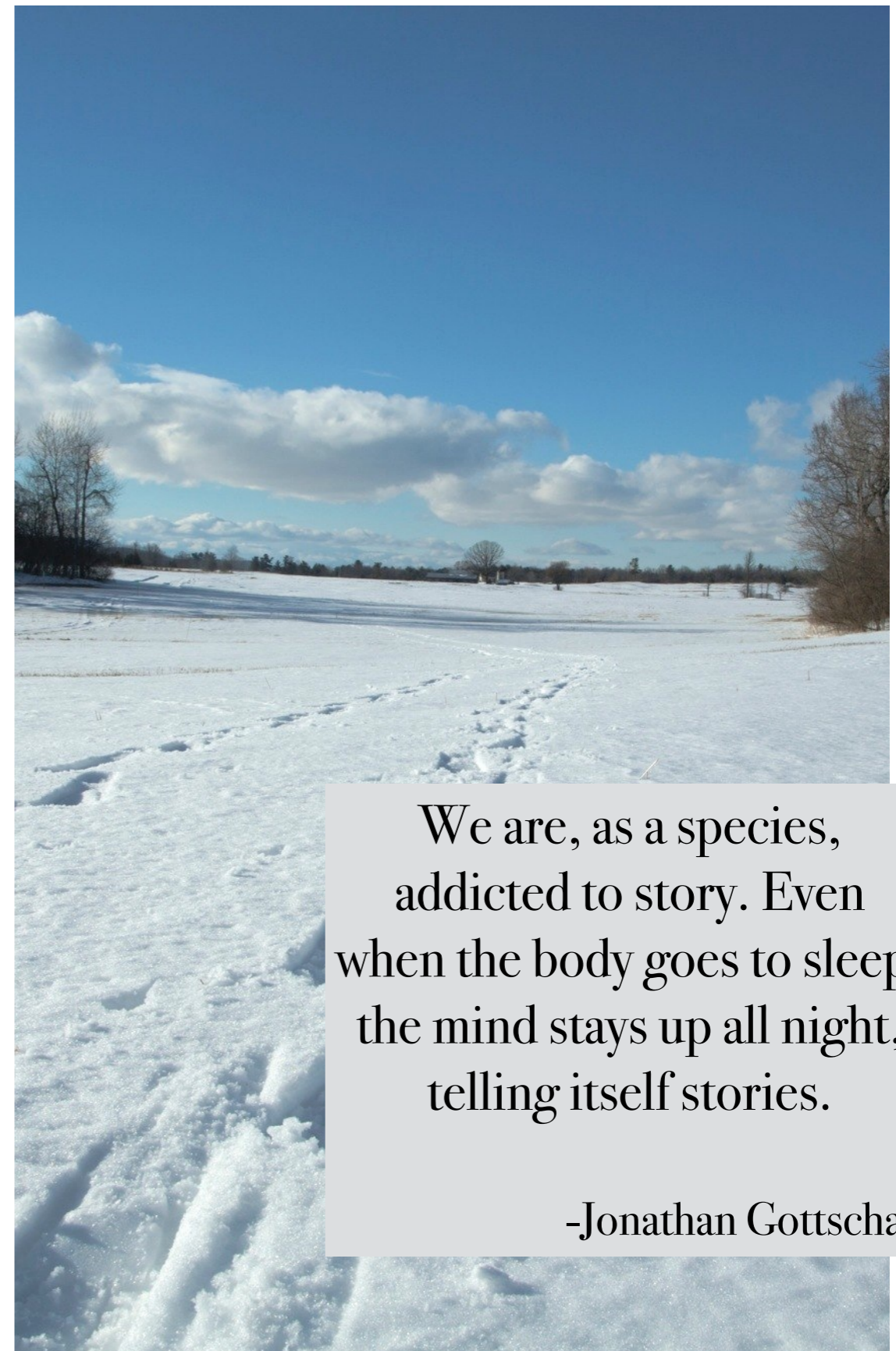


THE ART OF STORYTELLING

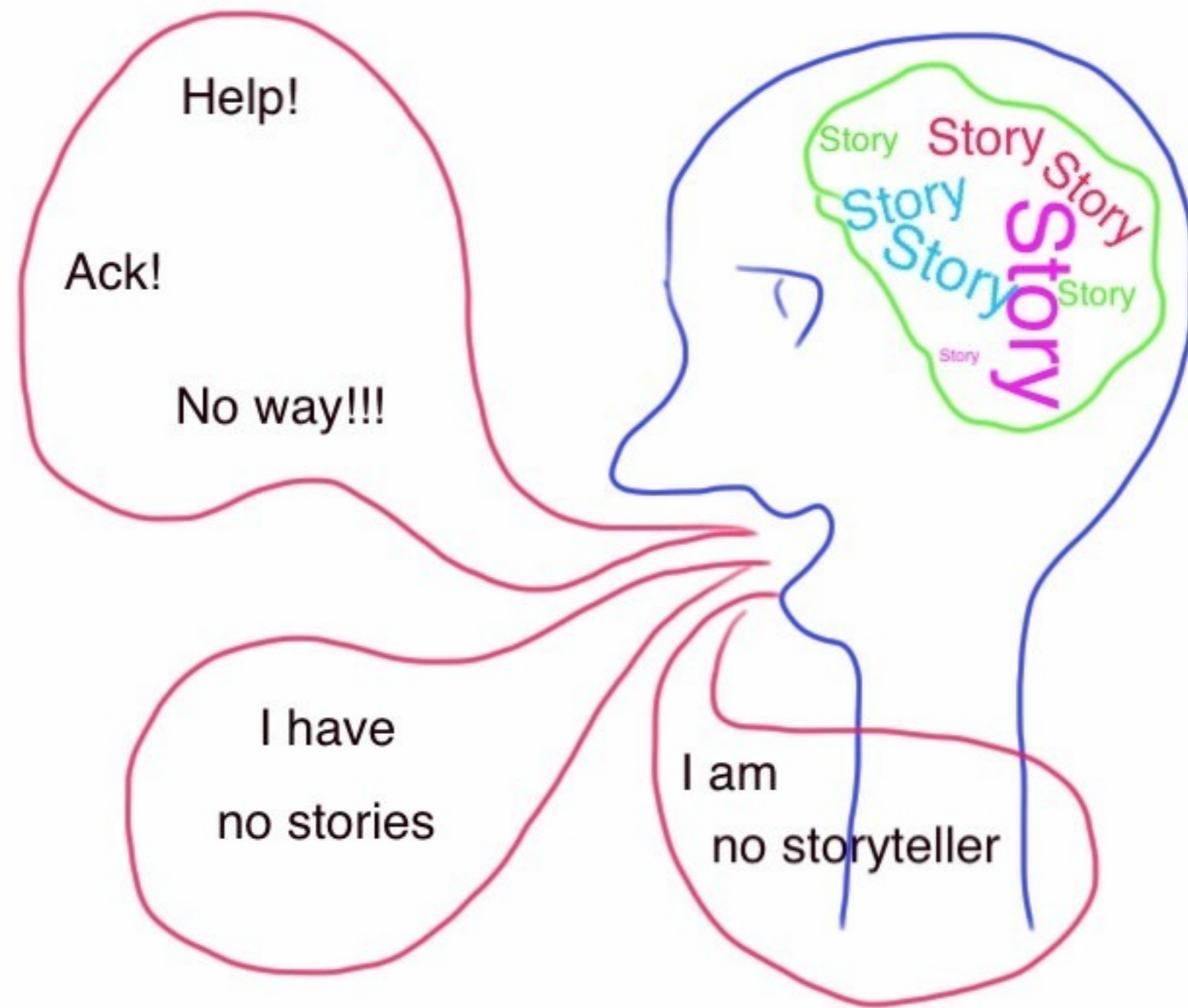
A Workshop for
Vermont Community Foundation
and
Ben & Jerry's Foundation

Barbara Ganley
Community Expressions. LLC



We are, as a species,
addicted to story. Even
when the body goes to sleep,
the mind stays up all night,
telling itself stories.

-Jonathan Gottschall



Cinderella



time -->

Kurt Vonnegut <http://www.youtube.com/watch?v=oP3c1h8v2ZQ>

to inspire

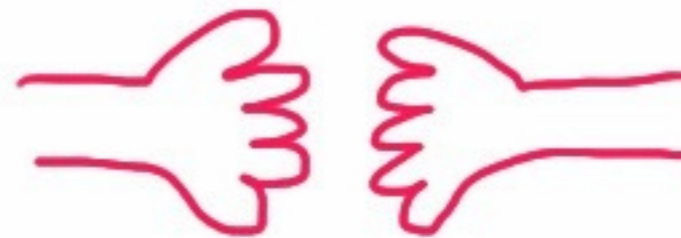
to learn

Why we tell stories

to teach

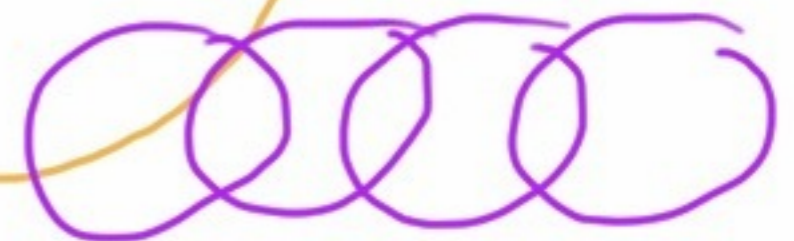


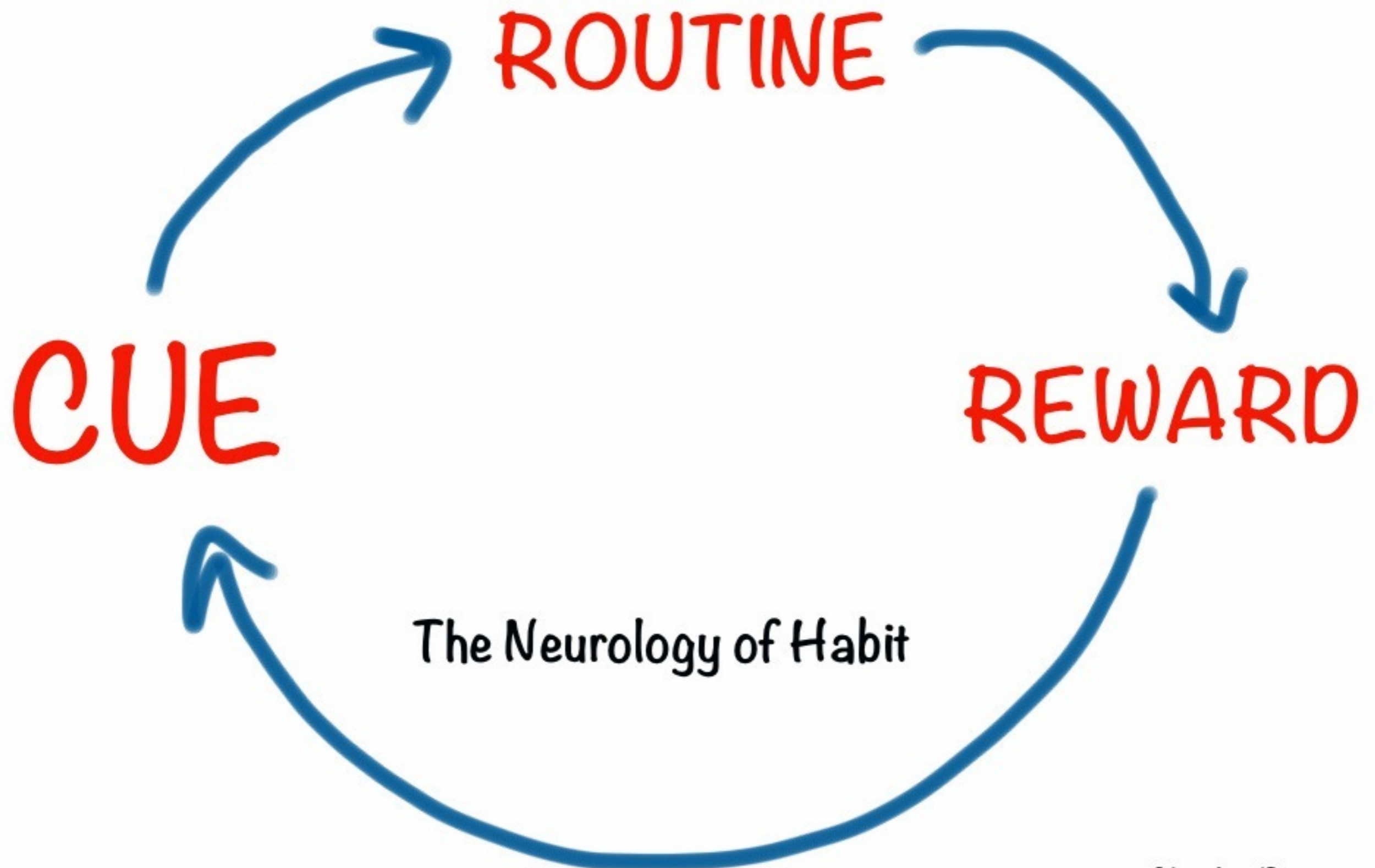
To share information



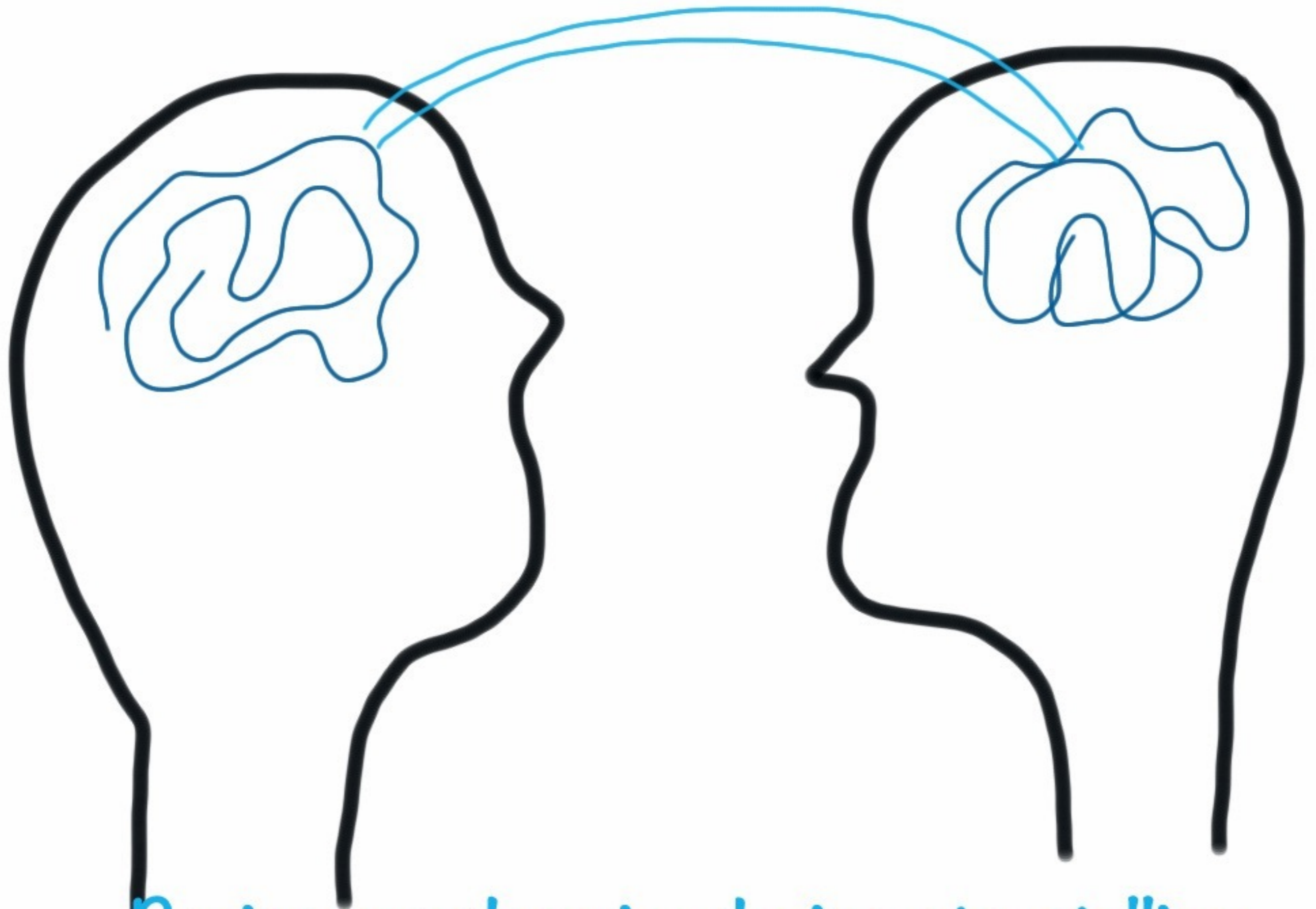
To connect

To make things stick



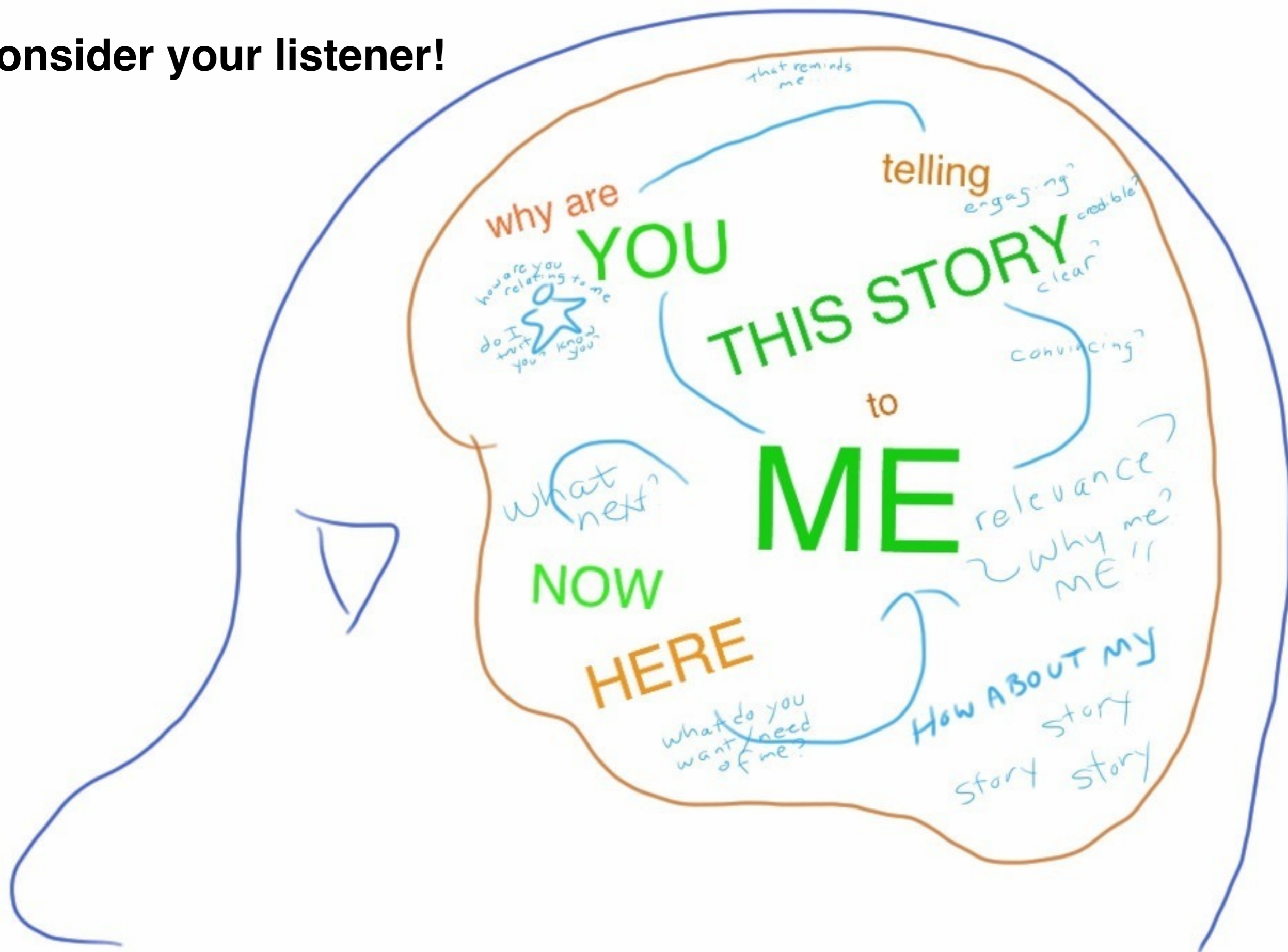


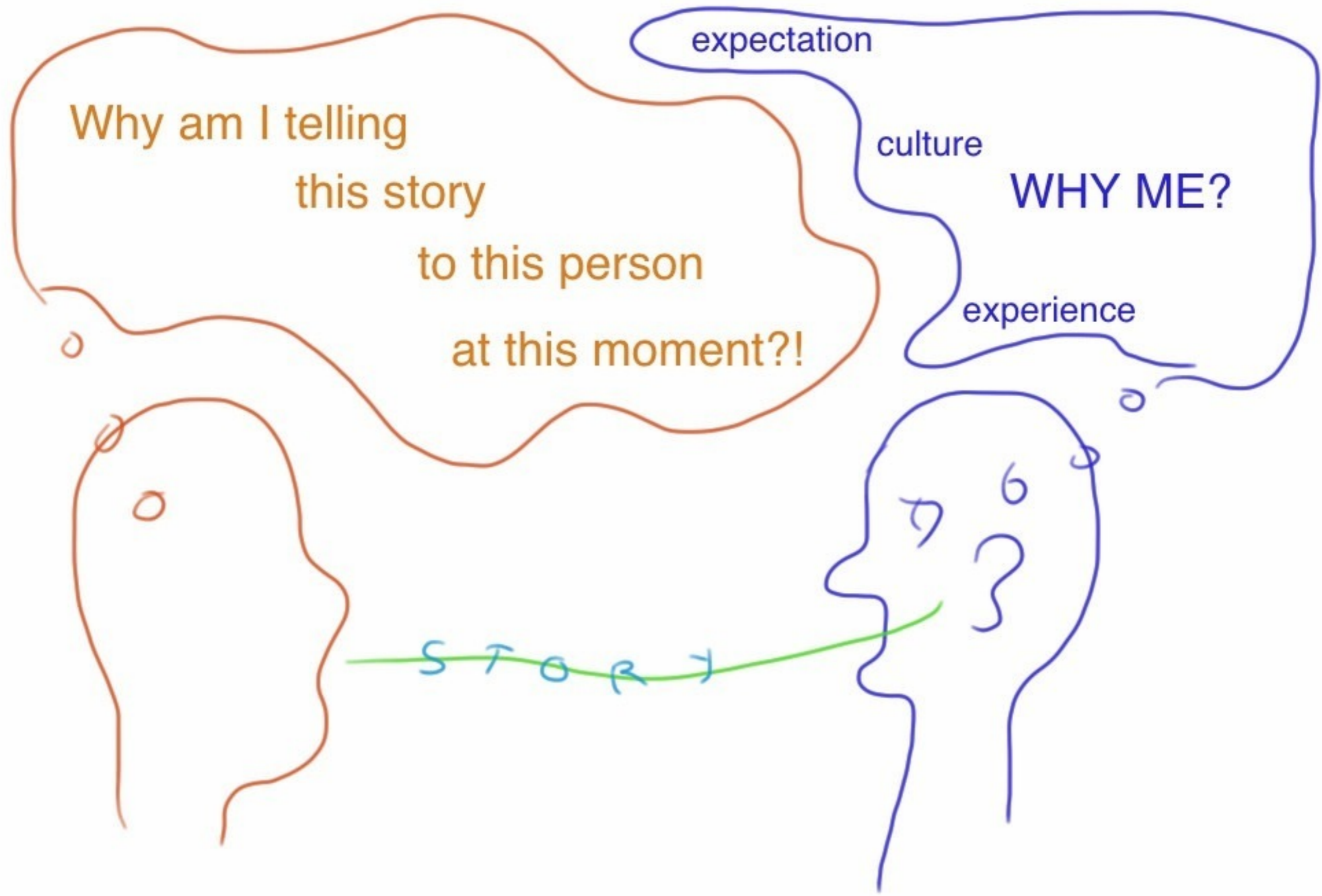
Charles Dugigg



Brains synchronize during storytelling

Consider your listener!





Making our nonprofit stories work

If history were taught in the form of stories, it would never be forgotten.

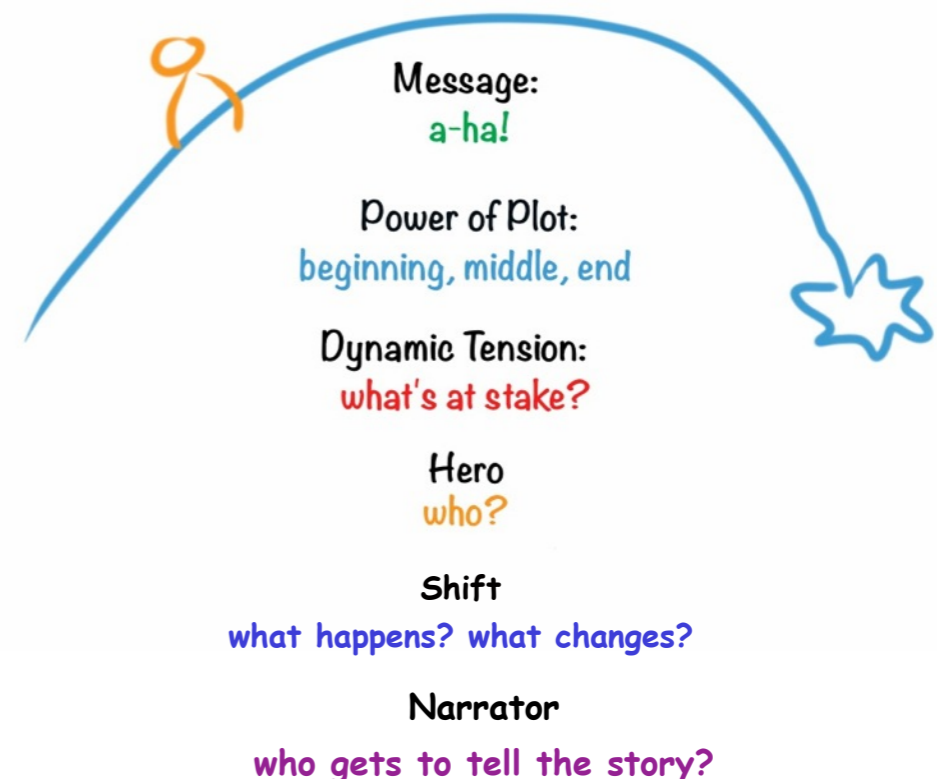
Rudyard Kipling

Exercise: Finding the Story

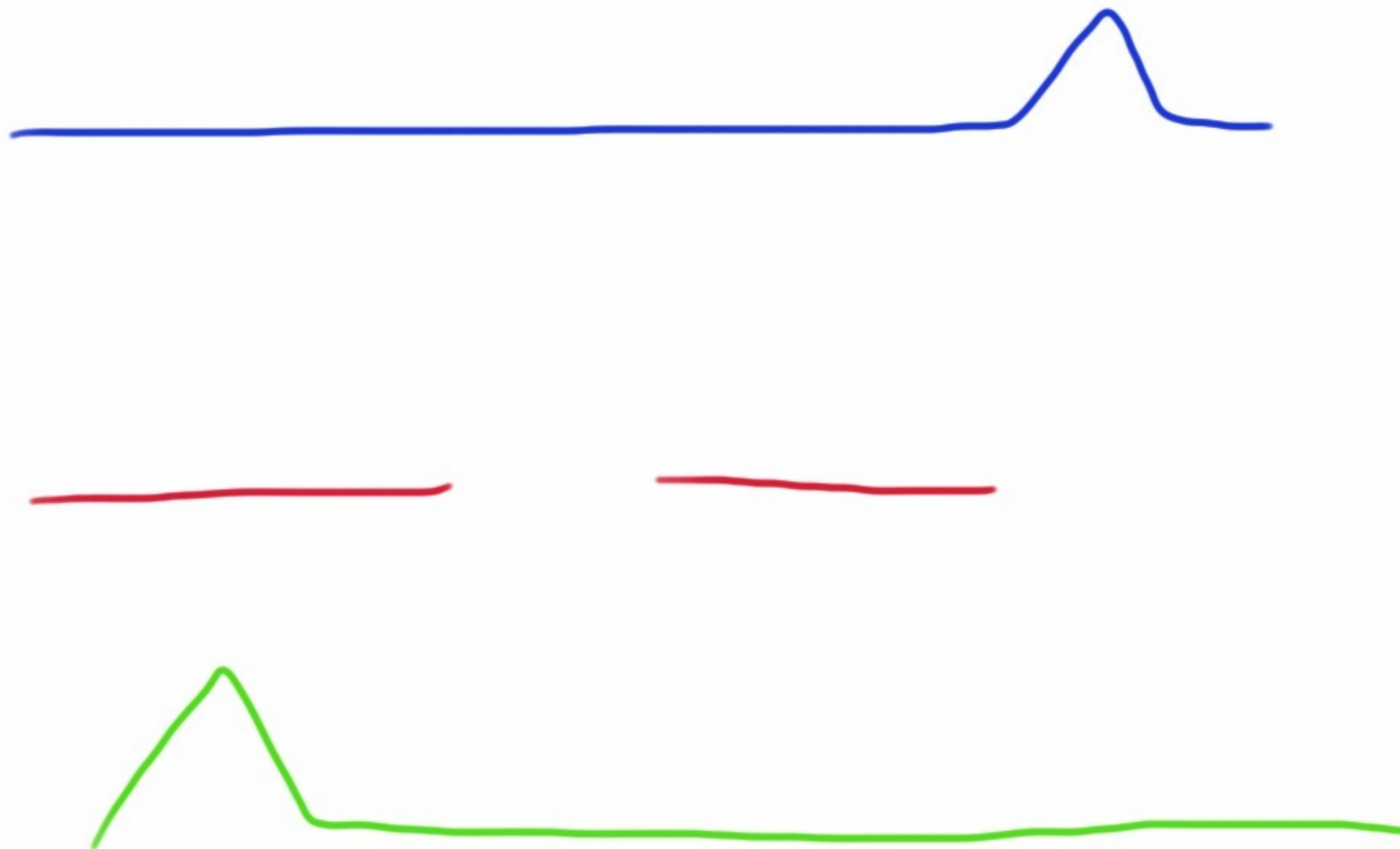
- When Jasmine came to us in November 2011, she was homeless, a victim of domestic violence, had lost custody of her daughter due to her homelessness, and had a lot of old debt. After one year in our transitional housing program, New Foundations, she secured a full-time job at a decent wage, obtained her driver's license, bought her very first car, paid off her old debt, reestablished custody with her daughter, and gained a whole lot of confidence. Her personal growth while in the program gave her the courage to become our spokesperson for our last campaign, writing newspaper articles and appearing on television. She set the bar high for other participants in our program and we are very proud of her. Since graduating from the program, Jasmine has moved to Boston to be closer with her sister and niece, and is completely self-sufficient.

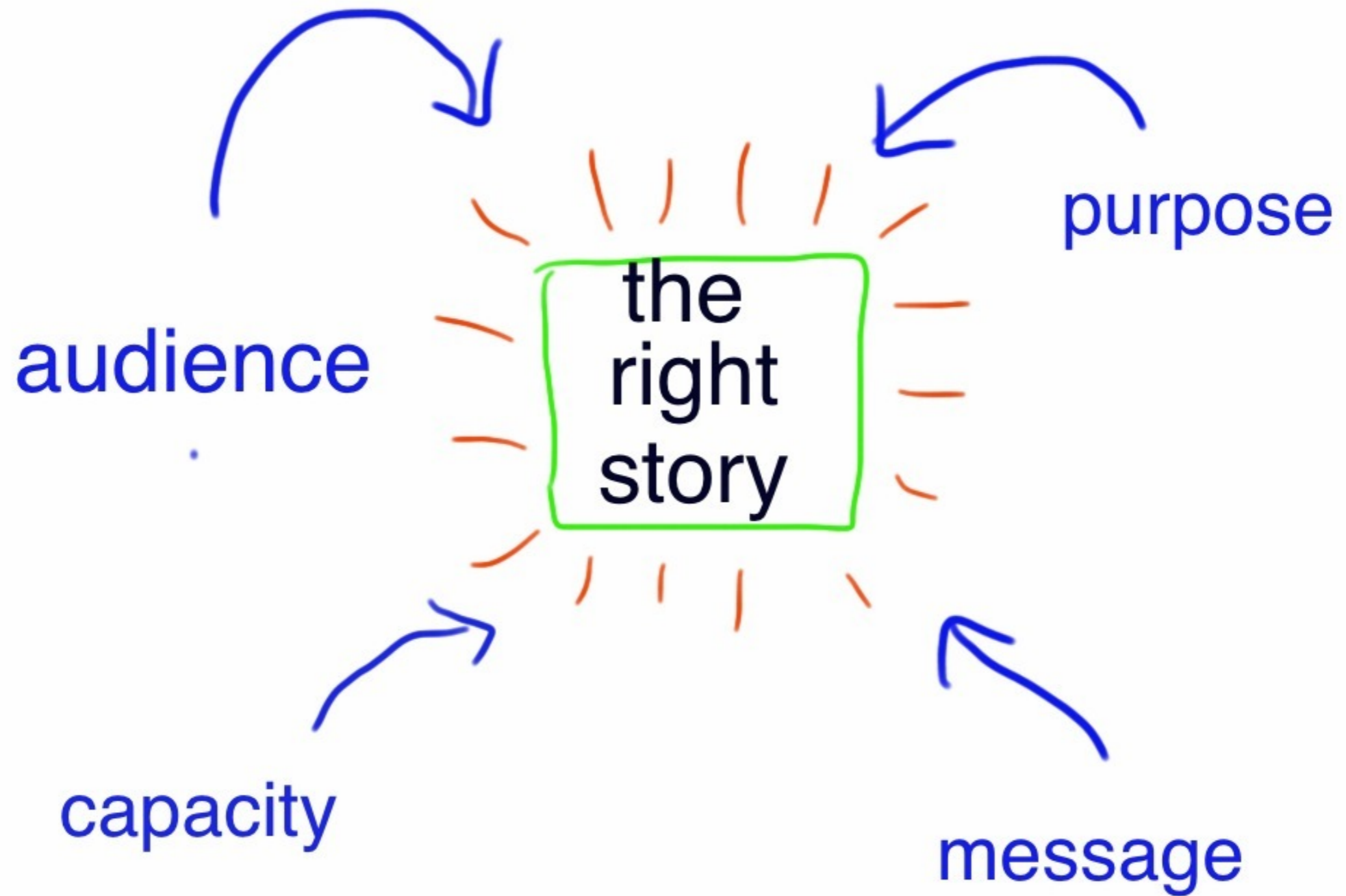


Inside the Story



Common Mistakes





“Content is king, but context is the kingdom.”

—Tony O’Driscoll

Story Themes

- Overcoming Adversity
- Solving a Problem
- Making a Connection
- Recalling the Origin
- Celebrating an Event, Accomplishment, Milestone
- Looking to the Future

Will you...

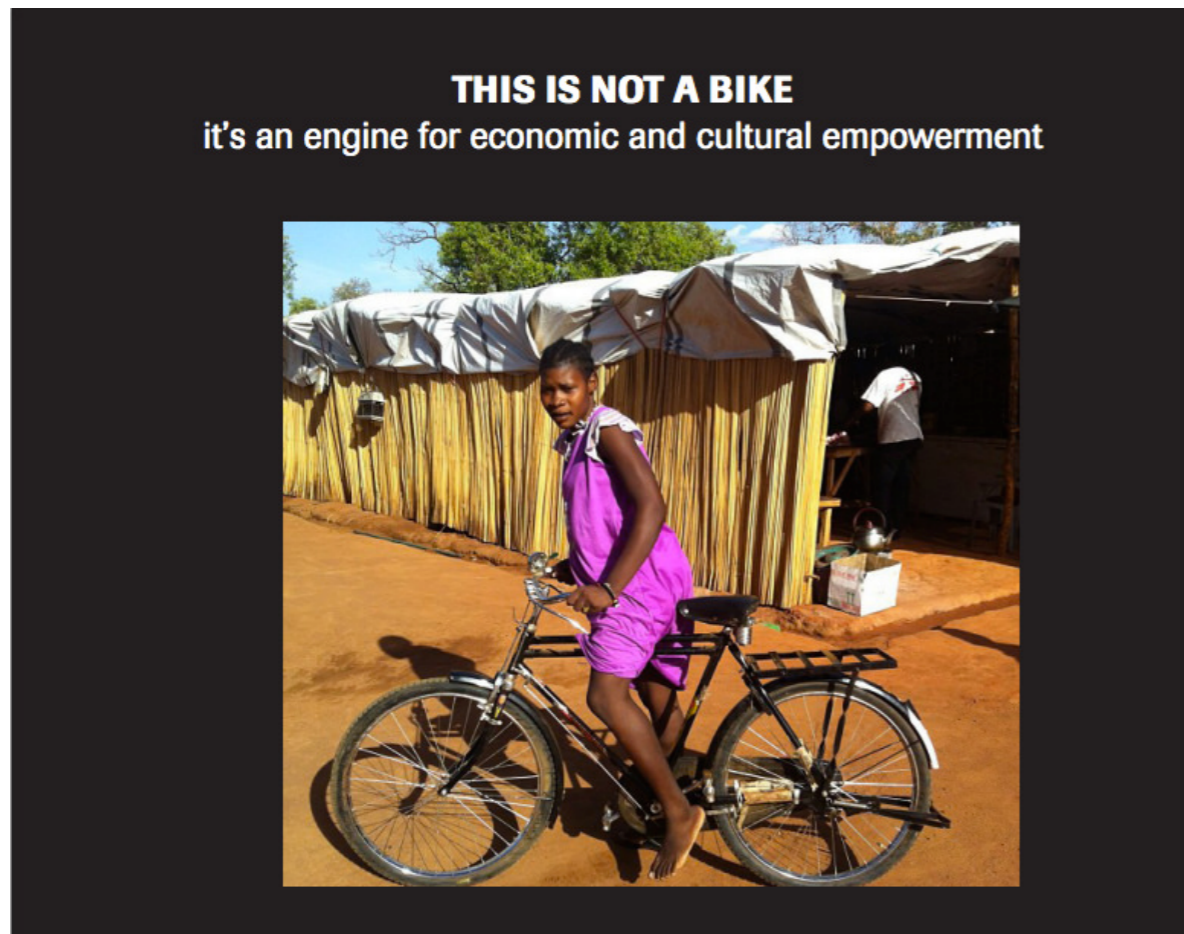
FOCUS ON THE PROBLEM?



<https://www.salsalabs.com/why-salsa/strategic-best-practices/seeing-believing-part-2-choosing-best-visuals-inspire>

OR THE SOLUTION?

Use Humor?



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



<http://bit.ly/1f6zy2p>

Exercise: One-Minute Story to Tell a Donor

- 1. Determine purpose & audience & message
- 2. Select your story
- 3. Determine your story's type & theme & tone
- 4. Plot your story along Freytag's Pyramid
- 5. Plan first sentence and last
- 6. Practice

Common Mistakes





Does the story make us care about the hero?
Will we remember?

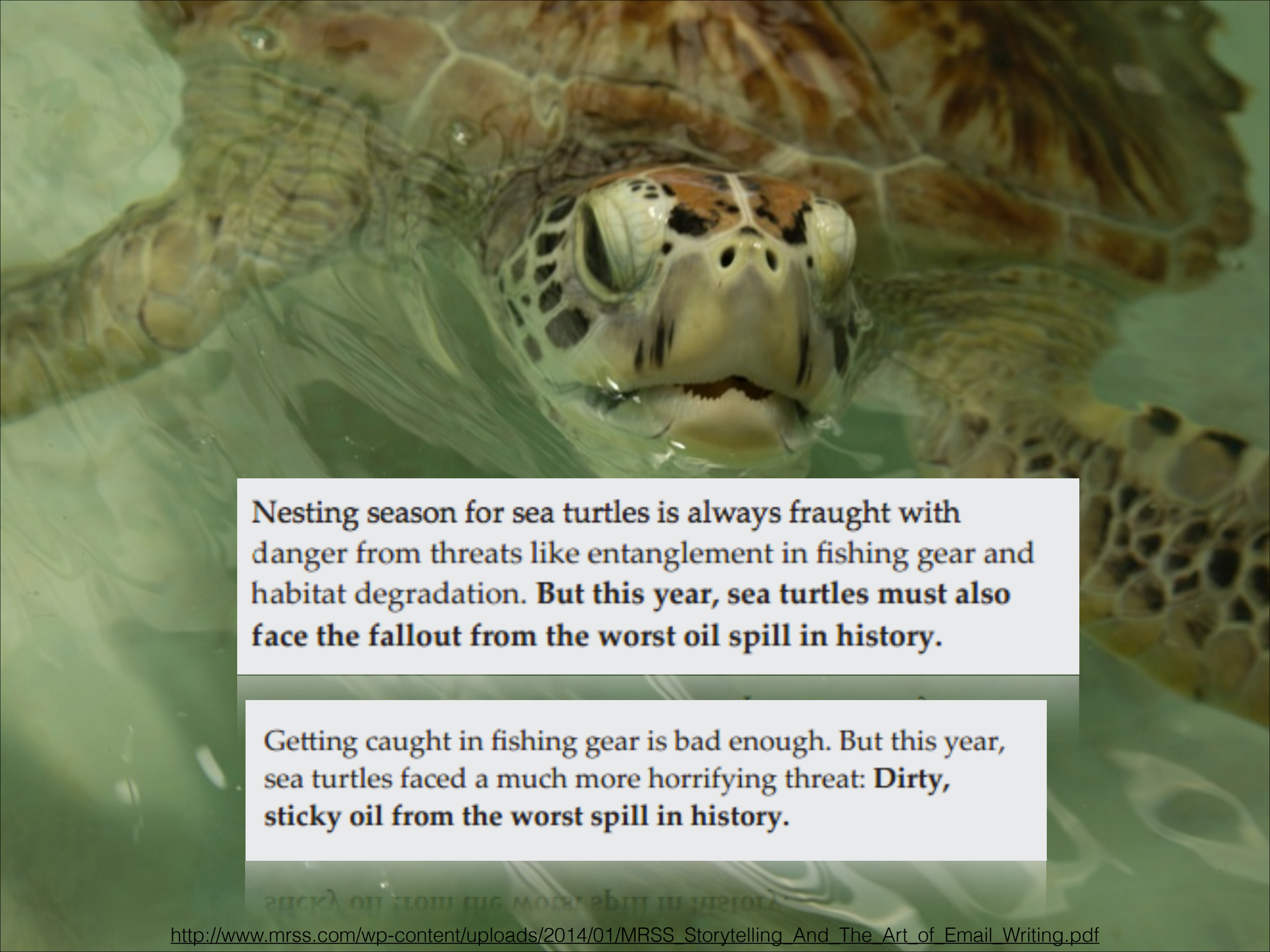
Have you chosen the right protagonist?

The right point of view? (Who gets to tell the story)

A story's language and tone



[illegible]



Nesting season for sea turtles is always fraught with danger from threats like entanglement in fishing gear and habitat degradation. **But this year, sea turtles must also face the fallout from the worst oil spill in history.**

Getting caught in fishing gear is bad enough. But this year, sea turtles faced a much more horrifying threat: **Dirty, sticky oil from the worst spill in history.**



Exercise: Rewrite your nonprofit story in two sentences

Sharing your revised
stories
(The Nutshell Exercise)

Framing the Story

Story

What happens
before you
tell the story?

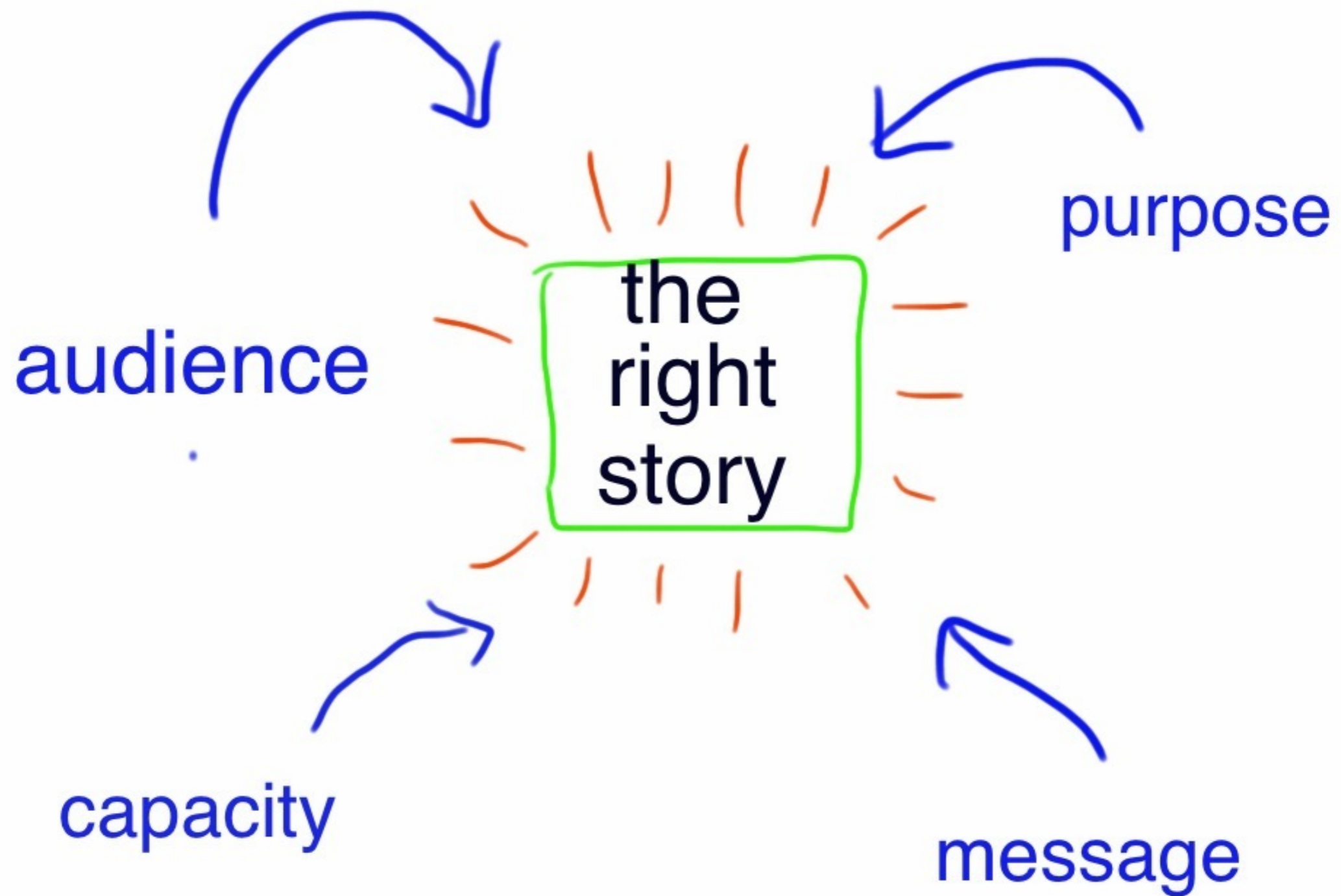
What happens
after?

Story

Stories

In front of the group

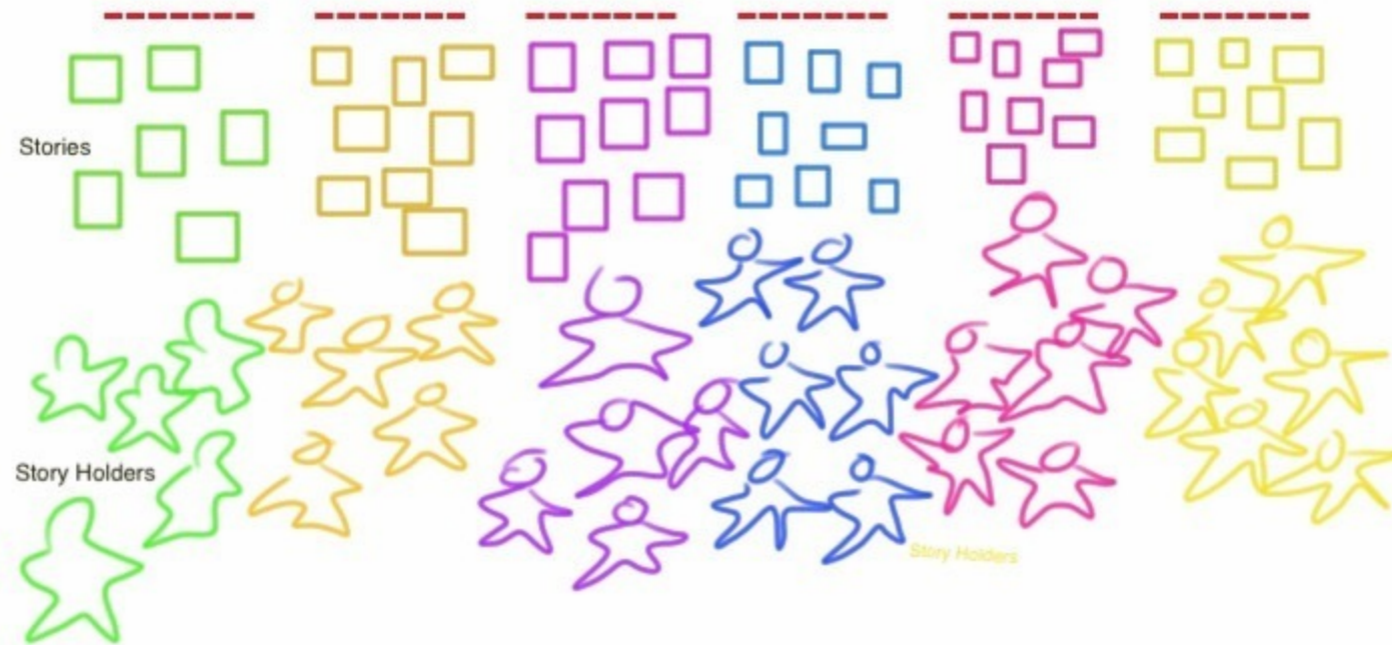
Finding the RIGHT story





Mission/Vision/Values into Story Exercise

6 adjectives you need to describe mission



6 verbs

6 nouns

Story Approaches & Outcome



Interviews



Events

Knowledge
Capacity

Vision

STORY CHANNELS

ONE-ON-ONE CONVERSATION
ORAL PRESENTATION/PITCH
NEWSLETTER/EMAIL
ANNUAL REPORT
GRANT APPLICATION
PRESS RELEASE
WEBSITE
SOCIAL MEDIA
FUNDRAISING APPEAL LETTER
POSTER
RADIO SPOT
TELEVISION INTERVIEW
ADVERTISEMENT

Story Media



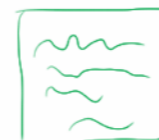
Oral Language



Video



Visual

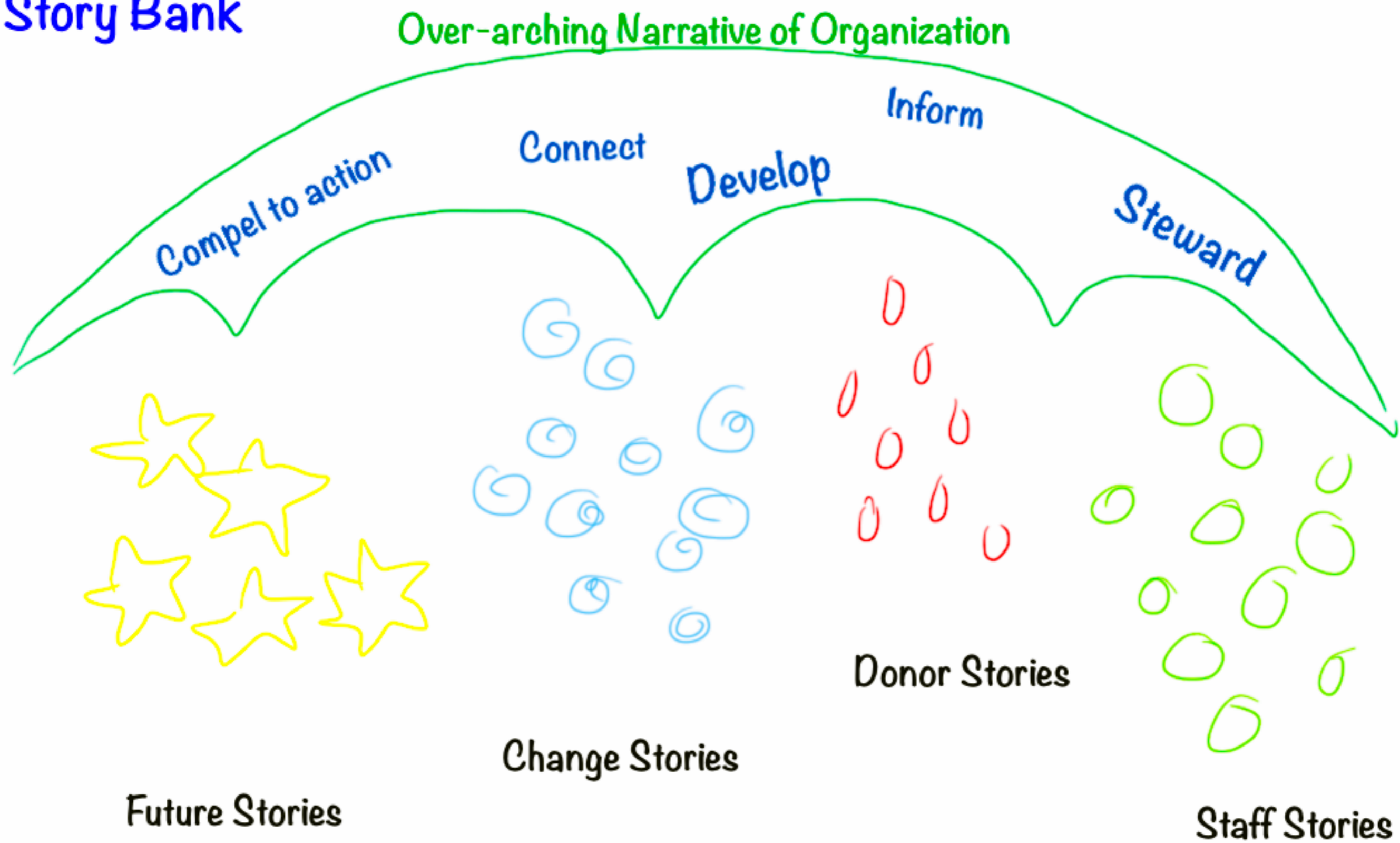


Text



Audio

Story Bank



8. Beyond Oral Storytelling:
If you use text, you should be thinking
about visuals





In Sierra Leone, 9 out of 10 children who begin school will drop out before they reach sixth grade.



Help a child stay in school. www.cotni.org/opportunities/370

Like Comment

Dual coding theory: image + text reinforcing image = memorable



Fugitive coal dust.
Next stop: your lungs.





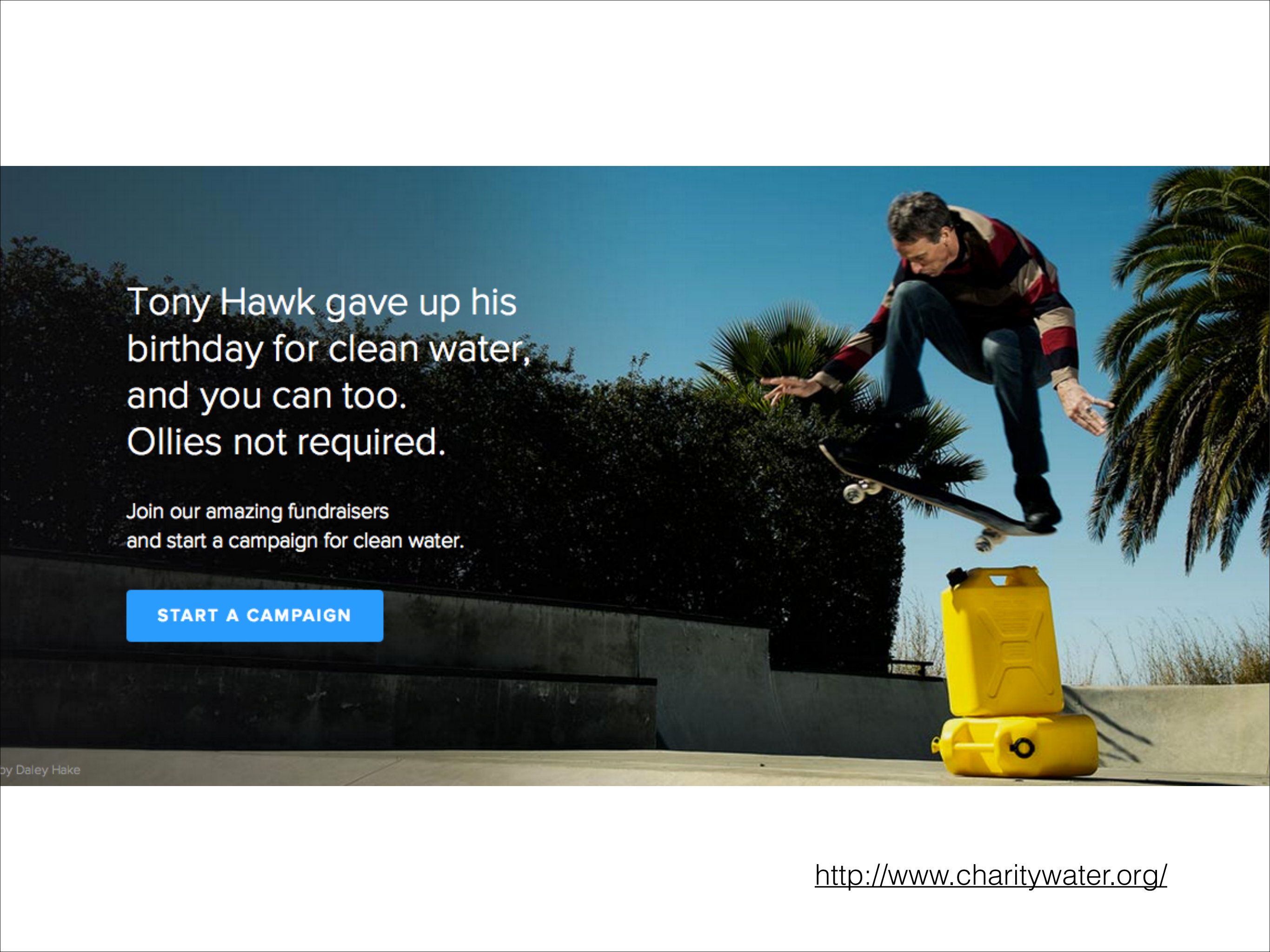
Celebrate with us!

I want pink balloons
at my
funeral



Photo by Patrick O'Brien

<https://www.flickr.com/photos/66041944@N00/276414491/>

A full-page background image featuring Tony Hawk in mid-air, performing a skateboard trick. He is wearing a red and black striped long-sleeved shirt and dark pants. Below him, two yellow plastic water jugs are stacked on a concrete ledge. The background shows a clear blue sky, palm trees, and a concrete skate ramp.

Tony Hawk gave up his
birthday for clean water,
and you can too.
Ollies not required.

Join our amazing fundraisers
and start a campaign for clean water.

START A CAMPAIGN

by Daley Hake

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



American Red Cross

February 13

We're about ready to give #winter the "boot"! How are you weathering the latest winter storm? We want to hear from you!



Like · Comment · Share

148

1,037 people like this.

Top Comments

Ask for story
Show a light touch

**Is this story
working?**

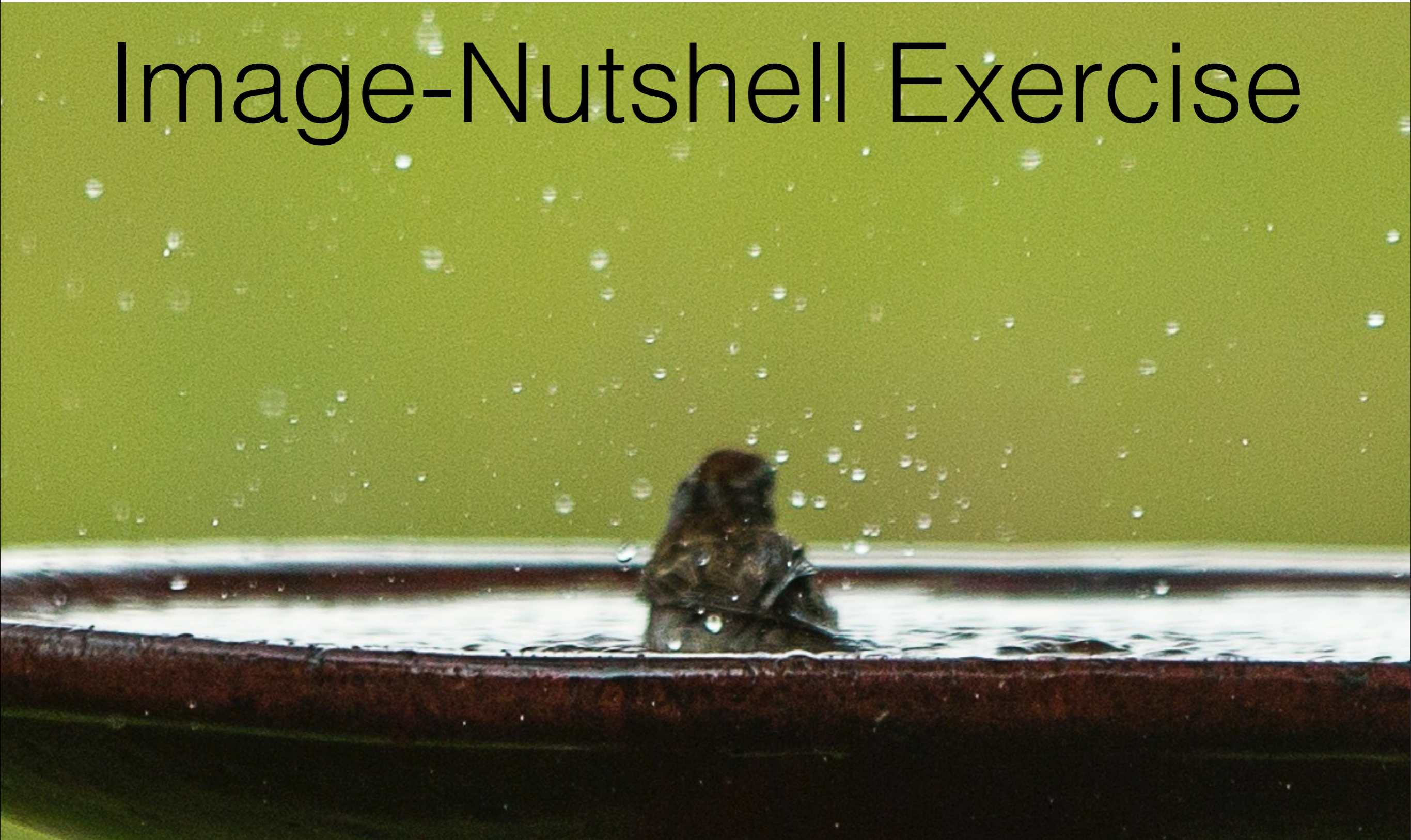
It began 40 years ago in South London –
and we're still roasting our beans there today.
The only difference is we're now London's favourite
coffee shop brand. How's that for a happy ending?



London's favourite
coffee shop brand

COSTA

Image-Nutshell Exercise



Opportunities for Image-Text
Stories
in
Nonprofit Communications

Day in the Life

It's 6am, and I have already been awake for a few hours. Nearby fighting meant overnight business. Fortunately our patient was stable enough to go to the OR in the morning, and the surgical team could sleep a little longer than me!!



Like · Comment · Share

80

677 people like this.

View 35 more comments

<https://www.facebook.com/msf.english>

<https://www.facebook.com/msf.english>

Thank-yous



Dear Friend,

When two generous Best Friends members issued the matching gift challenge to help more homeless pets this month, things had to move at the speed of light. And you certainly did!

Best Friends members like you raised the \$100,000 thereby winning the match for a total of \$200,000 in **just three days**. I believe that's an online matching gift record!

When you consider that \$25 can fix two dogs or cats to prevent accidental litters, and your \$25 gift became \$50 ... you can start to understand the power of what you've done.

The timing couldn't be better. As you gather together with friends and family to give thanks for the blessings in your life, know that homeless pets will have their own reason to be thankful, too. They have you.

You are a real blessing to homeless pets everywhere. Thank you for your kindness, for your love of animals, and, of course, for helping to **Save Them All™**.



Gregory Castle
CEO, Best Friends Animal Society
bestfriends.org

Email Outreach

Friend, I'd like to introduce you to Lea Kawesa.

She lives in Rwanda, and she is taking a stand against poverty and disease. As a Partners In Health community health worker, she visits patients in their homes to deliver care and accompany them and their families in their daily struggles. Lea says it best:



Community health workers like Lea help patients overcome the health and social conditions that can condemn poor people to needless death. PIH believes that the highest standard of care includes paid community health workers, who can help patients address barriers to accessing care, connect them to resources to meet their basic needs, and enable them to take charge of their own health.

Every day, Lea provides medical care and pragmatic support that helps people in her community get well—young and old, men and women, people living with chronic diseases and patients being treated for curable conditions.

See Lea's story and learn about the power of community health workers:

<http://act.pih.org/community-health>

Sincerely,

Ophelia Dahl
Executive Director
Partners In Health

A staff member's story or a donor's...



Eric Fiazorli (right) with Lumana client and tomato farmer, Cecilia Adzika.

A Loan Officer's Tale

Eric Fiazorli was born in Anloga, Ghana (Lumana's headquarters of operations), and was raised by many of the women that Lumana currently serves with financial services. Eric is a man of great empathy, humour and intelligence, who not only has a vision for himself, but for the community he calls home. Eric's commitment to his community members and his insights have helped Lumana learn more about our borrowers and the context they live in. As a Lumana loan officer, it is Eric's responsibility to collect repayments,

mentor borrowers on how to improve their businesses and listen to their specific needs.

In 2010 Eric began to realize that, in many cases, giving loans was not enough. For farmers growing tomatoes in rural Ghana, getting a loan to grow more tomatoes was ineffective without a larger market in which to sell. To solve this problem, Eric began working with the Lumana team to re-imagine how investing in rural businesses could change the lives of these farmers for the better.



“Just giving these women loans will not save them — we need to connect these farming people with a real market. At Lumana, I am doing that. I am so proud to report I can already see what my work has done for my community's future.”

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 Kate Cross

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 rooted in educating. Next came the 100-mile bike tour, a series of rides that explore different neighborhoods and end with a midmorning treat—part of her mission to "meet people where they're at." This year Jose added Mujeres en Movimiento, a Spanish-language training program whose graduates take their new wrenching skills and "pay it forward" by teaching other women to fix their own bikes. She also launched Moms on Wheels, a series of biweekly rides for before-you-buy events involving donated kid-carrying bikes, trailers, and strollers. "When more bikes," Jose says, "that's when communities change."

PHOTOGRAPH BY STEVEN LARSON

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

FOUNDERS, BLACK WOMEN RIDE

The movement started with a feeling. 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 Joe (Joe, 32, to create a private Facebook group where members could comfortably ask questions like, "how do I prevent helmet theft?" (Answer: a silk scarf) in one month they had 300 members. Now with more than 1,000, BWB has evolved into a real-world community that hosts no-fee group rides and workshops on topics such as basic bike safety and repair, how to buy a bike, and night riding. "The riding continues to grow in popularity," Davis says, "it's important that we make sure that underrepresented communities aren't left behind."

PHOTOGRAPH BY DAVID HARRIS



GOOD STORIES ARE
STRAIGHTFORWARD

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

Scenarios/Future Stories

YOUR VILLAGE GETS A WATER PROJECT

A Likely Scenario



The walk for water that used to take everyone here three hours, now takes 15 minutes. And the water is safe to drink.



A hygiene worker teaches your village the importance of sanitation. Your community builds latrines and sets up handwashing stations.



You join the Water Committee to oversee your village's new water source. As a woman, this is your first local leadership position.



You use the extra time and new water source to start a vegetable garden and feed your family. You sell your extra food at the market.



Your kids spend more time in school instead of walking for water. They graduate to become teachers, nurses or business owners.



A nearby community learns how water changed your village. They petition for a water project too, and the cycle starts again.

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

Your Storytelling Strategy

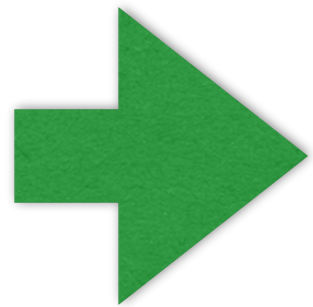
Why do we need stories and storytelling?

Where will we use stories/telling?

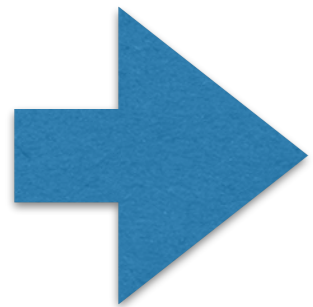
What will success look like?

What? So what? Now what?

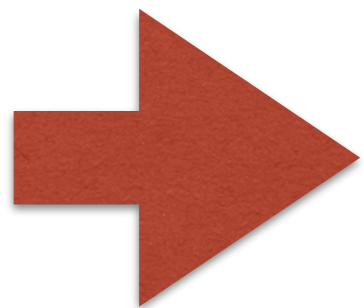
A Question of Capacity



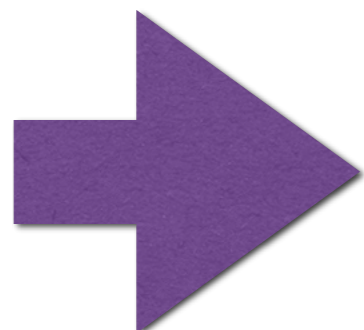
What stories do you already have? Do you need?



What channels/media can/should you employ?

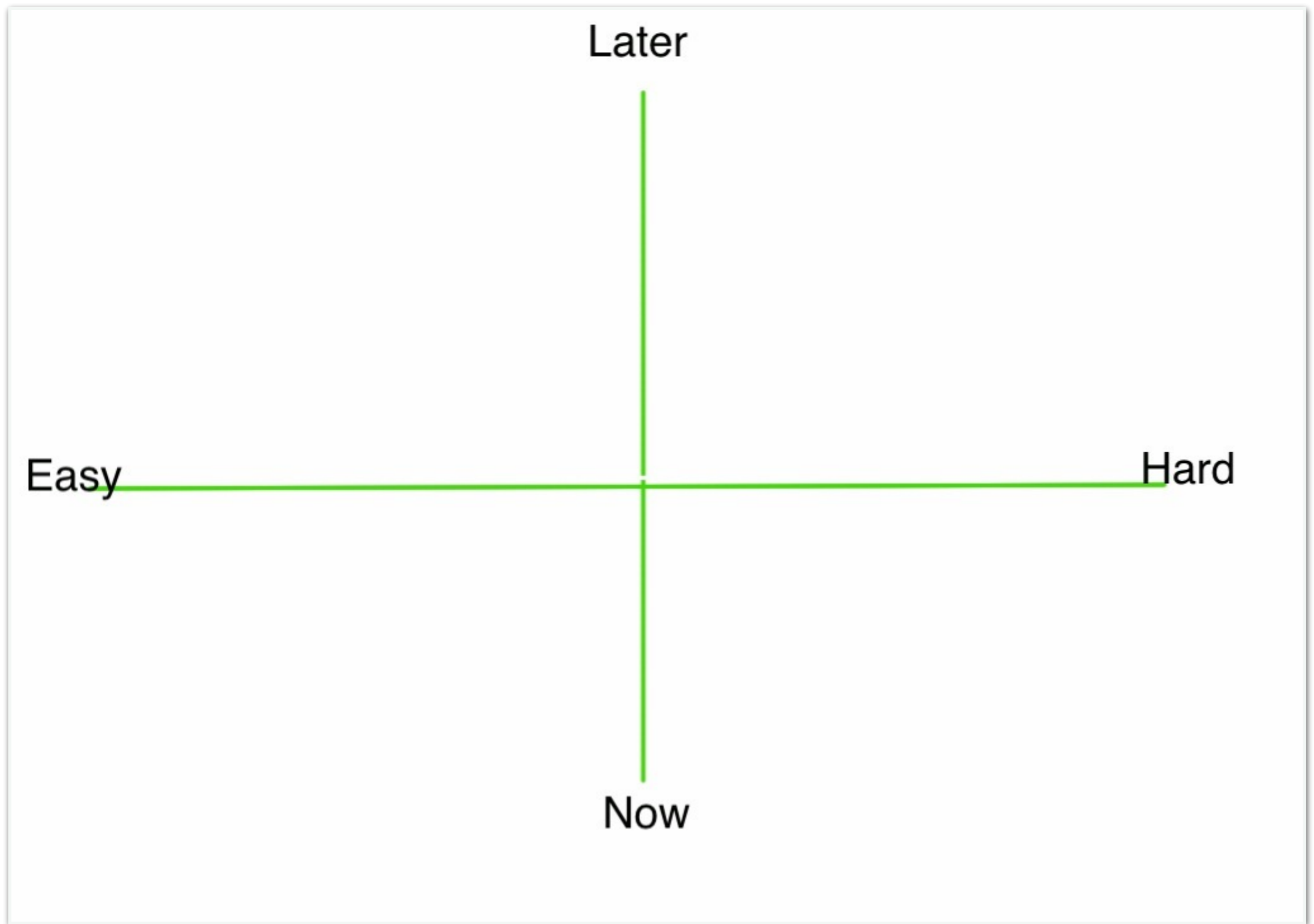


What do you need help doing? Who might help?



How will you evaluate your efforts?

Your Goal:



Fill the grid with storytelling strategies/stories

Planning the Journey

FOUR LEGS (WAVES)

- 1.
- 2.
- 3.
- 4.

FIRST STEPS

- 1.
- 2.
- 3.
- 4.

After?

Questions

Contact me at barbaraganley@gmail.com

Examples & Resources

- <http://community-expressions.com/resources-3/2014-vcf-and-bjf-art-of-storytelling-workshop/>