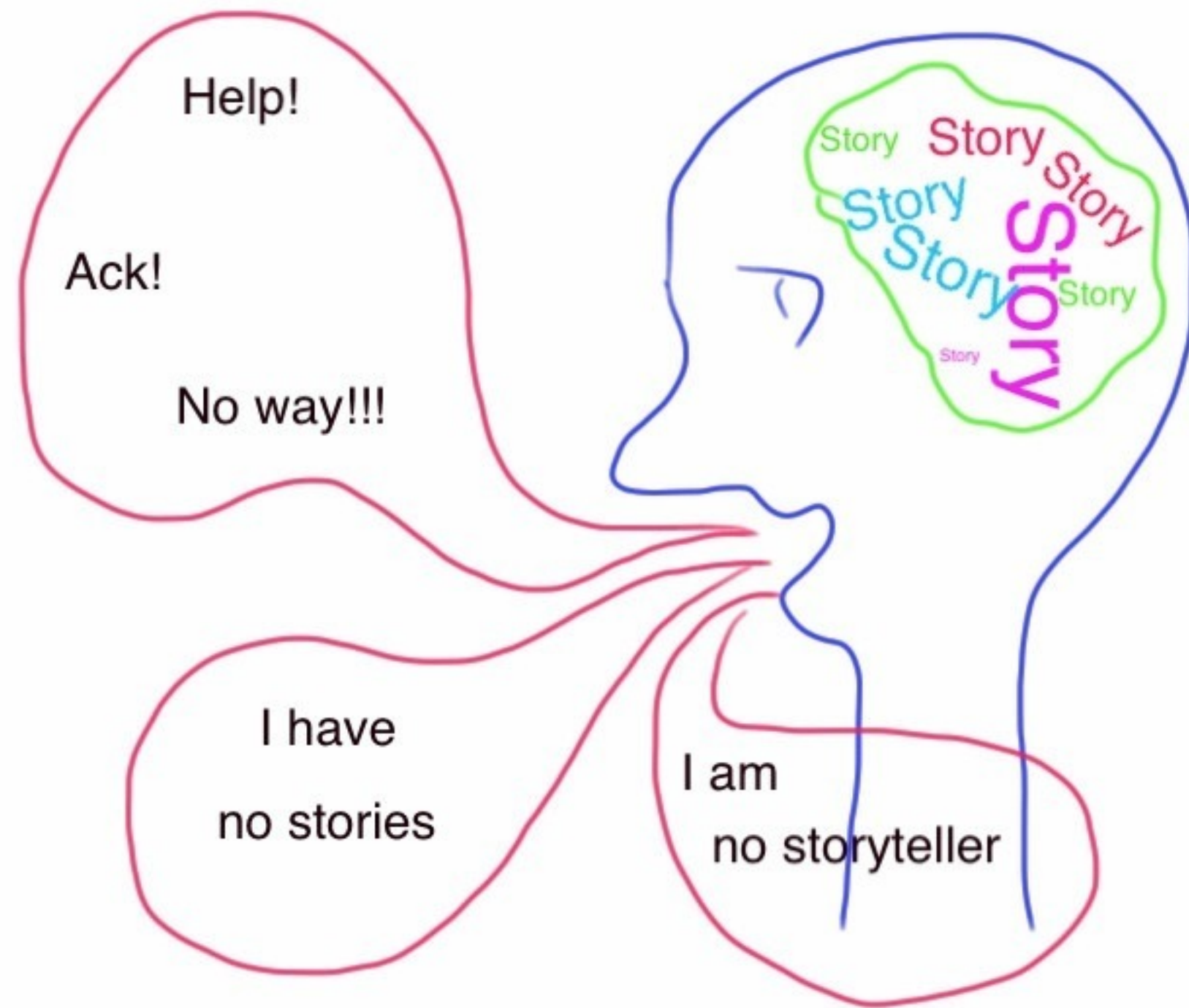



THE ART OF STORYTELLING

A Workshop for
Vermont Community Foundation
and
Ben & Jerry's Foundation
Barbara Ganley
Community Expressions. LLC

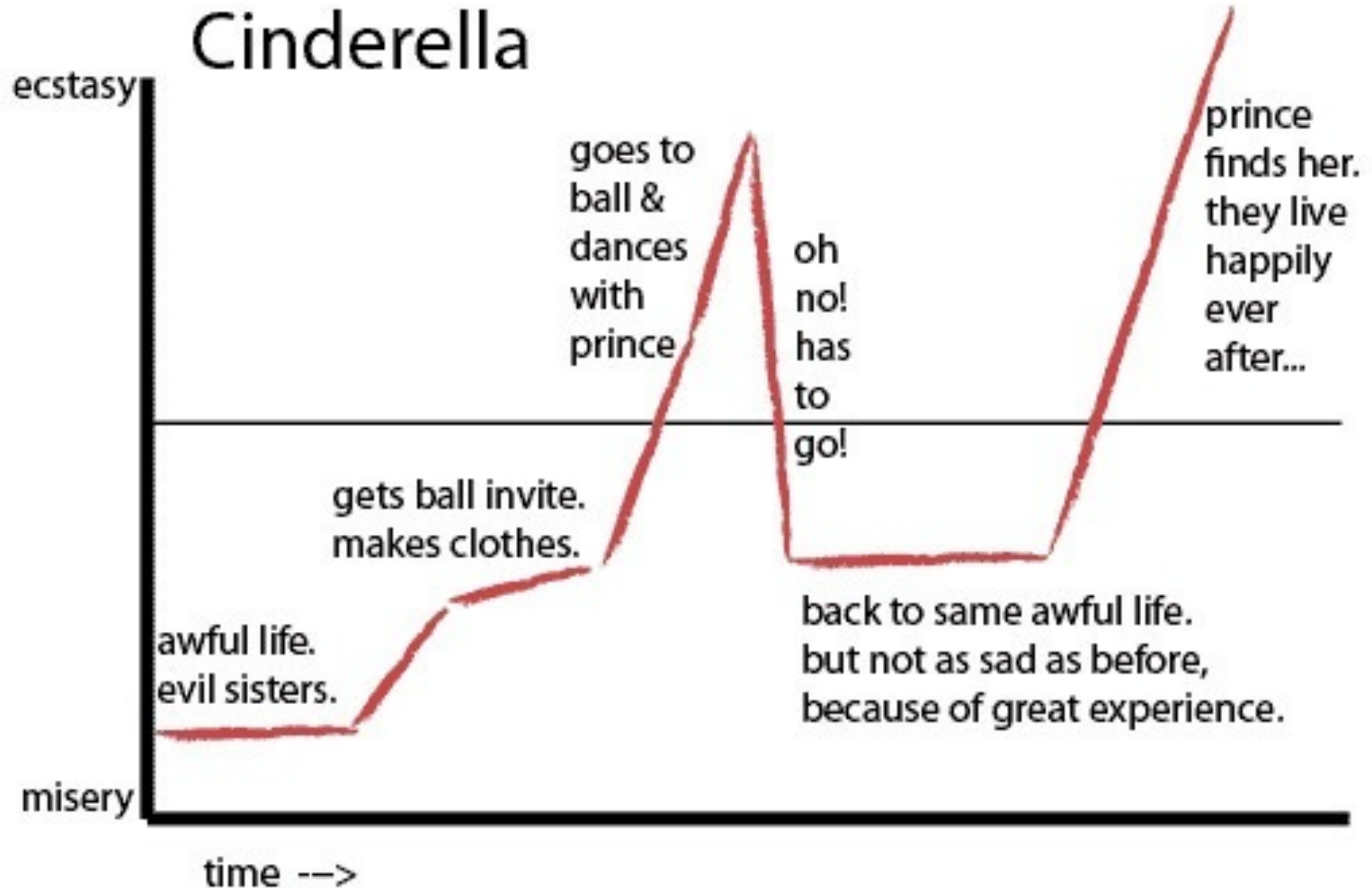


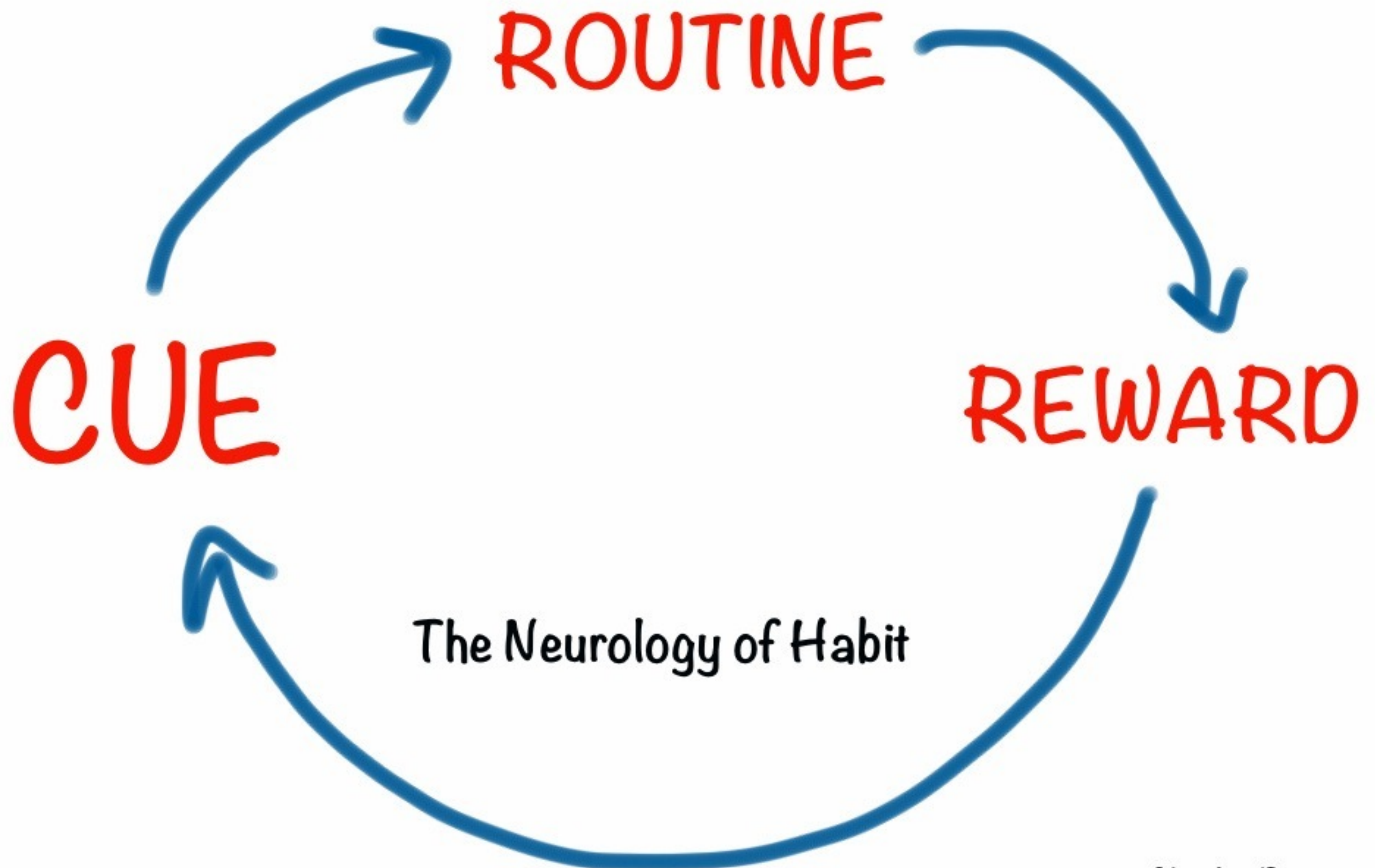


“The first sign that a baby is going to be a human being and not a noisy pet comes when he begins naming the world and demanding the stories that connect its parts. Once he knows the first of these, he will instruct his teddy bear, enforce his worldview on victims in the sandlot, tell himself stories of what he is doing as he plays, and forecast stories of what he will do when he grows up. He will keep track of the actions of others and relate deviation to the person in charge. He will want a story at bedtime.”

Kathryn Morton (1984)

Cinderella





Charles Dugigg

to inspire

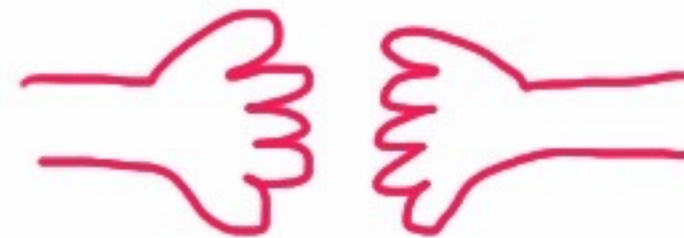
to learn

Why we tell stories

to teach

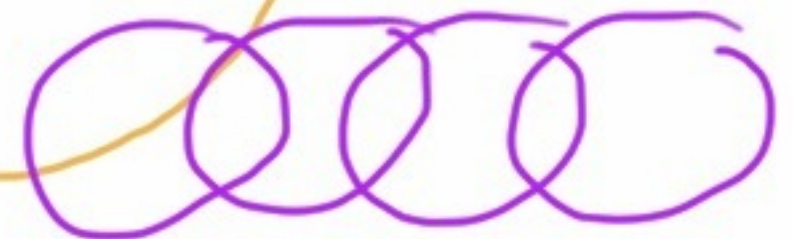


To share information



To connect

To make things stick

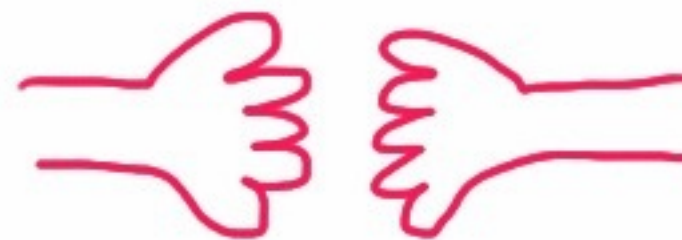


Why We Tell Nonprofit Stories

to inspire

to learn

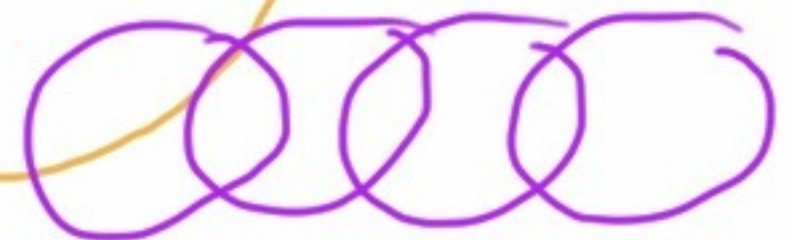
to teach



To connect

To share information

To make things stick



Steps in Moving to Action



**Be aware
of the need**



**Care about
the cause**



**Understand the
problem and
solution**



**Feel a sense
of urgency**

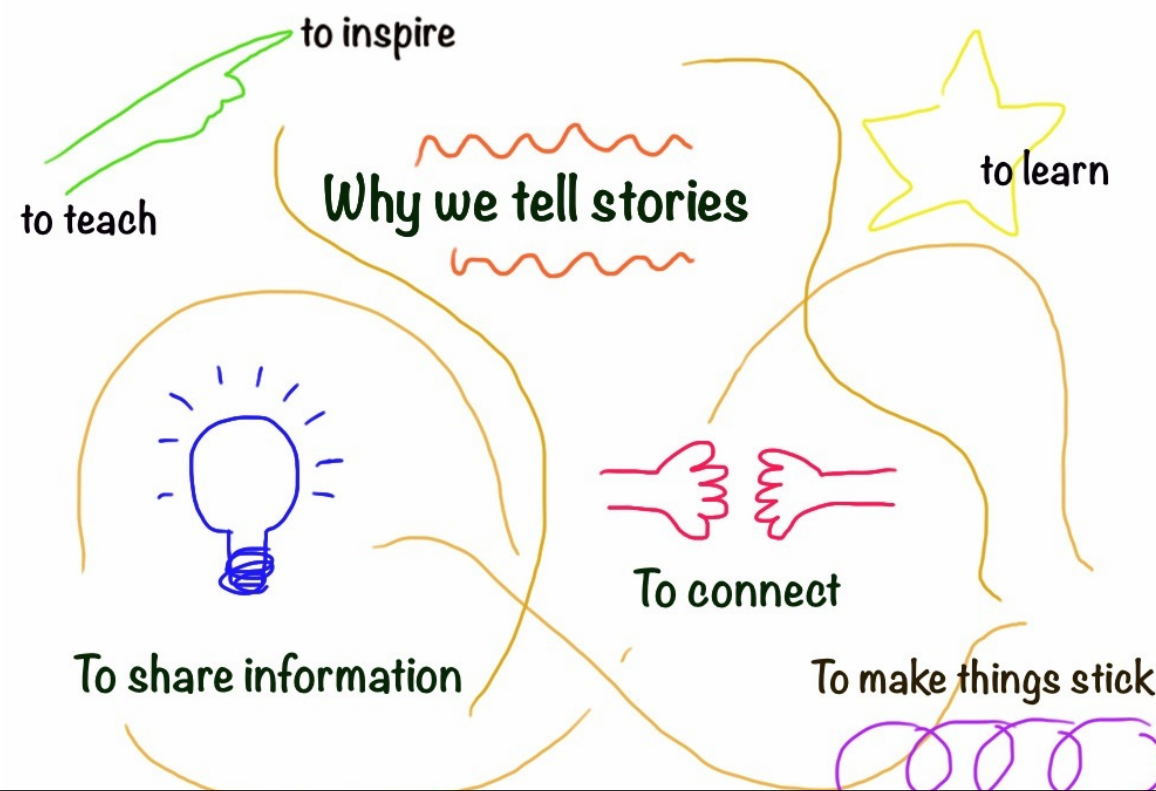


**Know how
to help**

From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-imp>

How do our stories serve these steps?



Effective stories inspire people for social causes by creating human connection and emotional resonance.

Well-crafted stories can communicate abstract and complex ideas in ways that encourage understanding and value connections.

Stories can be used to introduce a new topic into the public dialogue, contribute to an ongoing conversation and engage people as active participants.

Stories can be used to share learning and lessons from successes and failures with colleagues, donors and other key audiences.

From Rockefeller Fdn Report

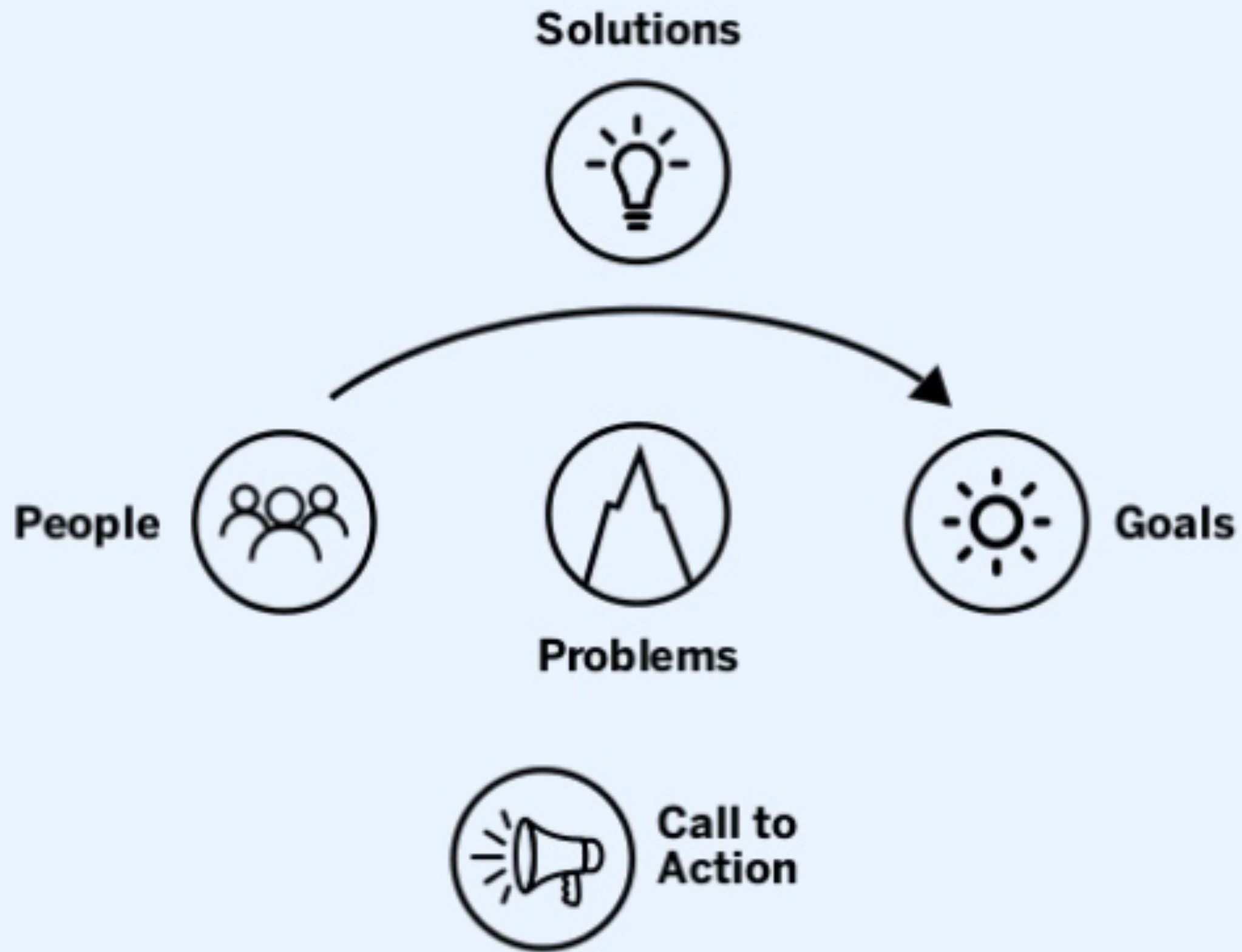
<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

Your Big Story



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

Narrative Structure



From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

Built on the Small Stories

I HEAR
YOU AFGHANISTAN

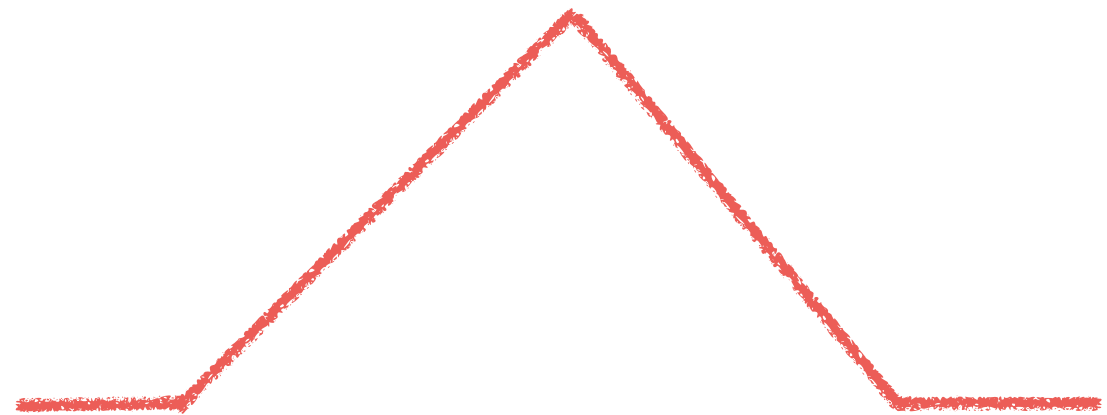
[Stories](#) [About](#)

Location	Subject	Age	Gender
			
			
			



The Small Story 's Journey

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



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 in their communities. 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 (left, 32), to create a private Facebook group where members could come. Fortably 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 K. STONE



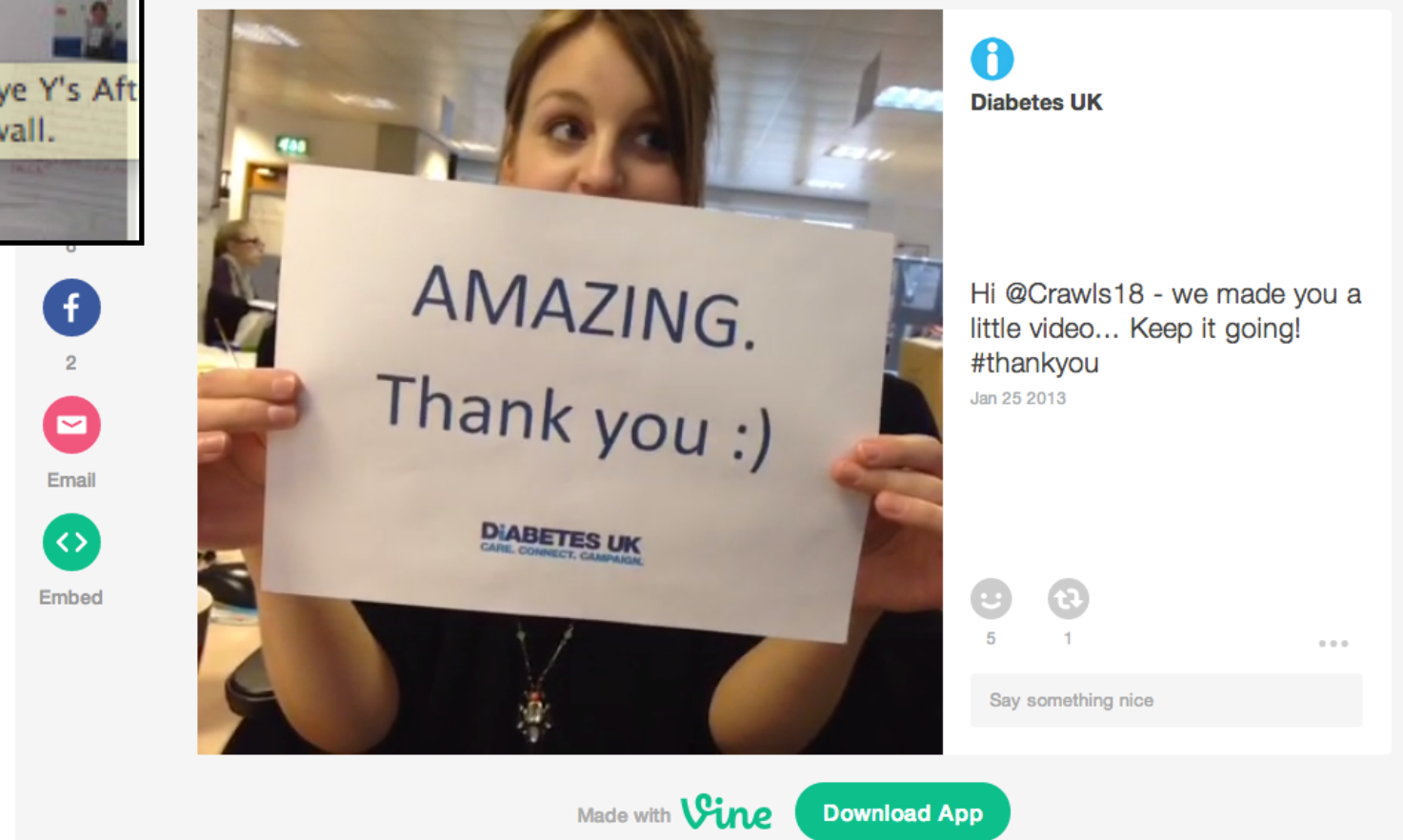
GOOD STORIES ARE
STRAIGHTFORWARD

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

Story Interviews



Thank-yous



<https://vine.co/v/b5tnVIVjt2M>

<http://ryerecord.com/business-orgs/the-rye-y-story-project.html>

Data as Story

It's been a banner year with exciting milestones to share ...

Our programs served 1,021 women and girls, ages 10-60, from diverse backgrounds across Vermont in

3 PRIMARY AREAS:



1. MOVING WOMEN INTO EMPLOYMENT SUCCESS

Two years since its founding

Fresh! FOOD

provided over **100,000** meals

to childcare centers in the Burlington community (200 children fed per day)



gleaned or grew **1,500 pounds** of produce; and sourced

30% of our food from Vermont farmers



mentored **19 youth volunteers** **TRAINED 20 women**

in professional culinary skills and maintained **76%** employment placement for program graduates

THE **CBS EVENING NEWS**

came to Vermont to feature VFW in a national story about women in the construction trades



WE PROVIDED **120 WOMEN** with work-readiness services

at Chittenden Regional Correctional Facility



AS PART OF OUR MENTORING PROGRAM WITH

MERCY CONNECTIONS WE SUPPORTED

87 active matches between mentors and inmates with

33 new matches created this past year

TO MARK OUR **25th** anniversary we created

LABOR OF LOVE

A MULTI-MEDIA EXHIBIT highlighting 29 VT WOMEN

for the quality of their work and the relish with which they do it.

The exhibit in partnership with

FairPoint Communications traveled to

8 SITES ACROSS VT including the

VERMONT STATE FAIR and was seen by thousands.

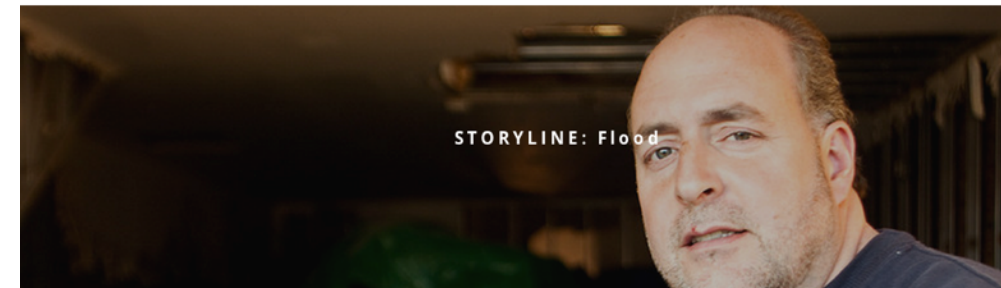
The Gallery is now online at vtworksforwomen.org



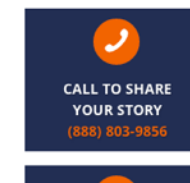
Participatory Projects

SANDY STORYLINE

LOCATIONS / STORYLINES / MEDIA



Featured



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

Mapping Stories

PASSING STRANGER THE EAST VILLAGE POETRY WALK

Passing Stranger is a sound-rich chronicle of poets and poetry associated with the East Village. Narrated by filmmaker Jim Jarmusch, it contains site-specific poetry, interviews with poets, archival recordings and music by John Zorn.

Click on the blue dots to explore the virtual version or download the walking tour and go to the East Village for the ultimate experience.

about share

[click here to download the walking tour](#)

<http://eastvillagepoetrywalk.org/>

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!!

Day in the Life



Like · Comment · Share

80

677 people like this.

View 35 more comments

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

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

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/>

What is your organization's big story?

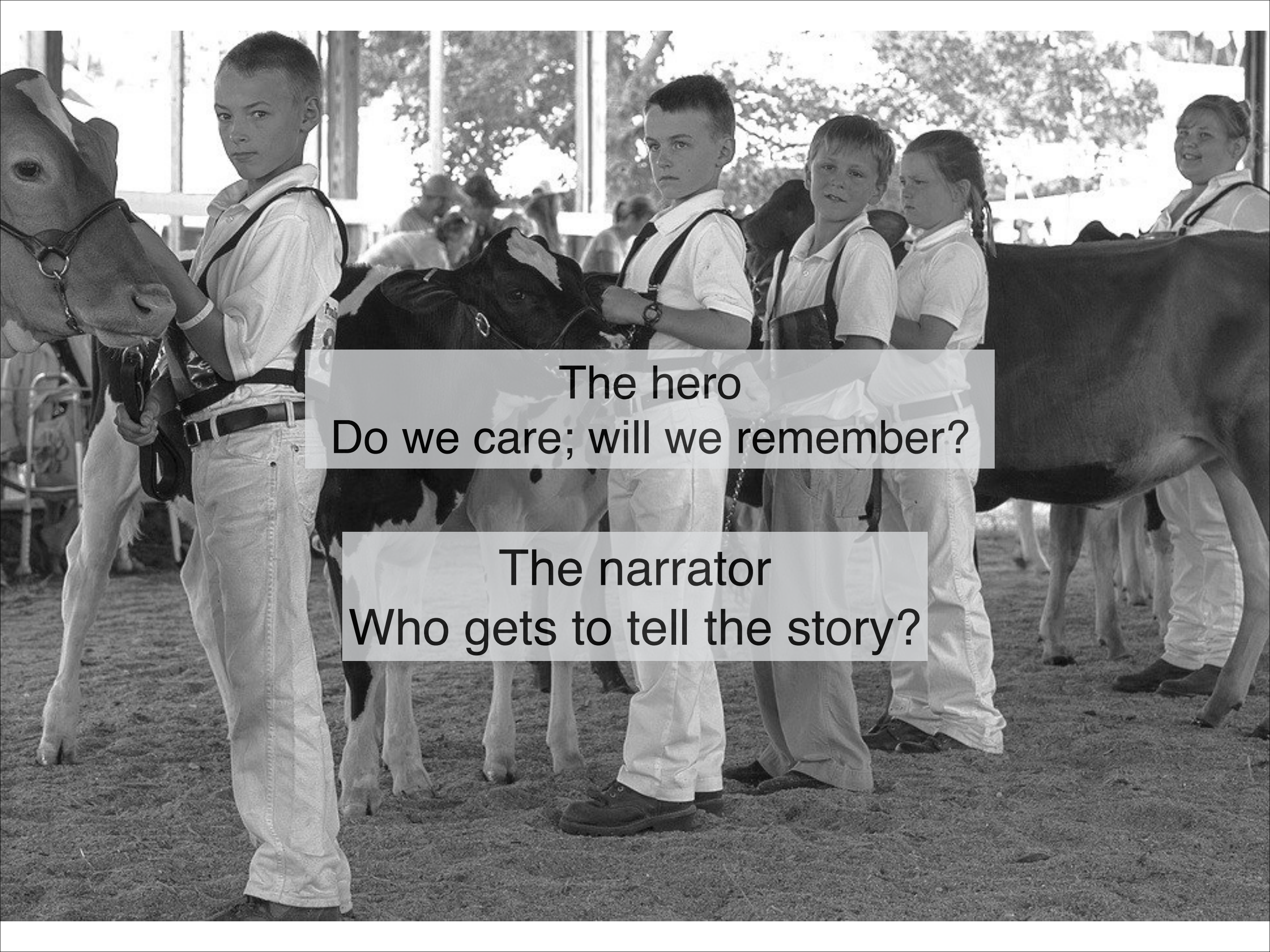
How does it rest on the small stories (past, present & future)?





How will our stories stand out?





The hero
Do we care; will we remember?

The narrator
Who gets to tell the story?



The Hook Language & Tone

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.**

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?

THIS IS NOT A BIKE
it's an engine for economic and cultural empowerment



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

BIKE MONTH

BINGO

Logged my miles in the National Bike Challenge	Biked in the rain	Rode someplace I'd never ridden before	Said hello to another bicyclist	Added air to tires
Biked at least 10 miles in one day	Encouraged a friend to start riding	Rode to school or work	Rode to the grocery store	Rode to a community meeting
Joined a group ride	Participated in a special Bike Month event!		Rode to a date	Rode with kids
Rode on a trail	Rode on a velodrome	Rode farther than I ever have before	Changed a bike tire	Went mountain biking
Visited bikeleague.org	Tweeted about biking	Lubed my chain	Visited my local bike shop	I'm a member of the League

This winter, we were inspired by the Chasing Mailboxes blog, which challenged bicyclists to complete at least seven different errands by bike: the Errandonneer! That great idea got us thinking about Bike Month – and all the different ways we enjoy biking in our daily lives. So we created a Bike Month Bingo card to challenge YOU to pedal somewhere new or use your bike in a different way. Enjoy!

Share a picture of you with your completed card on our Twitter feed (@BikeLeague) and you could win a prize!

produced by
THE LEAGUE
OF AMERICAN BICYCLISTS
www.bikeleague.org
Designed by Juliana J. Hill

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

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

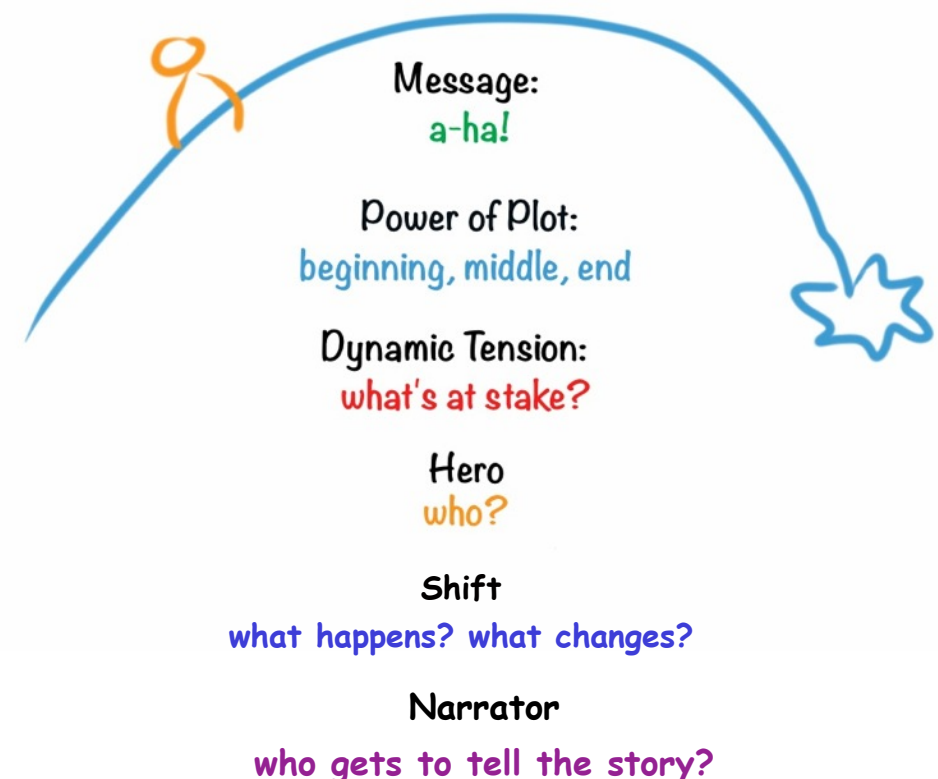
COSTA

Exercise: Finding the Story

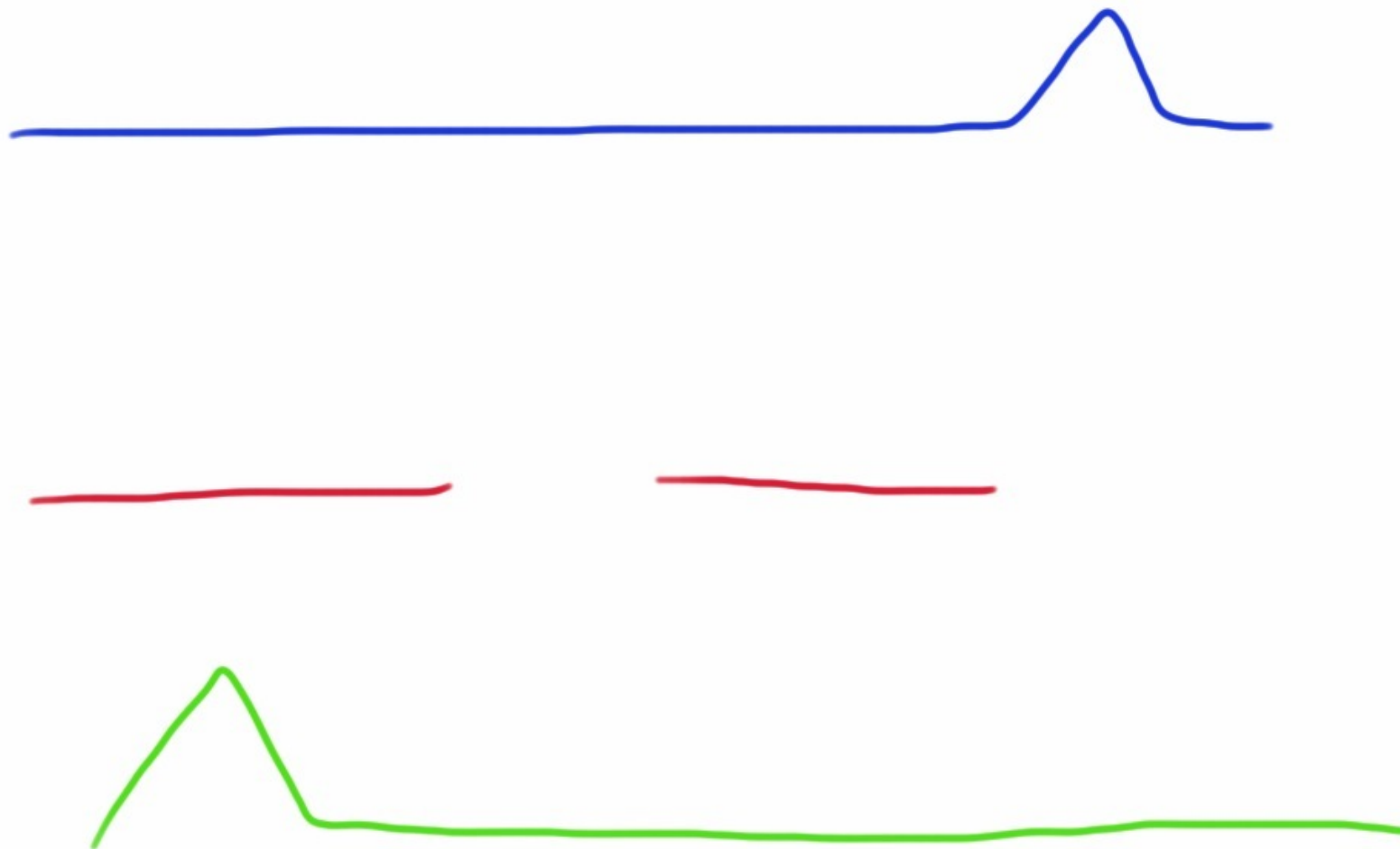
- When Jasmine came to us in November 2011, she was homeless, a victim of domestic violence, had lost custody of her daughter due to her homelessness, and had a lot of old debt. After one year in our transitional housing program, New Foundations, she secured a full-time job at a decent wage, obtained 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.

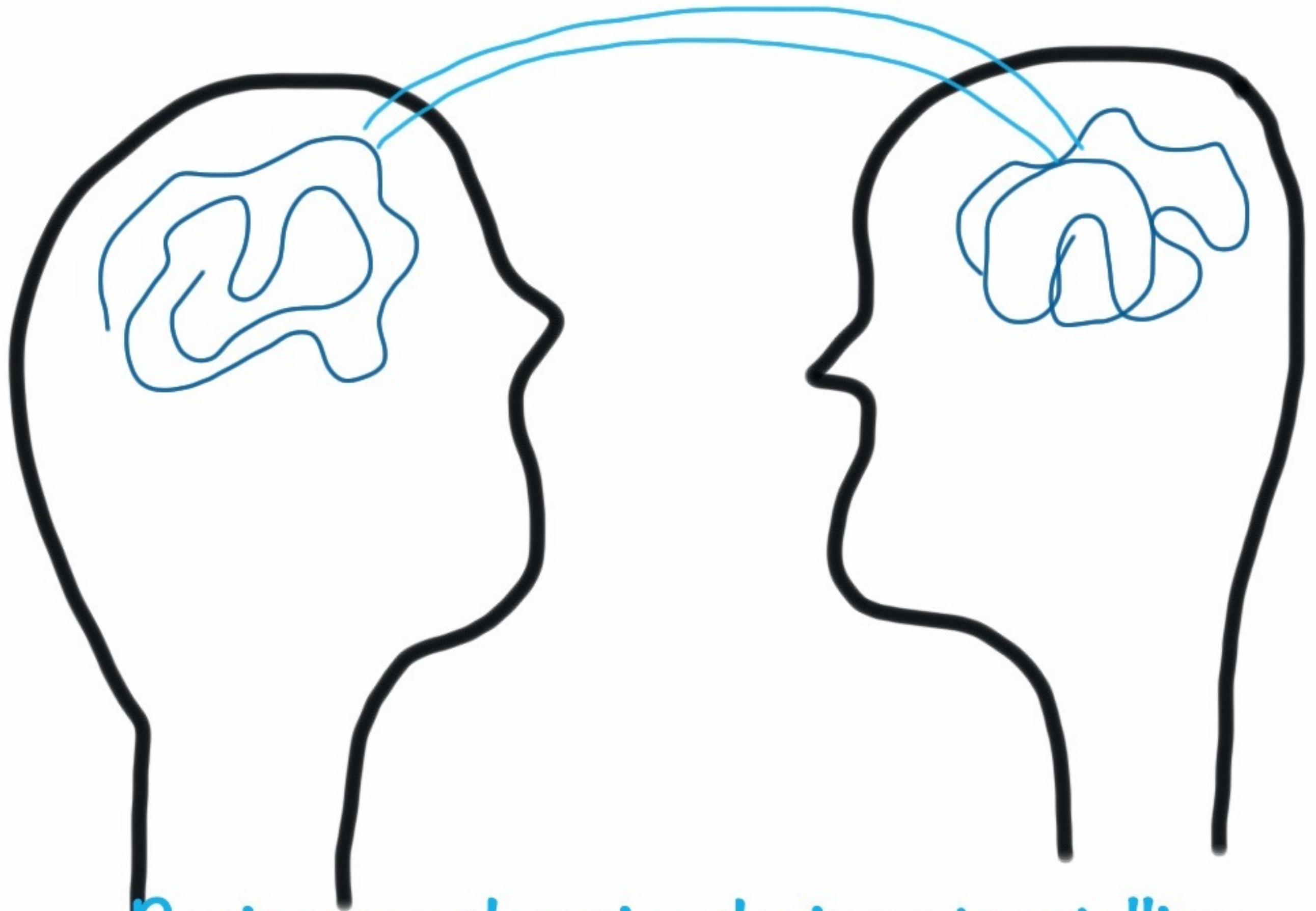


Inside the Story



Common Mistakes





Brains synchronize during storytelling

“dynamic of expectancy”



Compelling & Motivating Stories

Emotional Resonance

Compelling and motivating stories create emotional resonance and human connection—while serving a strategic purpose, such as driving people to take meaningful actions. Stories for social impact must show people as active agents of change, who play a central role in creating solutions to the problems they face. This preserves their dignity, encourages empathy and inspires support from others.

Strategic Purpose

People as Active Agents of Change

From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

Micro Stories

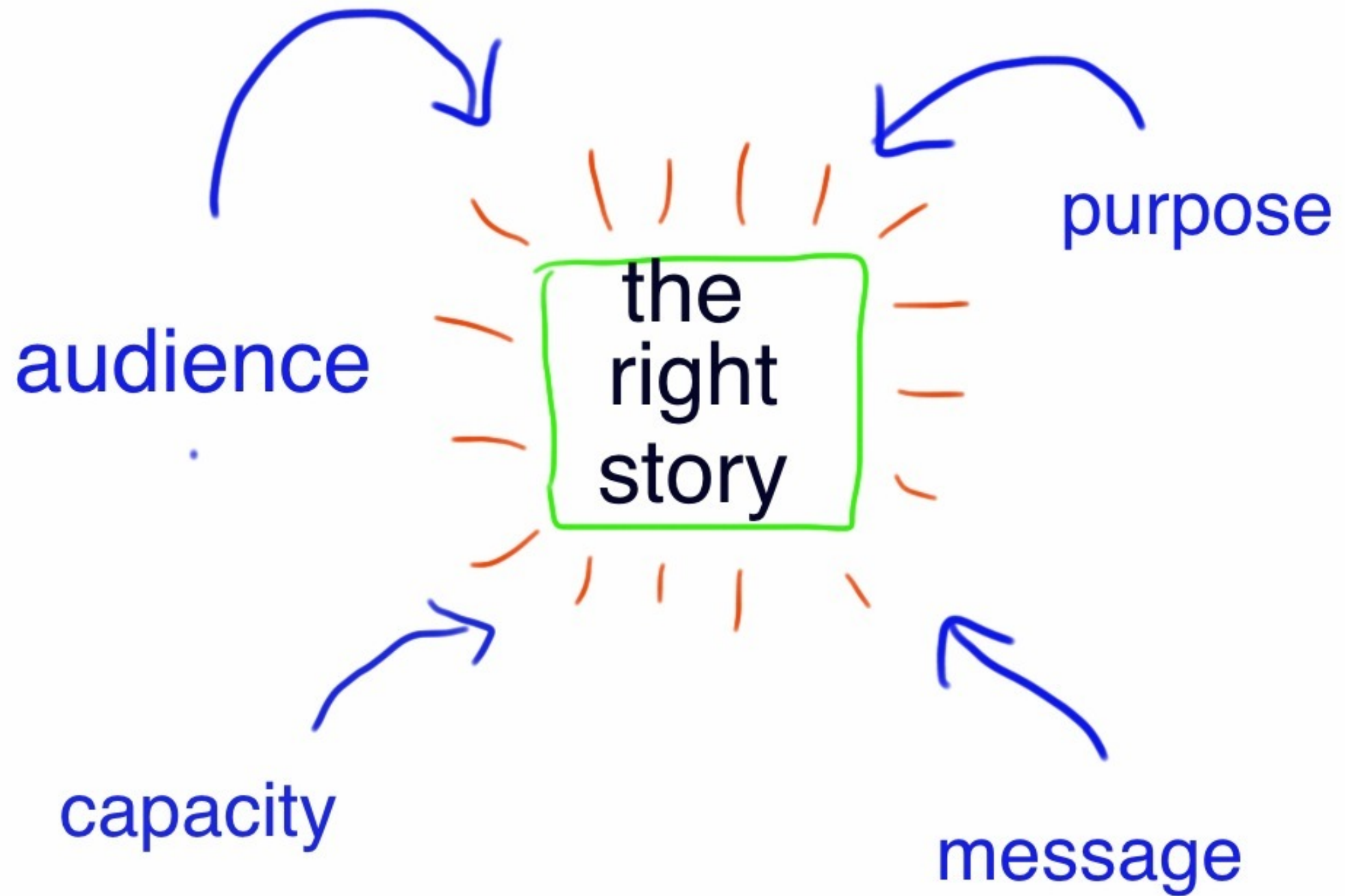
Tony Hawk gave up his
birthday for clean water,
and you can too.
Ollies not required.

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

START A CAMPAIGN

by Daley Hake

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



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

—Tony O’Driscoll



Who is our audience?

A photograph of two elderly men sitting on a dark wooden bench against a light-colored stone wall. The man on the left, wearing a grey flat cap and a dark suit, is pointing his right index finger towards the man on the right. The man on the right, with white hair and wearing a dark sweater over a collared shirt and white trousers, is looking towards the first man. He is holding a stack of papers or magazines in his lap. The scene is outdoors, and the lighting is soft, suggesting a calm, conversational moment.

How Do We Engage Our Listener?

Framing the Story

**What happens
before you
tell the story?**

Story

**What happens
after?**

Story

Stories

Exercise: One-Minute Story

- 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

Media & Channels



Story Media



Story Approaches & Outcomes

Circles



Interviews



Events

Collections



Relationships
Trust

Knowledge
Capacity

Vision

Action

The Visual





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/>

Common Visual Storytelling Mistakes



Photo by <https://www.flickr.com/photos/gregdonnaphotos/>



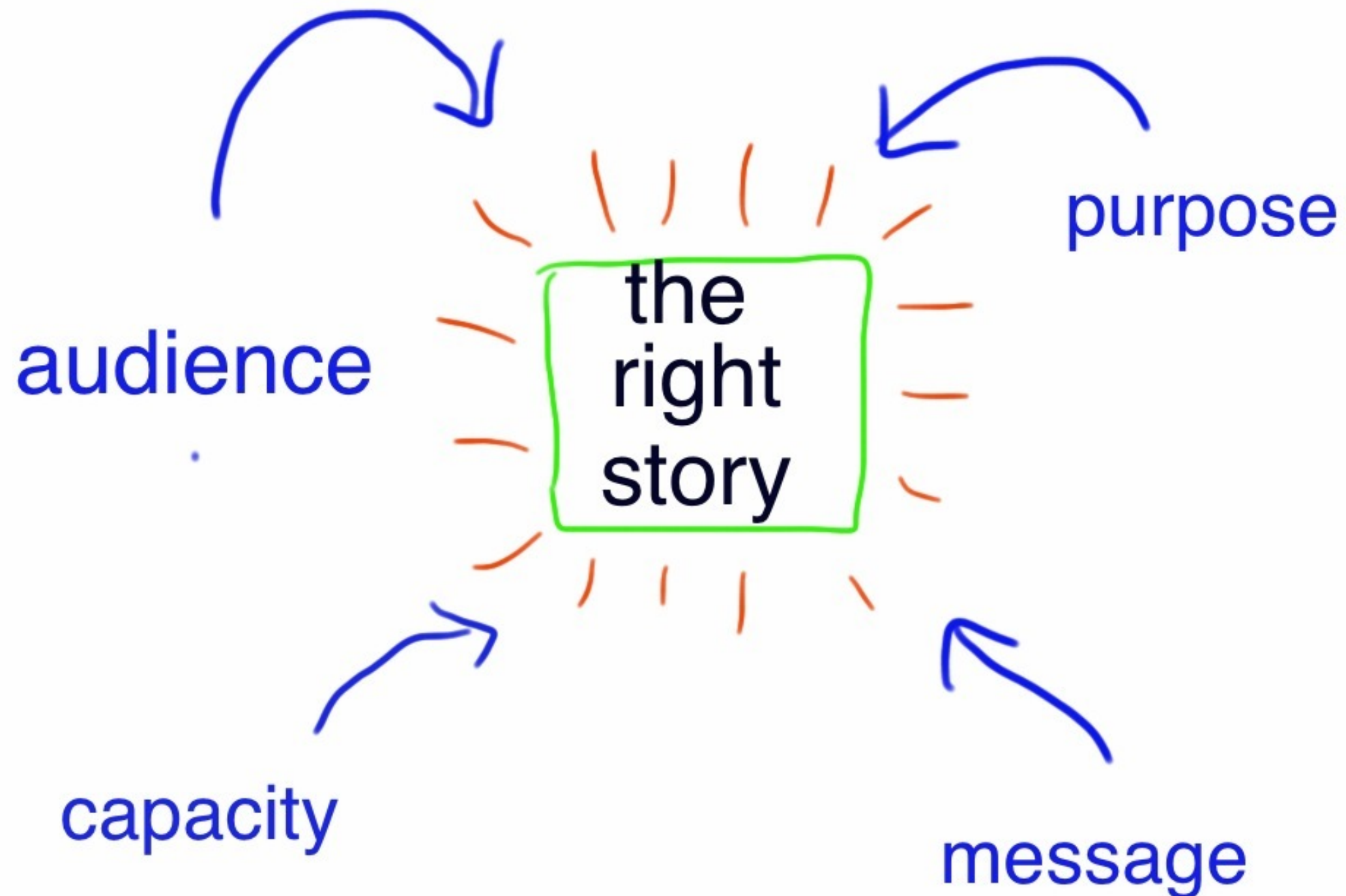
VS.



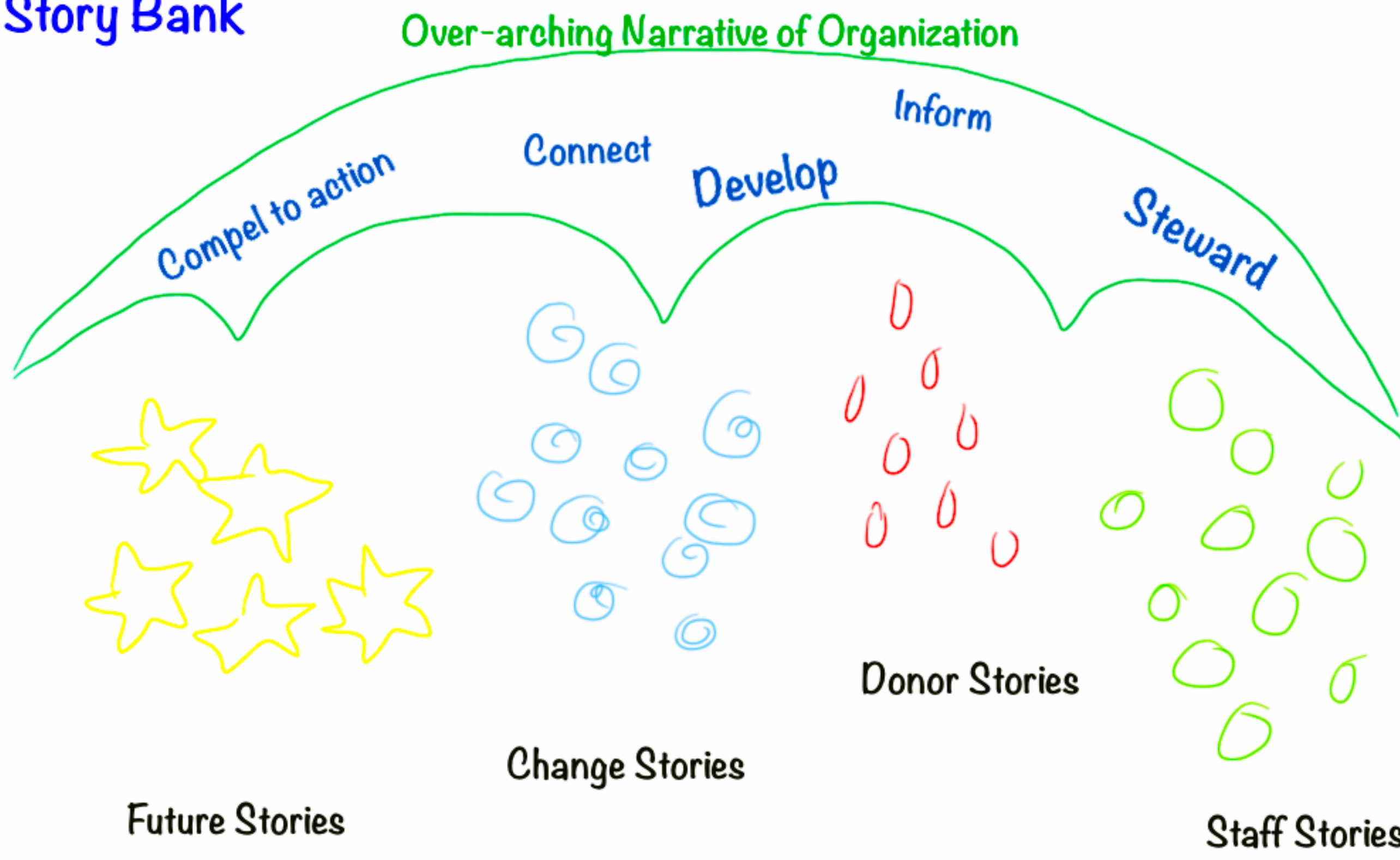
Photo by <https://www.flickr.com/photos/ccstb/>



Finding the Right Stories

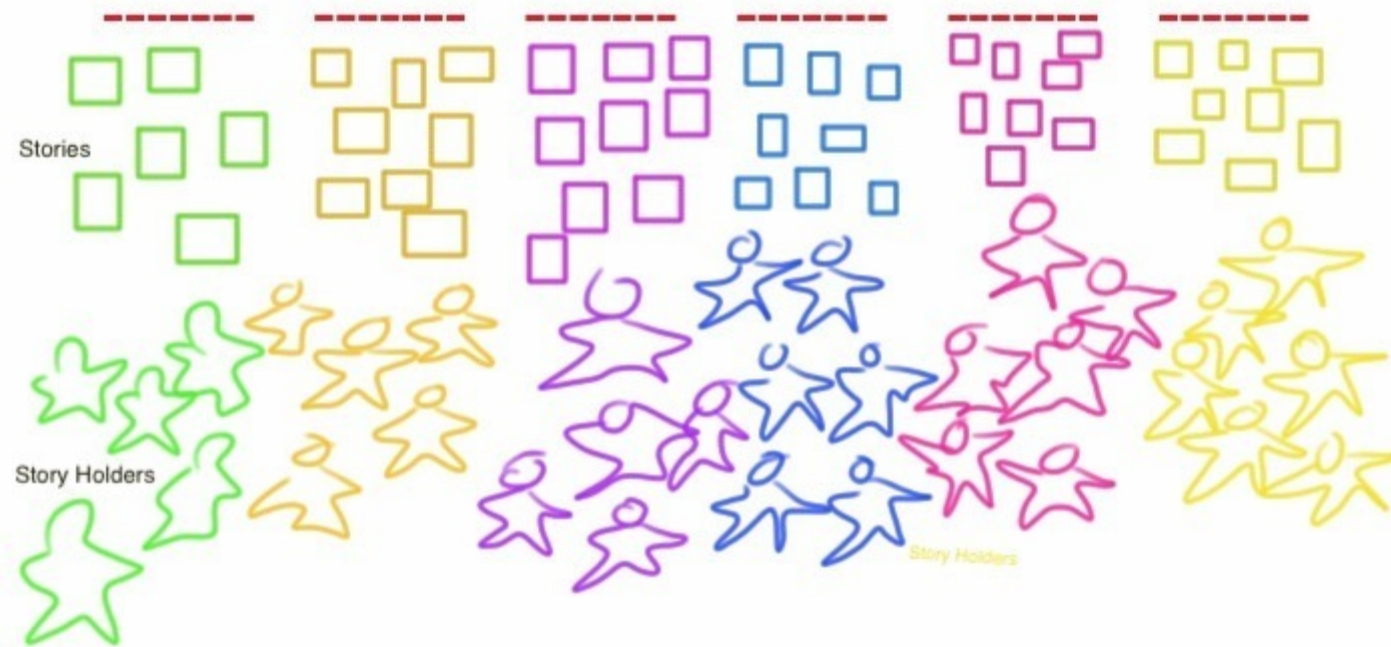


Story Bank



Mission/Vision/Values into Story Exercise

6 adjectives you need to describe mission (or project)



6 verbs

6 nouns

Finding the Right Stories

- 1. Jot down six strong, precise verbs that help describe your project or mission



- 2. On Yellow Sticky Notes, brainstorm as many story ideas sparked by each verb



- 3. On Blue Sticky Notes lined up under the yellow, list potential holders/tellers of those stories



- 4. On Green Sticky Notes, jot down potential audiences for each

- 5. Step back—what outcomes are likely from each grouping? Surprises? Gaps? Observations?

Building a Storytelling Strategy



Photo by www.SeniorLiving.Org

?

What makes for an effective storytelling organization?

- Senior management promotes a storytelling culture
- Everyone in the organization understands the organization's values and what makes a compelling, strategic story
- The organization has developed a storytelling strategy, supported by appropriate content and platforms
- Meaningful metrics are used to evaluate the effectiveness of storytelling

From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

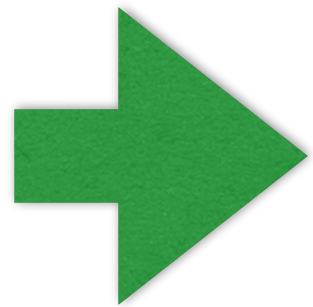
Why do we need stories and storytelling?

Where will we use stories/telling?

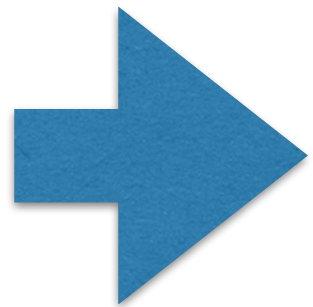
What will success look like?

What? So what? Now what?

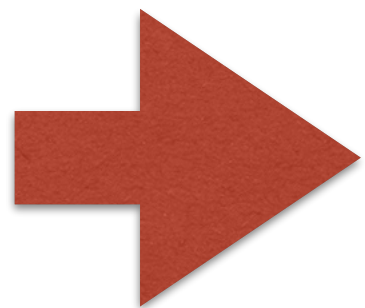
A Question of Capacity



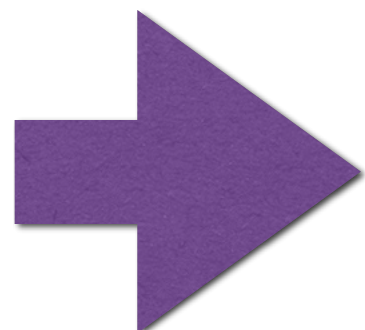
What stories do you already have? Do you need?



What channels/media can/should you employ?

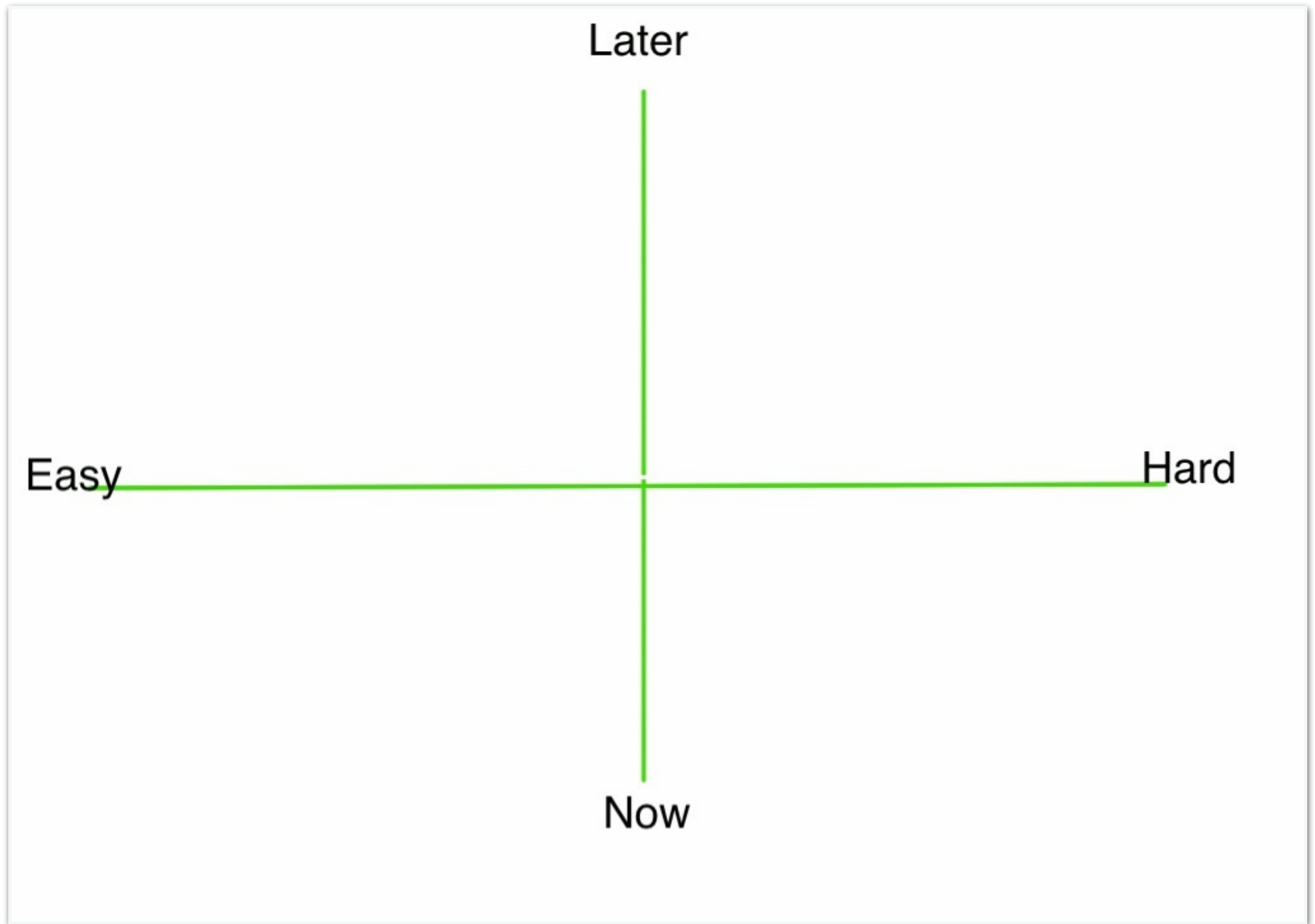


What do you need help doing? Who might help?



How will you evaluate your efforts?

Your Goal:



Fill the grid with storytelling strategies/stories

Map Your Storytelling Plans

FIRST STEPS

1.

2.

3.

4.

FOUR STAGES

1.

2.

3.

4.

DESTINATION

After?

Questions

Contact me at barbaraganley@gmail.com

Examples & Resources

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