$200,000 in grants and scholarships, growing every year. With a record high \$72,506 awarded in 2015, Samara's goal is to award at least \$100,000 each year by 2017.

Samara Fund Storytelling

Using Story as Fund Ambassadors
&
To Plan for the 25th Anniversary Year

A workshop with Barbara Ganley

Itinerary

PART ONE Why Samara — Why Story — What Story

- A. **Exercise:** Walking Stories
- B. **Exercise:** Yes, And....
- C. **Discussion:** Why Stories Behind the Facts & Opinions Matter
- C. **Discussion:** Telling the Right Story

PART TWO Being Fund Ambassadors: Storytelling for Impact

- A. **Exercise:** Oral Storytelling — Two Situations, Two Stories
- B. **Exercise:** Weaving Stories into Correspondence
- C. **Exercise:** Valentine Stories

10-Minute Break

PART THREE Storytelling & the 2017 Samara Celebration

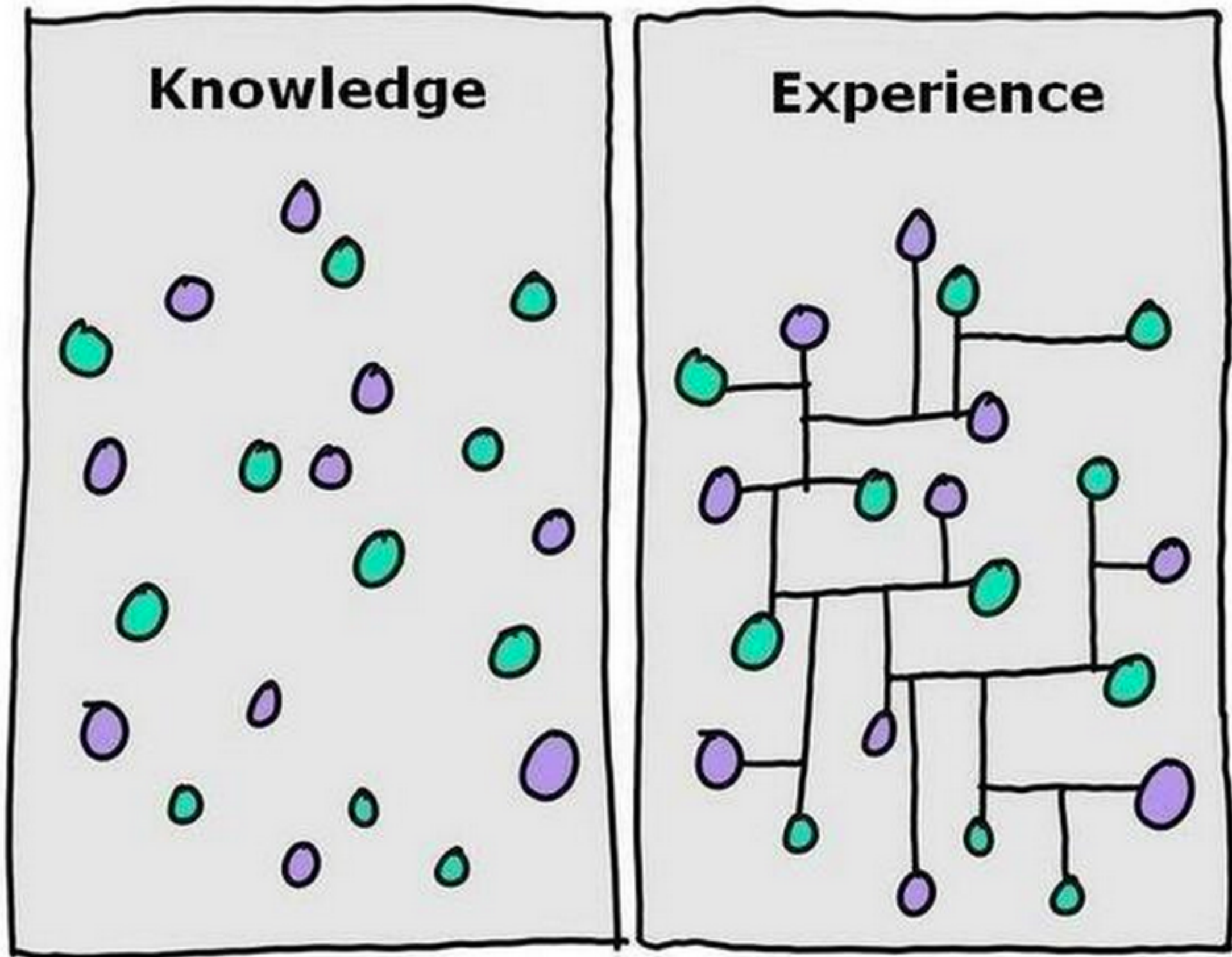
- A. **Presentation:** Story Project Ideas & Examples
- B. **Exercise:** Goal – Audience – Idea Generator
- C. **Discussion:** Steps to Planning a Major Story Project

PART FOUR After the Workshop

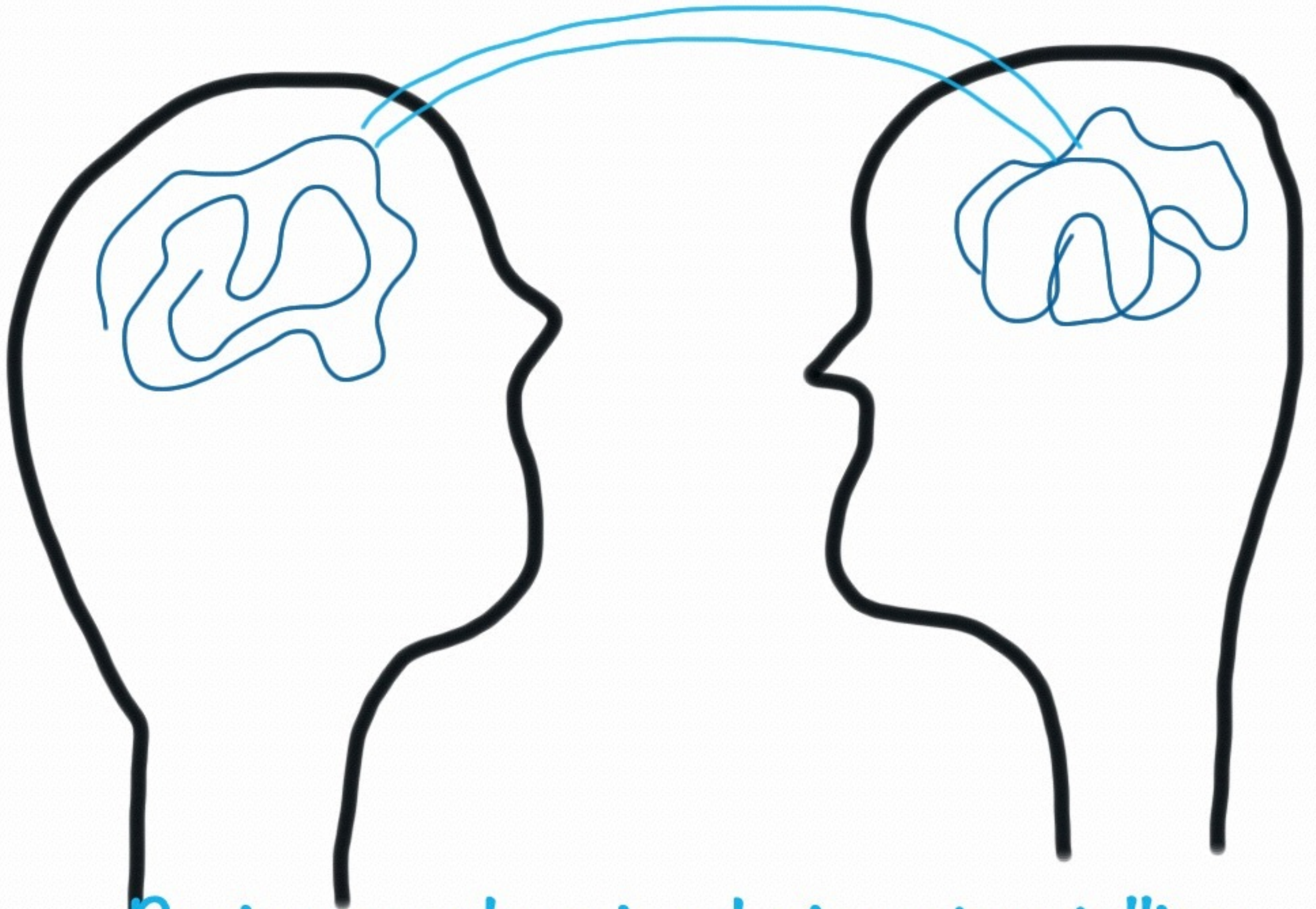
- A. **Exercise:** Walking Stories, Recap
- B. **Discussion:** Next Steps
- C. **Conclusion:** Story of Today

We are the storytelling species

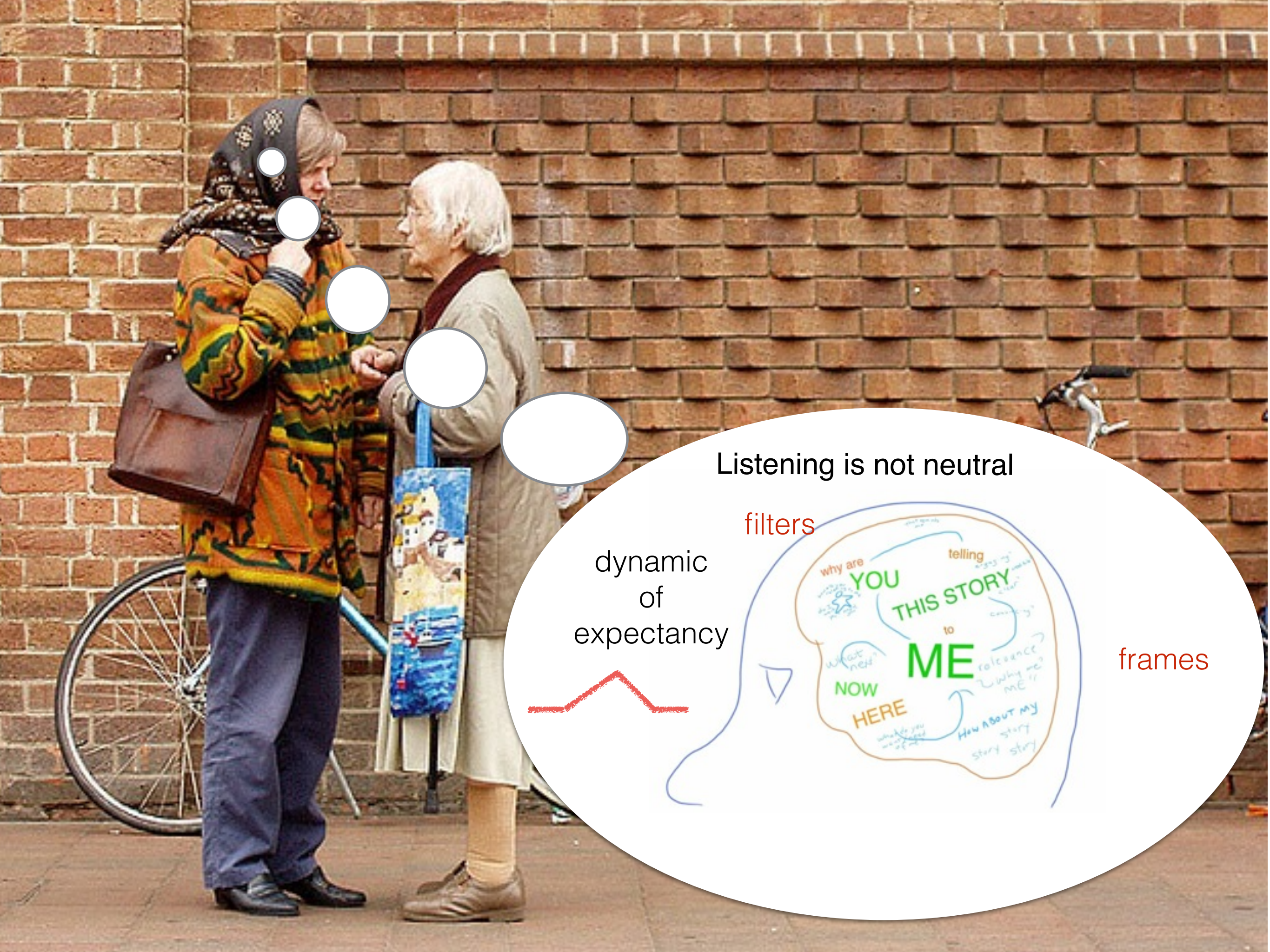




Cartoon by Hugh McLeod



Brains synchronize during storytelling



Storytelling, Trust & Empathy





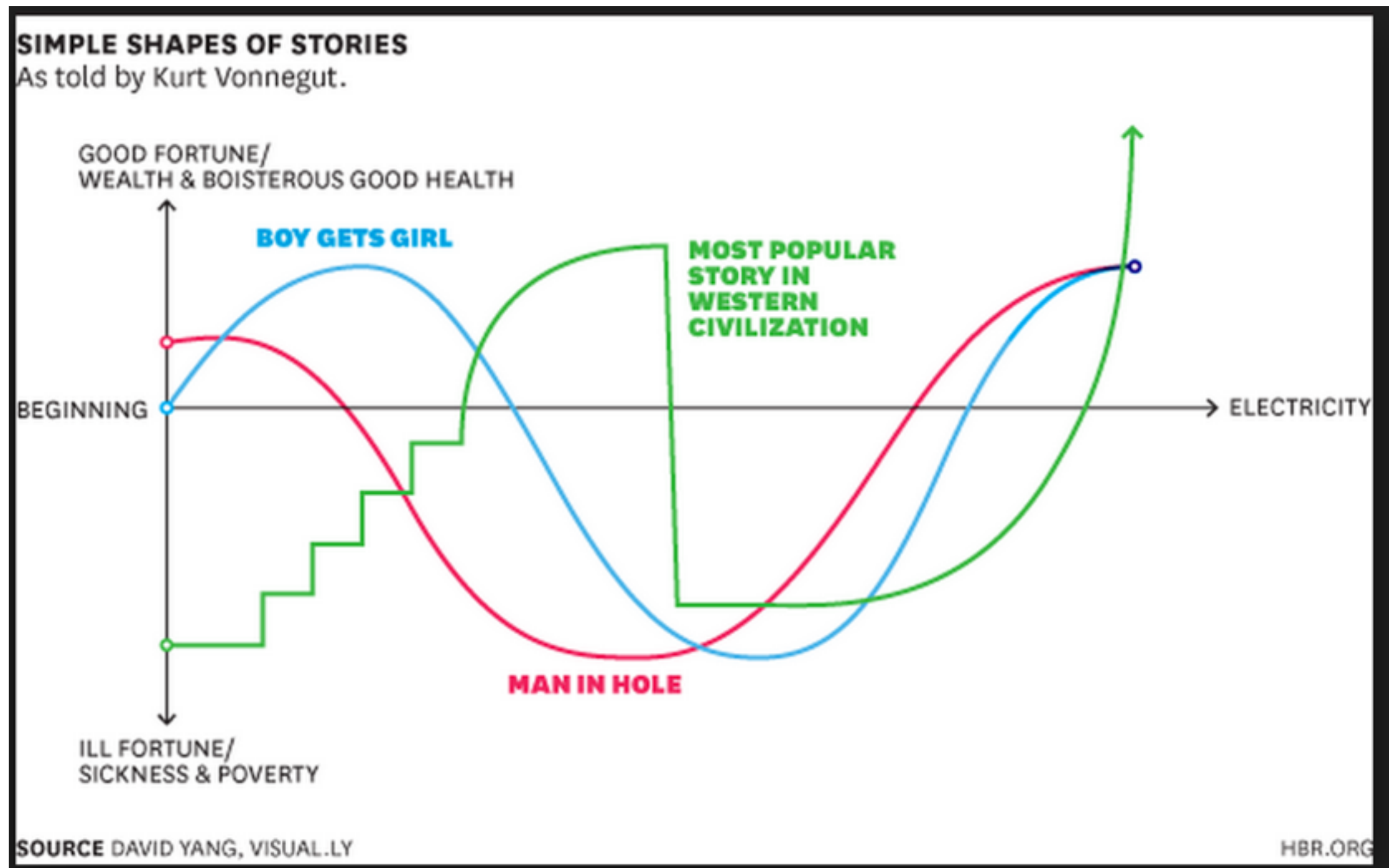
Relevance
&
Resonance

Which story do we tell about the county fair



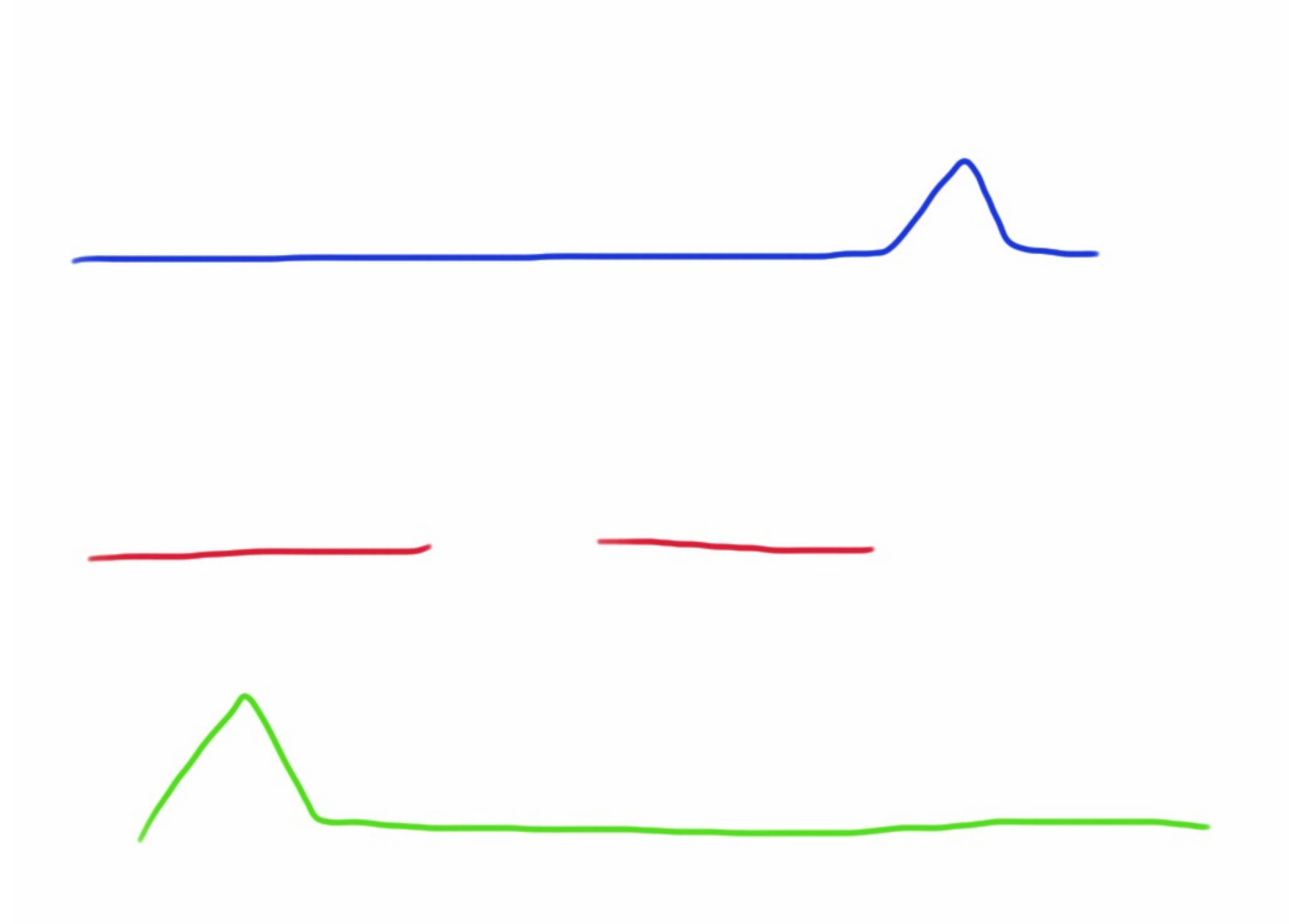


Kurt Vonnegut on Story Shapes



<http://bit.ly/1IjVf9k>

Common Mistakes



A Storytelling Organization Builds a Community of Support to Expand its Reach and Resources.



14Free is a video project that features one meal program in each of Vermont's fourteen counties and brings you the real-life success stories that are ending hunger and malnutrition in Vermont. Hunger Free Vermont is the home base of support, education, and advocacy to help make these programs a reality.

The map of Vermont is divided into counties. Arrows point from specific counties to video thumbnails:

- School Meal Program:** Arrow points from Franklin County to a video of a woman in a green shirt.
- Healthy Meals at Home:** Arrow points from Rutland County to a video of people at an outdoor meal site.
- Child Care Meal Program:** Arrow points from Chittenden County to a video of a woman in a red and white striped shirt.
- Summer Meal Program:** Arrow points from Orleans County to a video of people preparing food.
- Senior Meal Program:** Arrow points from Windham County to a video of a woman in a black shirt.

<http://www.hungerfreevt.org/>





It takes two to story.

Richard Kearney

Who is listening?

Where are they?

Why should they listen?

What do you want them to do?

(Why me? Why here? Why now? What next?)

Where do we meet?



Strategic Story Flow

Mission

Project/Campaign Objectives

Evaluation

Audience



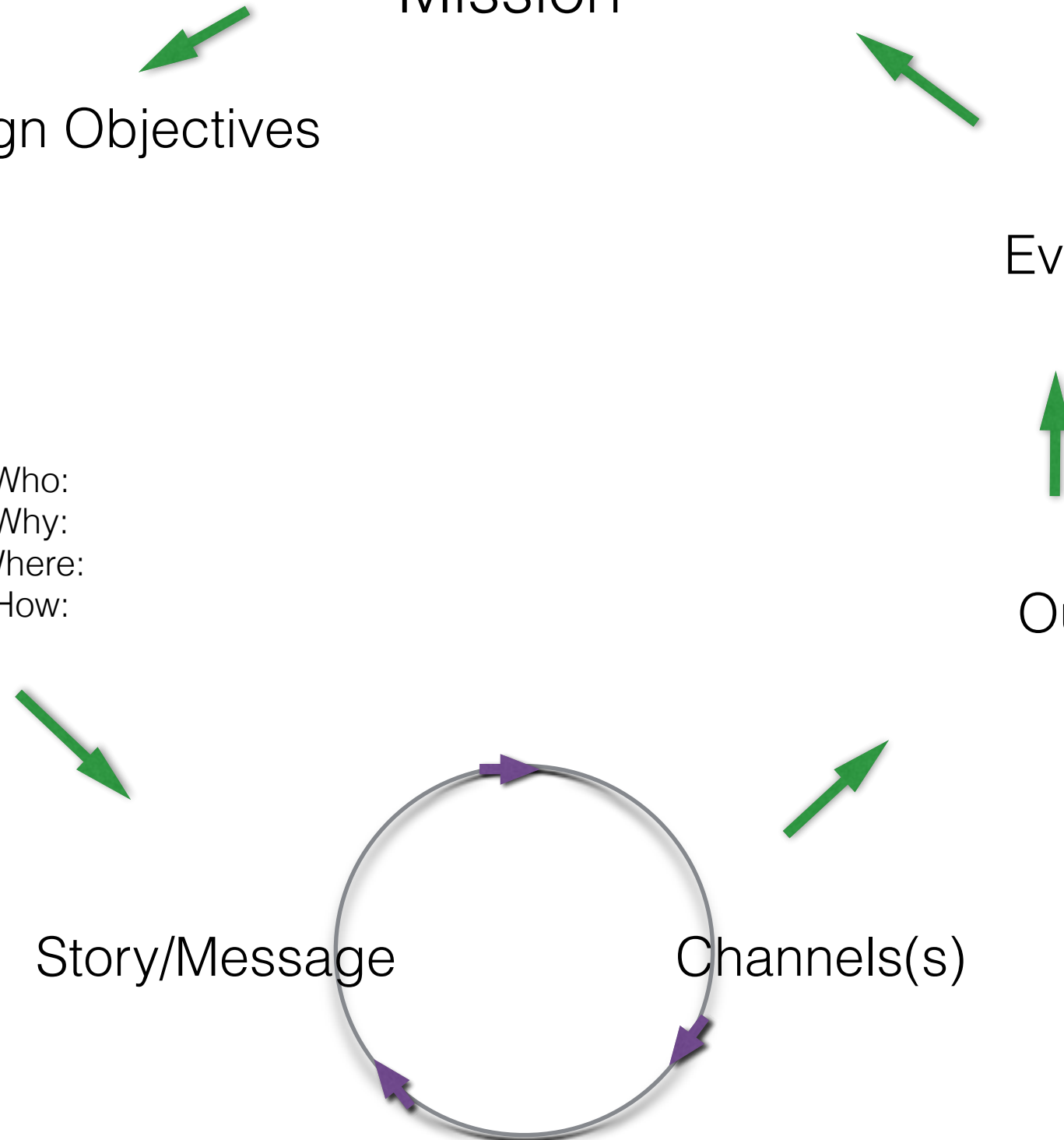
Who:
Why:
Where:
How:

Outcome

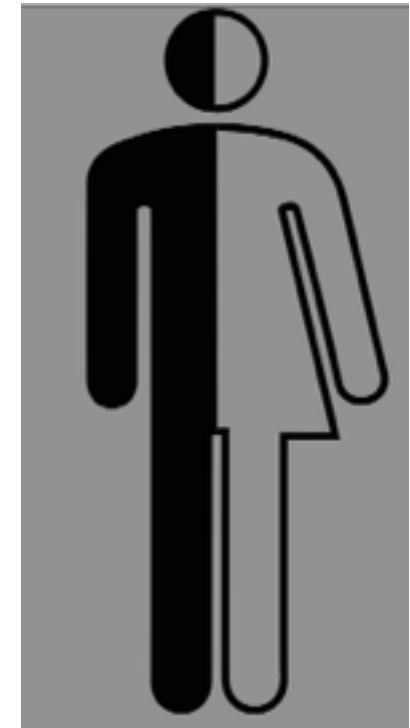
Story/Message

Channels(s)

Media



The RIGHT Story: Goals & Audience



1. What's your primary goal in this project/outreach effort?
2. What audience you wish to reach (e.g. donors, grantees, youth)
3. Make up a name for a person in that audience
4. List key characteristics, passions, interests of #3
5. Where do they get their information? Connect?
6. What do you want them to do? Why should they pay attention or care?

Images via the Noun Project by
Meaghan Hendricks,
Mattis Gutsche & Jens Tärning
Hayashi Fumihiko

Samara Ambassador Story Exercise

Part One: Oral Stories



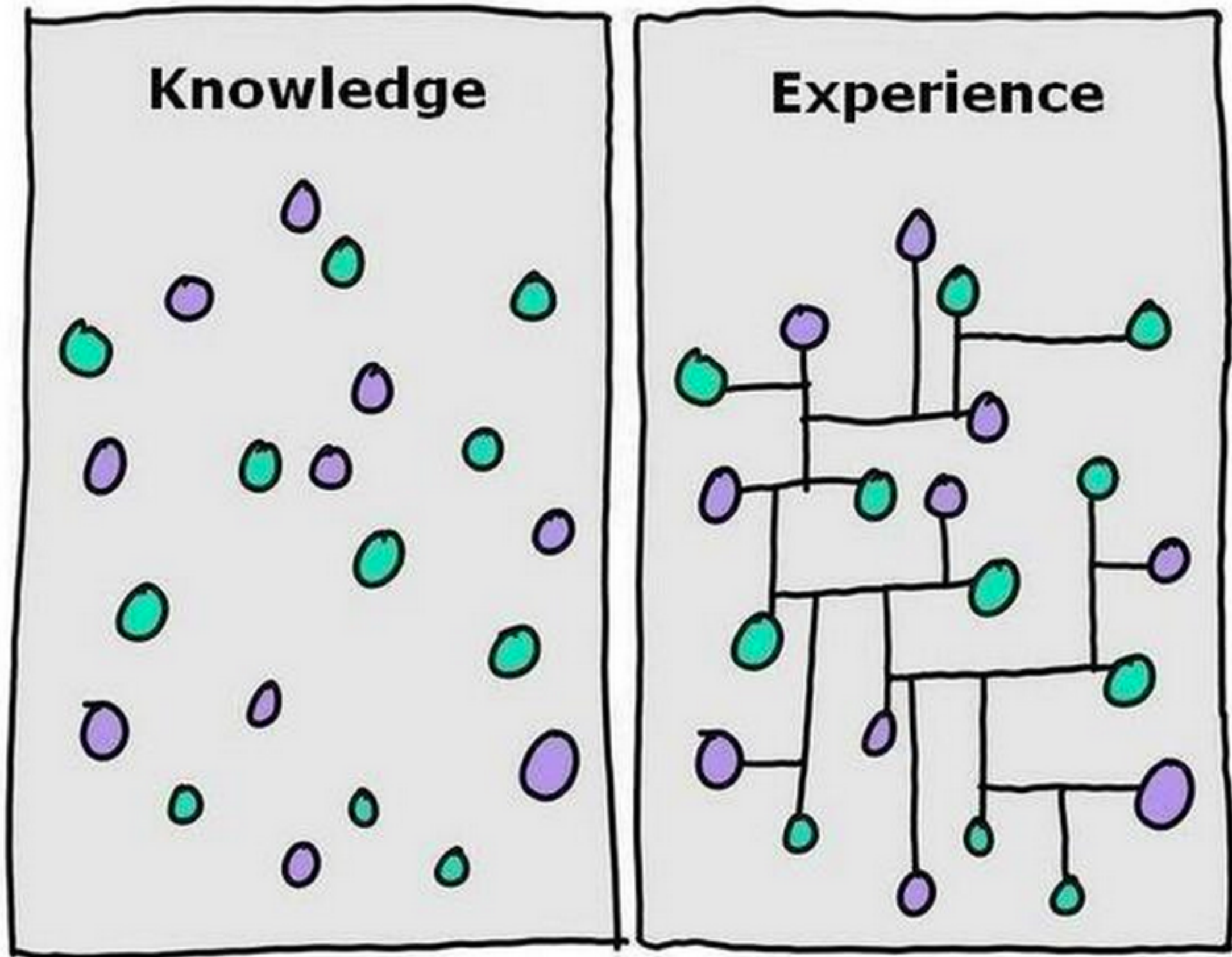
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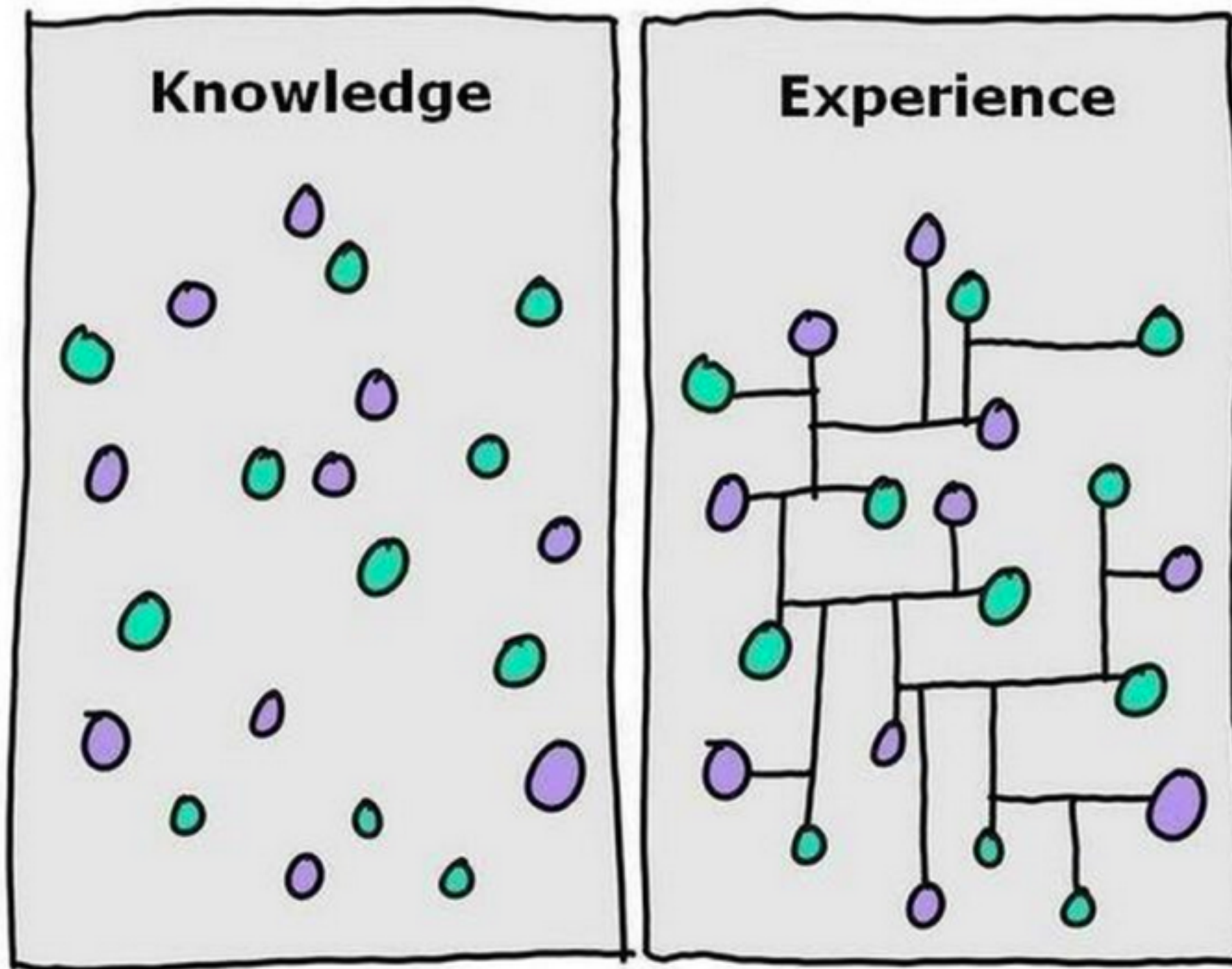
Created by Wilson Joseph
from Noun Project



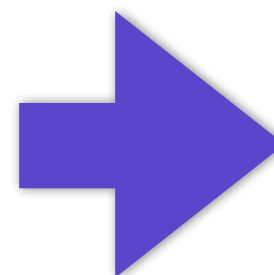
Created by Andrew McKinley
from Noun Project



Cartoon by Hugh McLeod



The Samara Fund's mission is to help create a vibrant Vermont LGBTQ community and ensure that LGBTQ Vermonters are connected, healthy, appreciated, safe, and empowered.



Your Story

Samara Ambassador Story Exercise

Part Two



Created by chiccabubble
from Noun Project

Writing



Cherie Tartt and Yolanda, hosts of a popular public access live call-in and variety show on VCAM that aired in the late 1990s and early 2000s, reunited in 2015 at the 20th Annual Winter is a Drag Ball to film one more live episode. Two of the most visible grassroots LGBTQ and HIV/AIDS activists during the “Take Back Vermont” era, Cherie and Yolanda played an important role in the history of Vermont’s struggle for LGBTQ rights.

A \$2,500 grant will support digitizing all episodes of this groundbreaking TV show, currently available only on VHS tapes.



Charity & Sylvia

The landmark Henry Sheldon Museum Exhibit

In 1804, more than two centuries before the Supreme Court’s historic ruling on same-sex marriage, one couple, Charity Bryant and Sylvia Drake, built a little house together in Weybridge, Vermont and opened their own tailoring business. This action marked the beginning of what many of Charity and Sylvia’s neighbors would come to see and respect as a 40-year marriage between the two women.

Last November, the Samara Fund contributed \$1,500 to the Henry Sheldon Museum in Middlebury to put on an exhibit and related events commemorating the untraditional lives of these women. The exhibit, on view from November through January, displayed Sylvia and Charity’s letters, love poems, and the striking image above of the two women’s silhouettes framed by their braided hair. Charity and Sylvia were buried together in the Weybridge Cemetery; the joint headstone commemorating their relationship can be seen there to this day.

Dear «formalsalu»,

(1) Thank you so much for your gift of \$«trcptamt» in support of the Ontario Science Centre.

(2) Science and technology enriches our lives, and a single visit to the Science Centre can plant a seed and provide the tools for a lifetime of exploration and discovery. Thanks to your support, young people and their families from Toronto's at risk communities will experience the inspiration and excitement that you and your family enjoy each time you visit. (3)

(4) We're thrilled to announce top-notch exhibitions and IMAX films in honour of our 40th anniversary. Come and experience our upcoming features The Science of Spying, followed by Lizards and Snakes, Alive! and our summer food programming. Watch for news on our anniversary celebration in September.

(5) In recognition of your donation, we'd like to acknowledge your support by including your name in our Annual Report and on our Donor Wall. Your donation receipt, in the form of a letter, is enclosed. If you have any questions or need any assistance, please contact Matt Wiesenfeld, Head of Annual Giving at (416) 696-3233.

I hope you visit us soon, to see the impact you are making when you chose to donate to the Science Centre.

Dear «formalsalut»,

(1) Robots whir. Comets streak. Tide pools gurgle. When science comes to life, anything is possible... and all because of you.

Thank you for your contribution of \$«treptant» in support of the Ontario Science Centre! Your gift is already inspiring a generation of future scientists and their families who, without you, might not have the means to visit our Science Centre.

(2) You provide the tools for a lifetime of exploration, too - illuminating the comets, giving tide pools their gurgle, and much more - sharing with others from Toronto's communities the same excitement that you and your family enjoy each time you visit.

(3) In recognition of your kind gift, we'll add your name to our Annual Report and our Donor Wall. (And you'll find your donation receipt enclosed.) If you have any questions, please contact Matt Niesenfeld at (416) 696-3233. We'd love to hear from you.

Thank you so very much for sowing the seeds of discovery,

Lesley Lewis
CEO

P.S. (4) There's lots going on for our 40th anniversary - from The Science of Spying to Lizards and Snakes, Alive! - so I hope you'll visit us soon. Stay tuned for updates in our upcoming [newsletter?] and at www.ontariosciencecentre.ca. Thanks again.

(1) Thank you so much for your generous donation of «GrossTotal» to the Menzies Research Institute. We are honoured to welcome you as a new supporter. For 21 years, Menzies Research Institute has pioneered new studies to assist people suffering from diseases found in Tasmania and worldwide. Your gift will help those with severe arthritis in the projects of Menzies' [REDACTED]. Your investment will help [REDACTED] fund equipment or other resources she will need to start new research into arthritis. **(2)**

(3) Menzies has 300 scientists and staff working in 12 areas of medical research. Donations from the Tasmanian community have been vital to Menzies' success. For more information on how your donation is helping to make a difference in the lives of so many in our community, I invite you to visit our Web site at www.menzies.utas.edu.au. **(3)** You can also find information on over 100 research projects.

(4) Please ring me if you have any questions about Menzies research on 03 6226 7782. On a quarterly basis, we will send our supporter newsletter, the *Bulletin* updating you on Menzies projects.

Please find enclosed a receipt for your tax-deductible donation. On behalf of the Board and staff, thank you once again. We look forward to your continuing interest in the work of Menzies Research Institute.

(1) Phillip and Peter* have lived with crippling arthritis since they were teens. But today, thanks to you, they have hope. Hope that one day a cure can be found.

(2) And if hope is at the heart of our research, you are surely at the heart of Menzies – making possible each new discovery, each breakthrough treatment. Thank you for your generous donation of «GrossTotal» to the Menzies Research Institute, and welcome!

(2) Your gift is already working to make life better for those with severe arthritis, through trailblazing research and volunteer-based studies now underway at Menzies. And by standing behind every Menzies scientist – who searches for clues to everything from diabetes to cancer – you bring hope and healing to people who live with these diseases, across Tasmania and beyond.

As a vital part of the Tasmanian community, you are vital to the work of Menzies. And I'm eager to share each new success with you in our quarterly newsletter, *The Bulletin*. (3)

In the meantime, you'll find enclosed a receipt for your tax-deductible donation. Please feel free to ring me if you have any questions about Menzies research, on 03 6226 7782. I'd love to hear from you.

On behalf of everyone here at the Menzies Research Institute, thank you for supporting the future of healing.

What this means for you

Make your case more compelling by featuring real words and images from real people. Think about the opportune moments in your upcoming calendar to identify ways for your audience to get involved, then create a place to aggregate their content. It can be a landing page (featuring a key action), or simply a series of posts to your social channels. The most important thing is that you give your supporters a voice — and be prepared to scale up as their responses pour in.



Not just a hashtag, the #LoveMustWin campaign asks supporters to raise their voices in support of marriage.

The story of Brian & Tony, veterans who now have the freedom to marry, garnered more than 13,000 shares and half a million likes.

Blog Posts & Medium Essays



Adam F
Dec 3, 2015 · 18 min
read

Jazzie's Place Opens its Doors to San Francisco's Homeless LGBTQ Population

Building a strong and safe community is at the core of the shelter named in honor of the late transgender activist Jazzie Collins



Inside Jazzie's Place, the first LGBTQ homeless shelter for adults in the country.

The day is off to a bad start. It's 6:45 a.m. on a Wednesday and Misael Christian has left his work bag inside.

He knocks on the gate. They closed five minutes earlier and won't re-open until 7 p.m. He stands outside the complex at 1050 South Van Ness Avenue

<https://medium.com/on-ripple/jazzie-s-opens-its-doors-to-san-francisco-s-homeless-lgbtq-population-4d363638abd#.db5h8irc6>

Valentines



Share one of six free Aquarium Valentine's Day e-cards with friends and family!



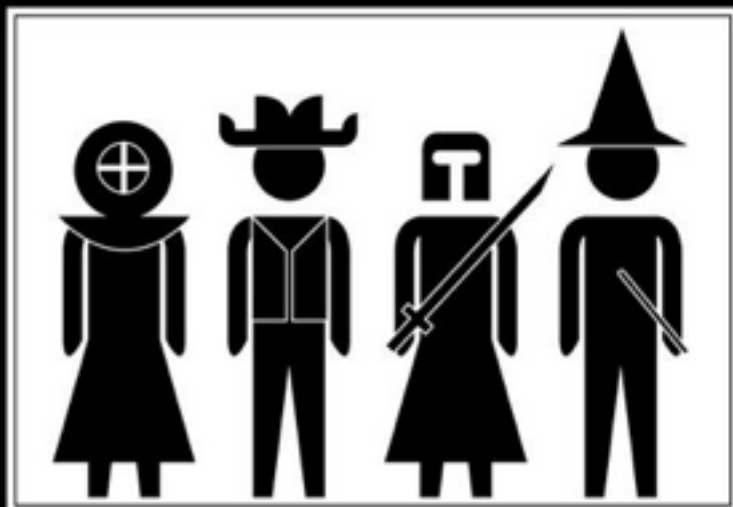
Created by parkjissun
from Noun Project



These are your kids



These are your kids



on books



Burning Through Pages is a non-profit dedicated to the task of getting young people excited about reading. Our goal is to give free books to kids who want them and need them, and to have follow up discussions in an attempt to encourage literacy, reading comprehension, and to spark a life long passion for reading!

www.burningthroughpages.org

The Power of Humor, Positive Messages & a Light Touch

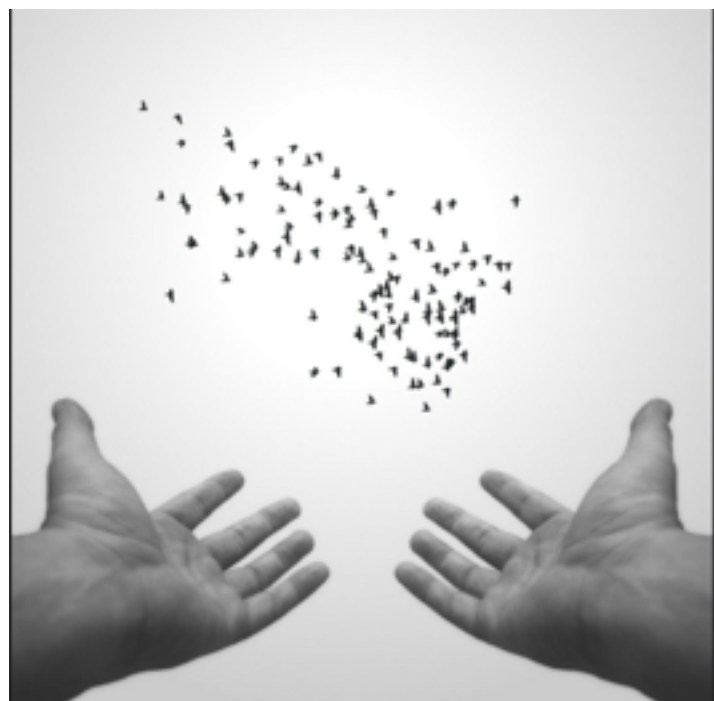




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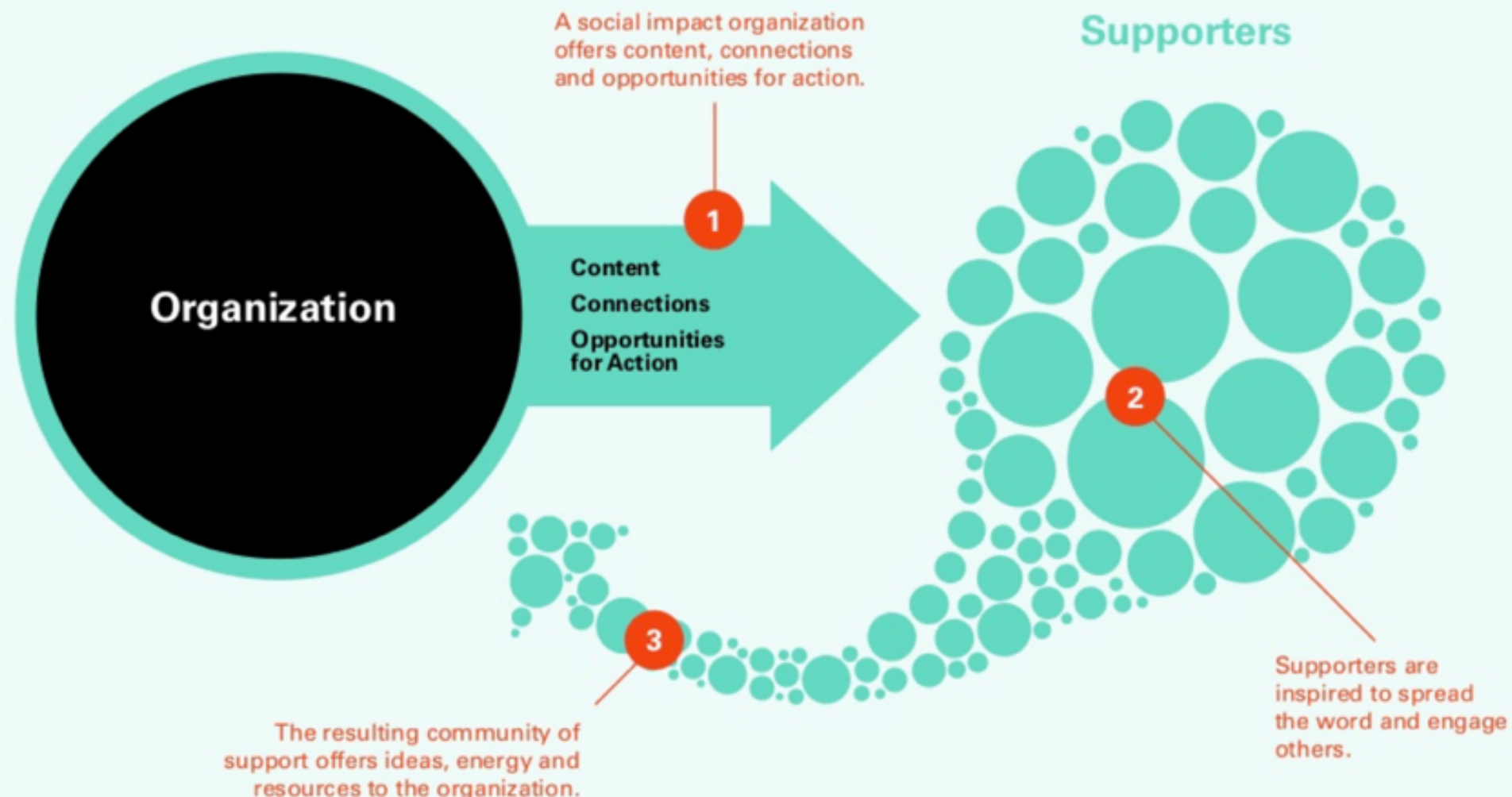


Two-line stories to give thanks



25th Anniversary & Storytelling

A Storytelling Organization
Builds a Community of Support to
Expand its Reach and Resources.





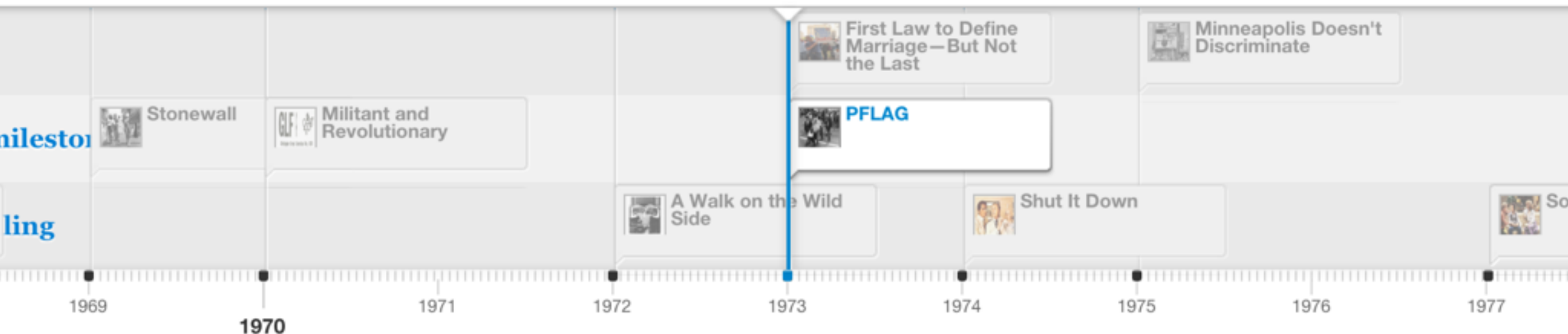
Jewish Women's Archive

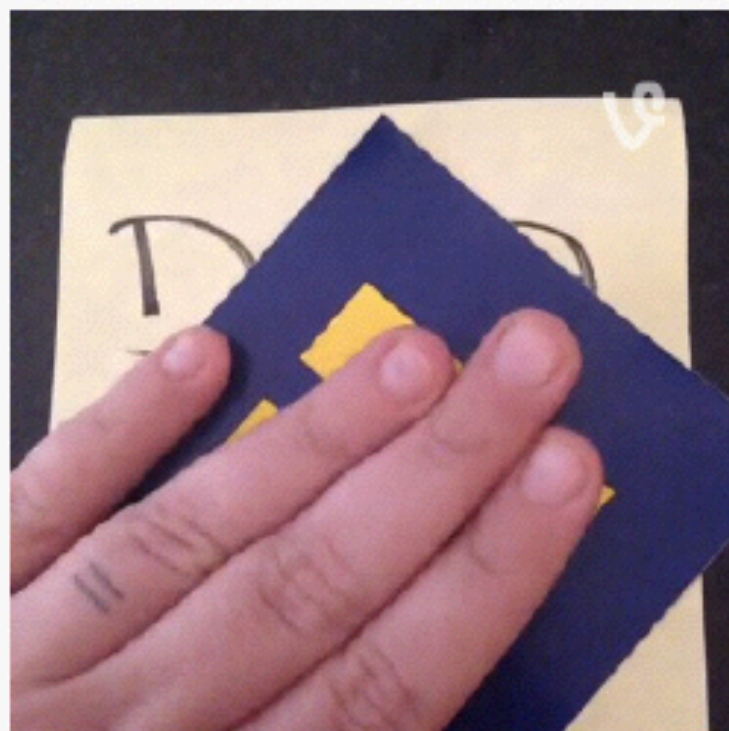
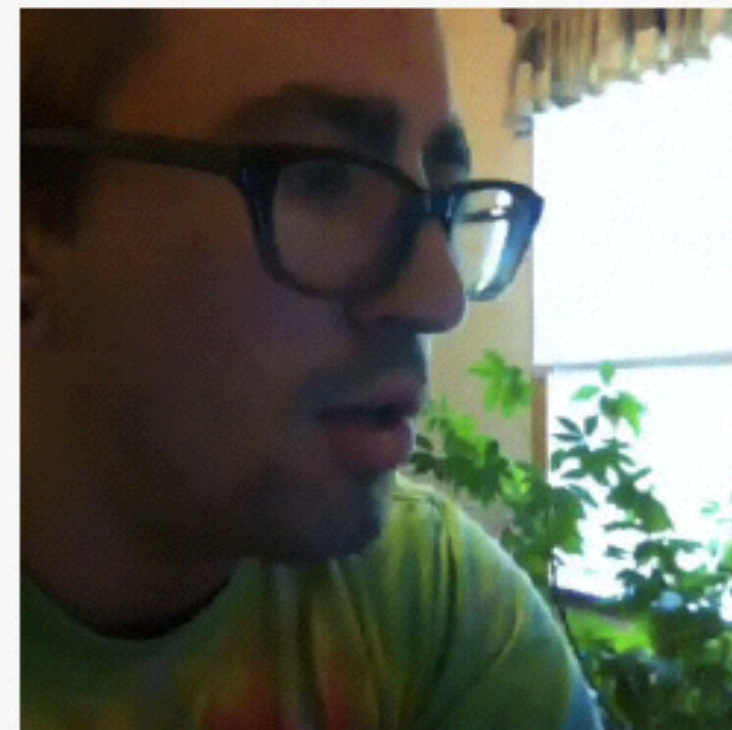
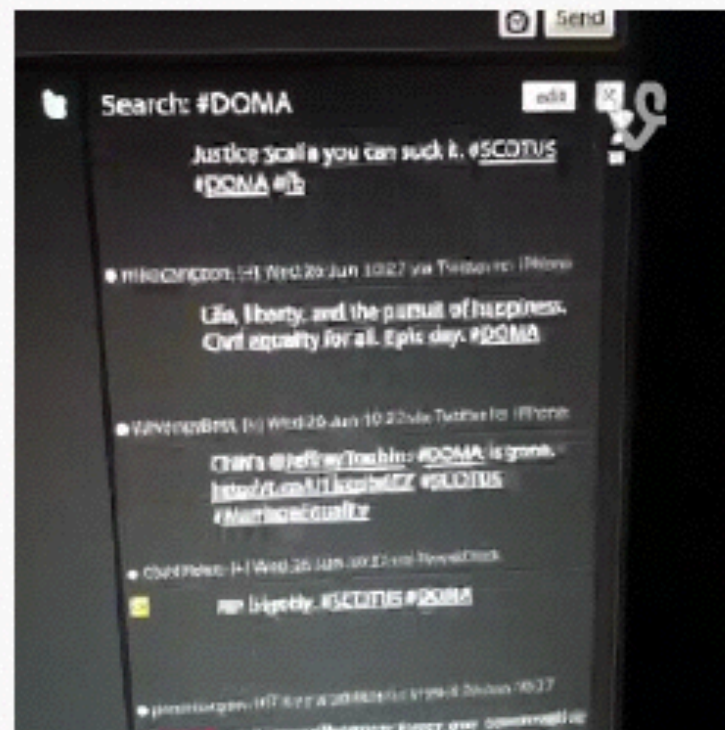
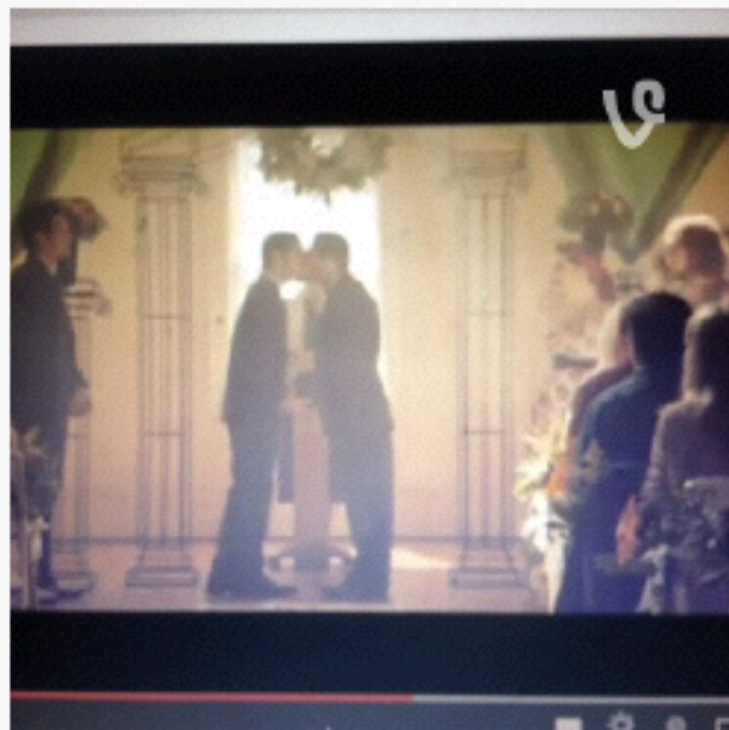
Jeanne Manford marches with her son Morty.

1973 **social milestone**

PFLAG

Nine months after founder Jeanne Manford marches with her son Morty in the New York Pride March, 20 people gather in a church basement in Greenwich Village for the first meeting of Parents and Friends of Lesbians and Gays (PFLAG).





Ding dong, Prop 8 is dead!
Vine-rs shared their celebrations
during the 2013 Supreme Court rulings.

IT GETS BETTER PROJECT.



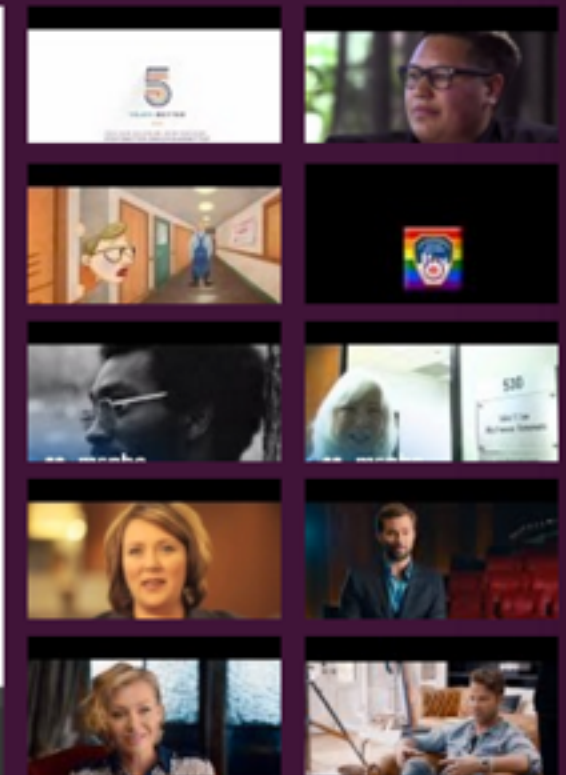
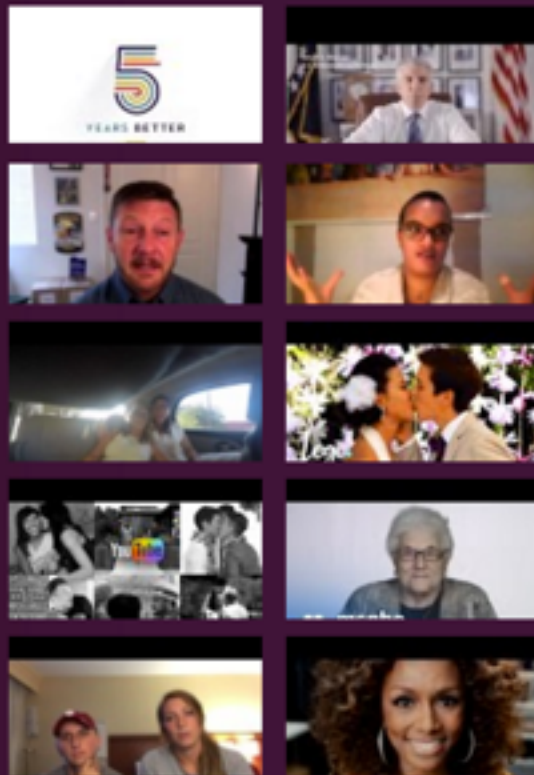
FIND VIDEOS

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AYDIAN DOWLING-IT GETS BETTER 5 YEAR ANNIVERSARY | WATCH ON YOUTUBE |

Share on: [f](#) [t](#)

It Got Better - Season 2

Check out the full Season 2 of the online docuseries featuring notable LGBT figures!

[Watch Now »](#)



1 2 3 4 5

Tweets

[Follow](#)

It Gets Better
@ItGetsBetter

20h

27 Of The Most Awesome Trans Moments In 2015
buzzfeed.com/meredithtalusa... via @1demerith
@buzzfeed

Show Summary

It Gets Better
@ItGetsBetter

2 Jan

This is awesome! - Why I'm taking the happiness challenge - and why you should, too
huffingtonpost.com/entry/taking-t... via
@HPLifestyle

<http://www.itgetsbetter.org/>

Join the 612,186 others who support It Gets Better.



UT OUR BODIES. OUR LIVES. GET INVOLVED OUR VOICES MATTER SHOP PROGRESS EVENT

The Change Project

forming discrimination against all LGBTQ (Lesbian, Gay Bisexual, Transgender, Queer) people into acceptance through the use of photography, social media campaigns, educational resources and partnerships with social justice organizations.



<http://www.embodyprogress.org/>

A background image of a park with people playing rope climbing. In the foreground, a young man with curly hair is climbing a rope. To his left, a woman is also climbing. In the background, other people are visible, including a man in a blue jacket and another person in a dark jacket. There are trees and a picnic table in the background.[PROGRAMS](#)[ABOUT US](#)[GET HELP](#)[GET INVOLVED](#)[EVENTS](#)[ALI'S STORY](#)[NEWS](#)

TRANSFORMING LIVES

The Mission of the Ali Forney Center is to help homeless Lesbian, Gay, Bisexual, Transgender and Questioning youth be safe and become independent as they move from adolescence to adulthood.

[GET HELP](#)[DONATE](#)[GET INVOLVED](#)

<http://www.aliforneycenter.org/>

LGBTQ History in the palm of your hand

New events from
around the world,
every day

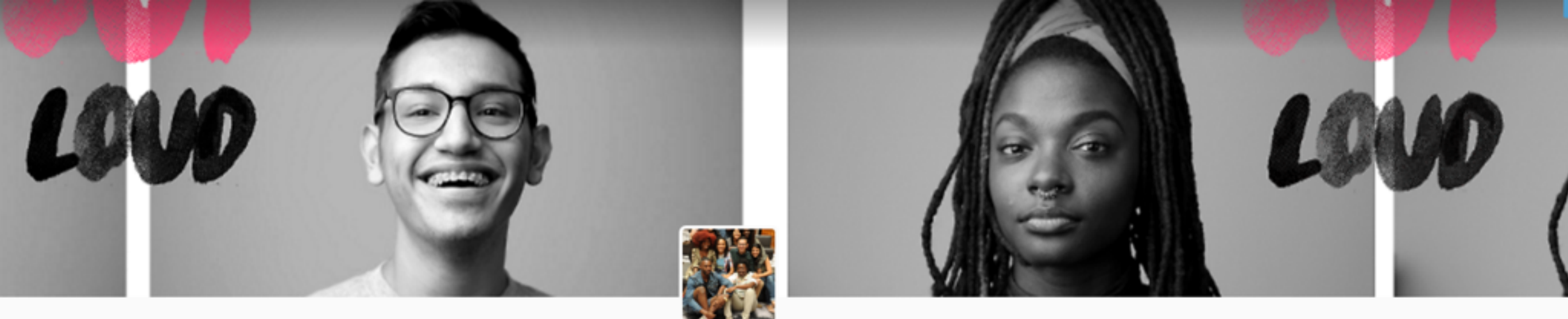


This mobile app aims to bring queer history to the world in an interesting and interactive way. Each day of the year presents the LGBTQ events of note that happened on that day (and in what year, links to more information, pictures, video, etc). **Read example stories here.**

The mission is to:

- Educate the world about the roots of the LGBTQ communities,
- Make LGBTQ history more engaging and relevant, and
- Let LGBTQ individuals know that others have shared their struggle.

<http://www.quistapp.com/>



YouthResource

YouthResource (a program of Advocates for Youth) is an LGBTQ+ group of young intersectional activists here for LGBTQ+ young people. We're here to help.

[ASK ME ANYTHING](#) [SUBMIT](#) [ARCHIVE](#)



<http://youthresourceafy.tumblr.com/>

SAGE STORY

Bring your story to life.



[HOME](#) ► [NATIONAL PROGRAMS](#) ► [SAGE STORY](#)

SAGE Story is a national digital storytelling program for lesbian, gay, bisexual and transgender (LGBT) older adults. The purpose of the program is to strengthen the storytelling skills—and draw on the unique life experiences of—LGBT elders to diversify the public narratives on aging, long-term care and LGBT rights. SAGE Story is led by Services & Advocacy for GLBT Elders (SAGE), and is made possible through the generous support of AARP Foundation and The Ford Foundation.

[SHARE YOUR STORY! ►](#)

[STORIES ABOUT
DISCRIMINATION ►](#)

[STORIES ABOUT
ECONOMIC SECURITY ►](#)

[STORIES ABOUT
SOCIAL ISOLATION ►](#)

[ABOUT SAGE STORY ►](#)

[ATTEND A SAGE
STORY WORKSHOP ►](#)



SEE THE STORIES

Inspiring photos from LGBT elders on life, aging and politics. ►



WATCH THE STORIES

Short videos that showcase the experiences of LGBT older people. ►



LISTEN TO THE STORIES

Podcasts that amplify the voices of LGBT elders. ►



READ THE STORIES

Interviews, essays and op-eds from LGBT older people on successful aging. ►



<http://www.sageusa.org/programs/sagestory.cfm>

Sexualidades Campesinas



Stories told by sexually diverse
(lesbian, gay, bisexual, transgender,
queer: LGBTQ) members of farm
worker communities in California

Making visible the day-to-day
struggles of LGBTQ farm workers in
order to help improve social
services and combat discrimination.



Follow dear-photograph **tumblr.**  Tumblr The

TAKE A PICTURE OF A PICTURE FROM THE PAST IN THE PRESENT

ASK ME ANYTHING

FACEBOOK

TWITTER

INSTAGRAM

SUBMIT A PHOTO

BUY THE BOOK

PRESS

203 NOTES

 Pin it

POSTED ON WEDNESDAY,
15 JULY 2015.



Dear Photograph,
It has been over 60 years since this photo was taken in La Bale, Quebec of my mother and her siblings. We are so lucky to be able to still visit this beautiful spot that has gone unchanged by time with these very same people.



Dear Photograph,
My dad with his new car and our lives on top of it. -Your Other Daughter



<http://dearphotograph.com/>

Profiles

WHILE YOU WERE OUT RIDING, BIKE ADVOCACY BECAME COOL

MEET EIGHT INNOVATORS WHO ARE FLUSH WITH NEW IDEAS ABOUT HOW BICYCLES CAN CHANGE THE WORLD

By Kim Cruz

LIZ JOSE, 29
New York City

FOUNDER, WE BIKE NYC

"The 'WE' stands for women's empowerment," says Jose, who since starting her group last year has organized mechanical workshops and social rides designed to be fun and nonintimidating. Next came the 5 Borough Bike Brunch, a series of rides that explore different neighborhood and end with a mid-morning meal—part of her mission to "meet people where they're at." This year Jose added Mujeres en Movimiento, a Spanish-language family bike program whose graduates take their new wrenching skills and "pay it forward" by teaching other women in their neighborhoods. She also launched Mums on Bikes, a series of Brooklyn-based by-a-belle-you-try events teaching devoted kid-carrying bike, trailers, and saddles. "When moms bike," Jose says, "that's when communities change."

PHOTOGRAPH BY STEVEN LANTON



VERONICA DAVIS, 34, AND NAJEEBA DAVIS WASHINGTON, 35, Capitol Heights, Maryland

FOUNDERS, BLACK WOMEN BIKE

The movement started with a hunch. Three people who had never met came together through BlackwomenBike after tweeting about the need for a community of women of color who ride—or want to learn. In May 2011, Davis and Washington teamed with Canadian bike fixer, 32, to create a private Facebook group where members could comfortably ask questions like, "How do I prevent helmet theft?" (Answer: a lock or two.) In one month they had 300 members. Now with more than 1,000, BWB has evolved into a real-world community that hosts no-drop group rides and workshops on topics such as basic bike safety and repair, how to buy a bike, and night riding. "Bicycling continues to grow in popularity," Davis says, "it's important that we make sure that underrepresented communities aren't left behind."

PHOTOGRAPH BY KIM MCKINLEY



GOOD STORIES ARE STRAIGHTFORWARD

<http://bikeleague.org/content/12-tips-womenbike-storytelling>

Our Own Stories

Connecting Through Local Food This Thanksgiving

Posted by: [Stuart Comstock-Gay](#) on 11/25/2014



Janet McLaughlin directs the Food and Farm Initiative, our five-year effort to connect all Vermonters with healthy, local food. In the following guest blog, she shares her perspective on the depth of Vermonters' connections with each other. – Stu

My husband and I welcomed our second child in August—another handsome, healthy boy who we're looking forward to raising as a Vermonter. Just seven weeks after Ian's arrival, I fell down our stairs and broke my leg. And while I definitely cannot recommend caring for an infant and toddler while on crutches, the experience has provided an amazing window into the generosity of our Vermont community. Family and friends dropped what they were doing to care for us. Neighbors helped with babysitting and baby holding. And everyone, including my colleagues here at the Community Foundation, has helped us with a steady supply of healthy, hearty meals for weeks now.



Dana Dwinell-Yardley, Communications and Admin Coordinator

Dana has been organizing, writing, creating, and loving the outdoors since before she can remember. She brings over 10 years of experience with the print and media world to VEEP, along with a lifetime of enjoyment for coming up with better ways to do things. Dana grew up as an unschooler on a off-the-grid, solar-powered homestead in northern Vermont, where her lifelong love of learning and desire to make the world more beautiful began. She's currently dreaming — from her little apartment in Montpelier — of the day when she gets to live in a solar-powered house again. When she's not playing with words, sharing on Facebook, working on a freelance graphic design project, or writing about herself in the third person, you can find Dana outdoors on a mountain somewhere, at a contra dance, singing with a choir, playing disc golf, cooking something without a recipe, reading a book, or laughing at her cats.

My name is Sharon and I am one of the counsellors at WAVAW.

I work directly with the women who have had all aspects of their lives disrupted by the horrific act of rape and sexual assault.

Many women coming to WAVAW for the first time are initially curious or nervous about counselling. I often describe our space for women who may be apprehensive, as being very much like a living room. Our counselling rooms are purposely cozy and furnished with oversized chairs. In our support group space, the set-up of the five couches in a circle surrounding a coffee table brings us to a felt sense of home, which for some women may be their first safe experience. **It is in this space that we provide women with 45 support group sessions and 584 one-to-one counselling sessions each year.** Our space is well-used, and needless to say, well-worn.



Hunger Free Vermont

Our mission is to end the injustice of hunger and malnutrition for all Vermonters.

Hunger is a Twelve-Month Problem



Post by Marissa Parisi, Executive Director, Hunger Free Vermont

A few winters ago I was driving down Route 7 in January on one of Vermont's brutally cold days. At the corner of Marsette Road in Shelburne, I saw a woman hitchhiking and bundled in many layers. I felt compelled to give this woman a ride and get her out of the cold. I

Map Stories



<http://murmur.info/>

Preservation Trust of Vermont • www.presvt.org

Board on a Bus Trip 2015

Every year in February – yes, February – the Preservation Trust of Vermont Board, staff and special guests climb aboard a comfy tour bus and go out into the field to learn about the range of projects and issues that define our work in Vermont.

This year, we toured Vermont's Northeast Kingdom. We walked through abandoned places to fully restored buildings, and much in between. We heard from students, teachers, contractors, volunteers, entrepreneurs, citizens, elected officials, and more. We witnessed our communities hard at work. And perhaps most importantly, we experienced first-hand the transformative power of preservation in Vermont.

Join us on our journey by scrolling through the images below (and clicking for motion and sound when available).



<http://bit.ly/1D3g8Va>

Interview Projects: Audio, Video, Website, Books

Video Story Interviews



<http://invisiblepeople.tv/blog/>



The Kids

Judges, academics, pundits and activists keep wondering how children are impacted by gay marriage. Maybe it's time to ask the kids.

For the past four years, I have been photographing and interviewing subjects with one or more L.G.B.T. parent. Their experiences are wide ranging. Some were adopted, some conceived by artificial insemination. Many are children of divorce. They were raised in urban areas, the rural Midwest and all over the map. They juggled silence and solitude with a need to defend their families on the playground, at church and at holiday gatherings.

Here are their stories. And my own.

BY GABRIELA HERMAN

<http://thekids.gabrielaherman.com/>



COMMUNITIES FOUNDATION *of* TEXAS

GIVING BACK & LOOKING FORWARD

In 1953, we were founded on a simple, yet remarkable notion - that every day we have the opportunity to make tomorrow better for our communities. This vision has led us to match real community needs in North Texas in areas such as education, health care, public safety, and poverty with the passions of individual and corporate donors driven to make a difference. In 60 years, we've made more than \$1 billion in grants and are now one of the largest community foundations in the nation. Today, we celebrate this tremendous milestone with the countless men and women who have given back to our communities, and with those who still look forward to making tomorrow better.

<http://www.cftexashistory.org/>

1960s

1970s

1980s

1990s

2000s

& LOOKING FORWARD

CLICK A DECADE TO BEGIN YOUR TOUR

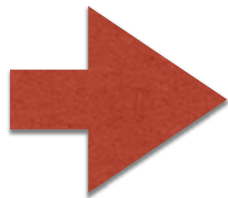
A Question of Capacity



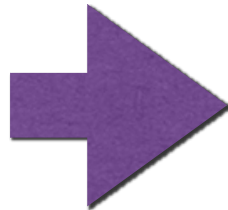
What stories do you already have? Do you need?



What channels/media can/should you employ?



What do you need help doing? Who might help?



How will you evaluate your efforts?

Storytelling is the engine that can inspire action, generate donations, and build your supporter base. Telling strong stories in compelling ways is how you build a modern movement.

Michael Crawford, Director of Digital and Creative, Freedom to Marry

A single story does not change the world.

And a single TYPE of story does not change the world either.

In fact, often it barely moves the dial. While I'm confident that storytelling contributes to social and policy change, I'm just as confident that it is a process that happens over time, with stories building upon each other, developing multiple arguments – often subtle, occasionally shocking – about why change can and should occur. The magic of viral videos be damned.

One story ensures an audience is aware. Others tap in to what will make them care. Maybe it's their sense of justice. Maybe – for them – it's an issue of morality. Another story makes the issue less complex. They are able to insert themselves into the story and recognize the contribution they can make. One story makes them laugh, while another story makes them cry.

Newsletters. Documentaries. AOL chat rooms. Tumblr posts. Reality shows. Personal coming out stories. Punk rock. Dear Abby columns. Hollywood films. Tearjerker movies of the week. Loud protests. Silent vigils. Soap operas. Quilts. Flags. Magazine covers. Commercials. YouTube videos. Sitcoms. Talk shows. Each of these stories did their small part. None of them could have transformed the landscape of LGBTQ rights on their own, but collectively they helped change everything.

Small-Group Exercise

SHARE

1. 2 take-aways from today
2. 2 storytelling ideas you want put into action
3. What you will tell your org about storytelling