



# Digital Storytelling for Nonprofits

a VCF/ BJF workshop

with  
Barbara Ganley



# St. Peter's Square, Rome





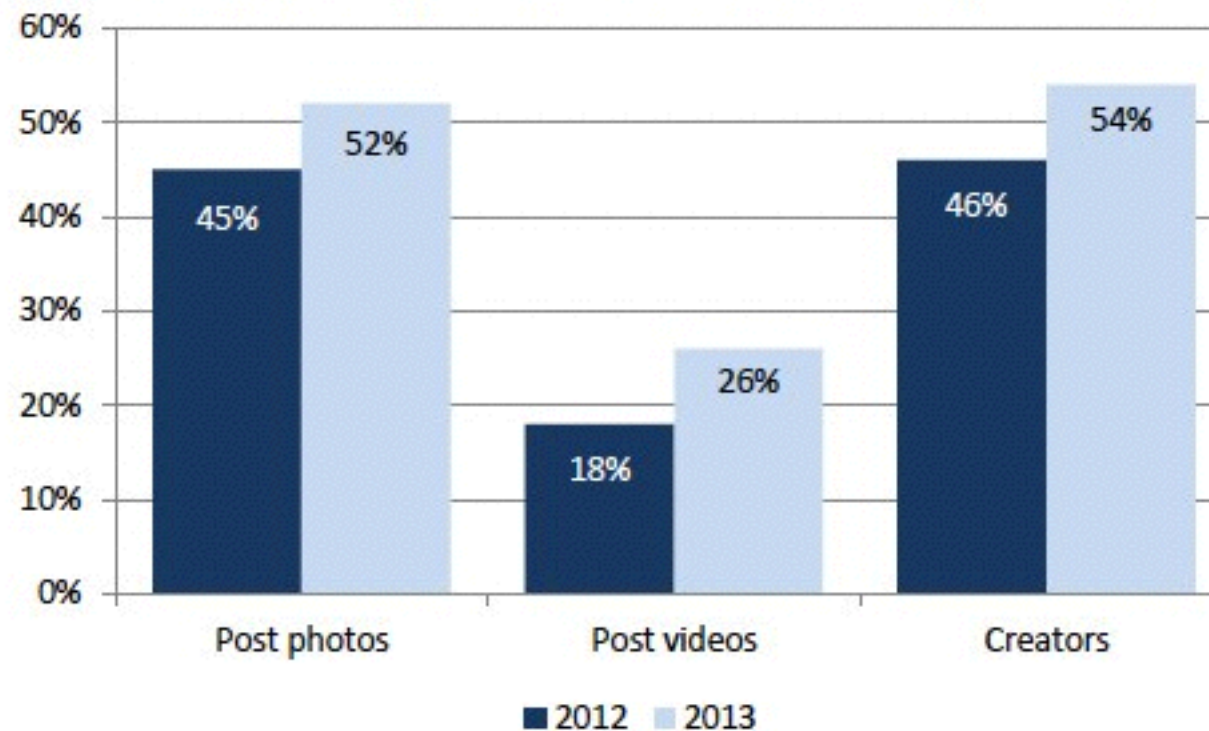
# 2013





## Online Creators: Posting original photos and videos, 2012-2013

Among internet users, the % who post photos and videos and the % who post either



Source: Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points.

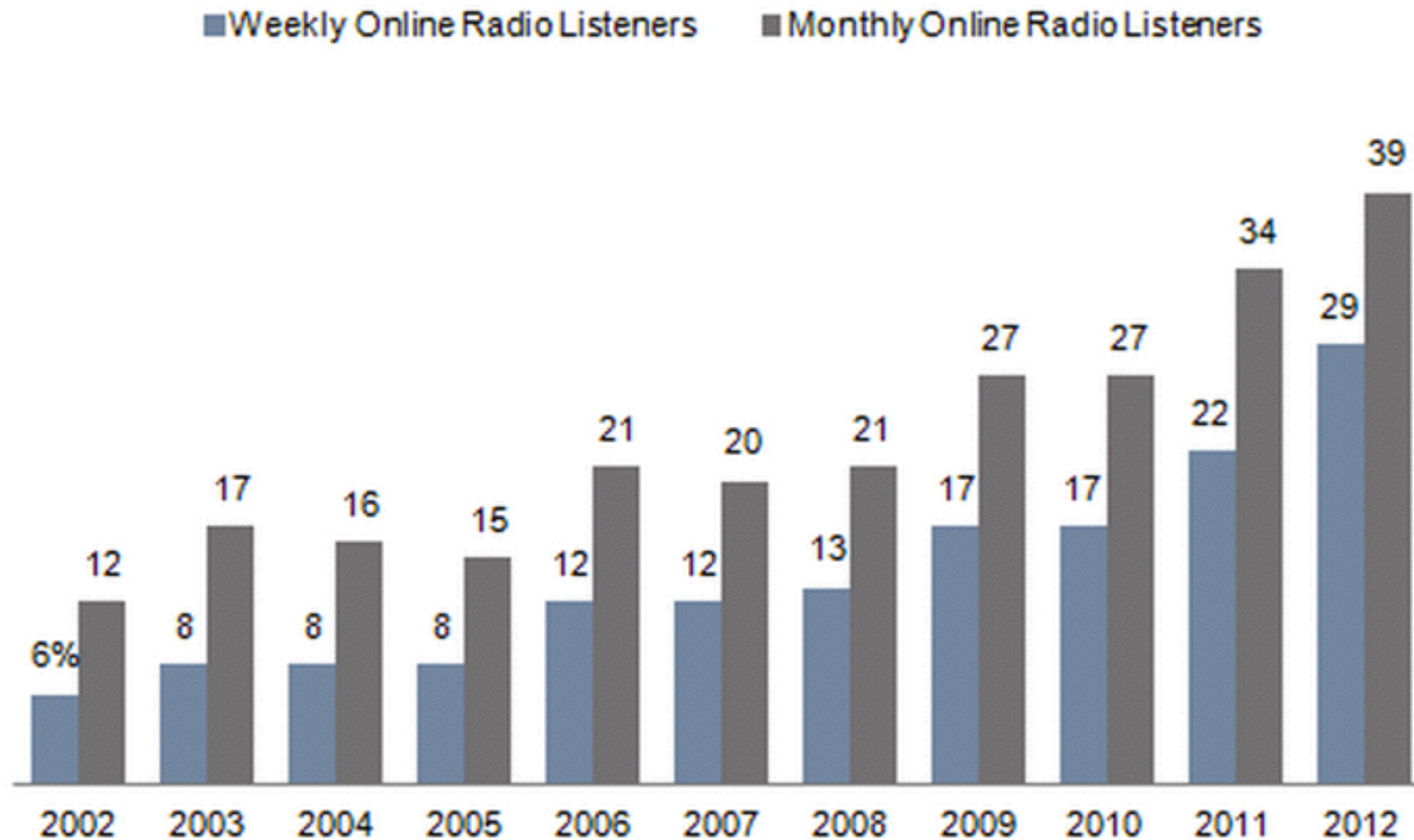
- 54% of adult internet users post original photos or videos online that they themselves have created. We call them *creators* and their number has grown from 46% of internet users last year.
- 47% of adult internet users take photos or videos that they have found online and repost them on sites designed for sharing images with many people. We call them *curators* and their number has grown from 41% of internet users last year.

From <http://www.pewinternet.org/2013/10/28/photo-and-video-sharing-grow-online/>



## Online Radio Continues to Gain Listeners

*Percentage of Americans Age 12 or Older Who Listened to Online Radio in Last Month*



N=2,020

Source: Arbitron

PEW RESEARCH CENTER

2013 STATE OF THE NEWS MEDIA



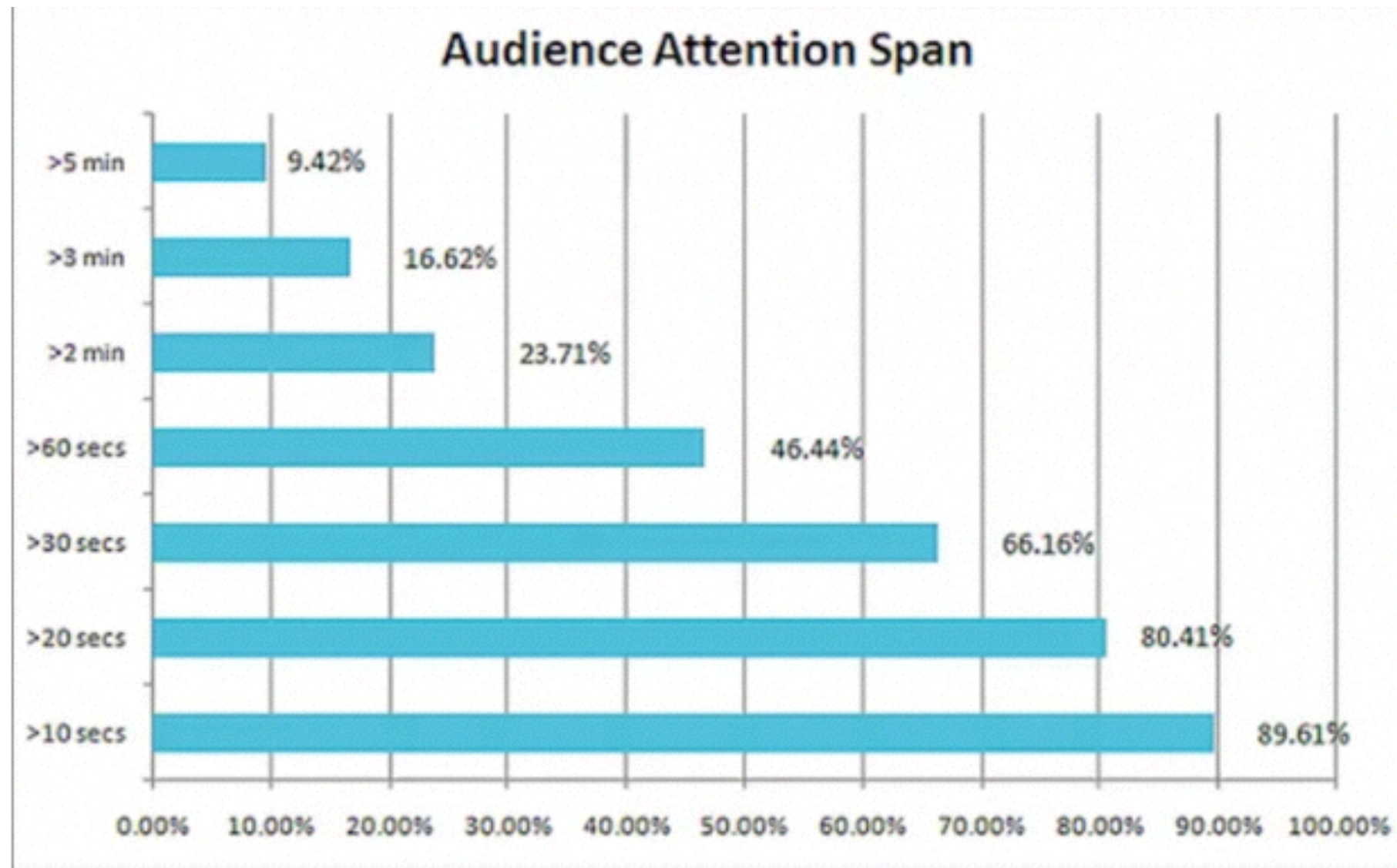
# Reality Check

*For charity: water's India campaign last year, we sent a **8 person** team for **10 days** to get stories. Big commitment. We spent a month editing the page. We had about **250,000** views, had **2000** people sign-up for fundraising campaigns which went on to raise **2 million dollars** for charity: water – Paull Young, Director of Digital, charity: water*

From <http://www.dutieee.com/power-visual-storytelling-social-impact#>



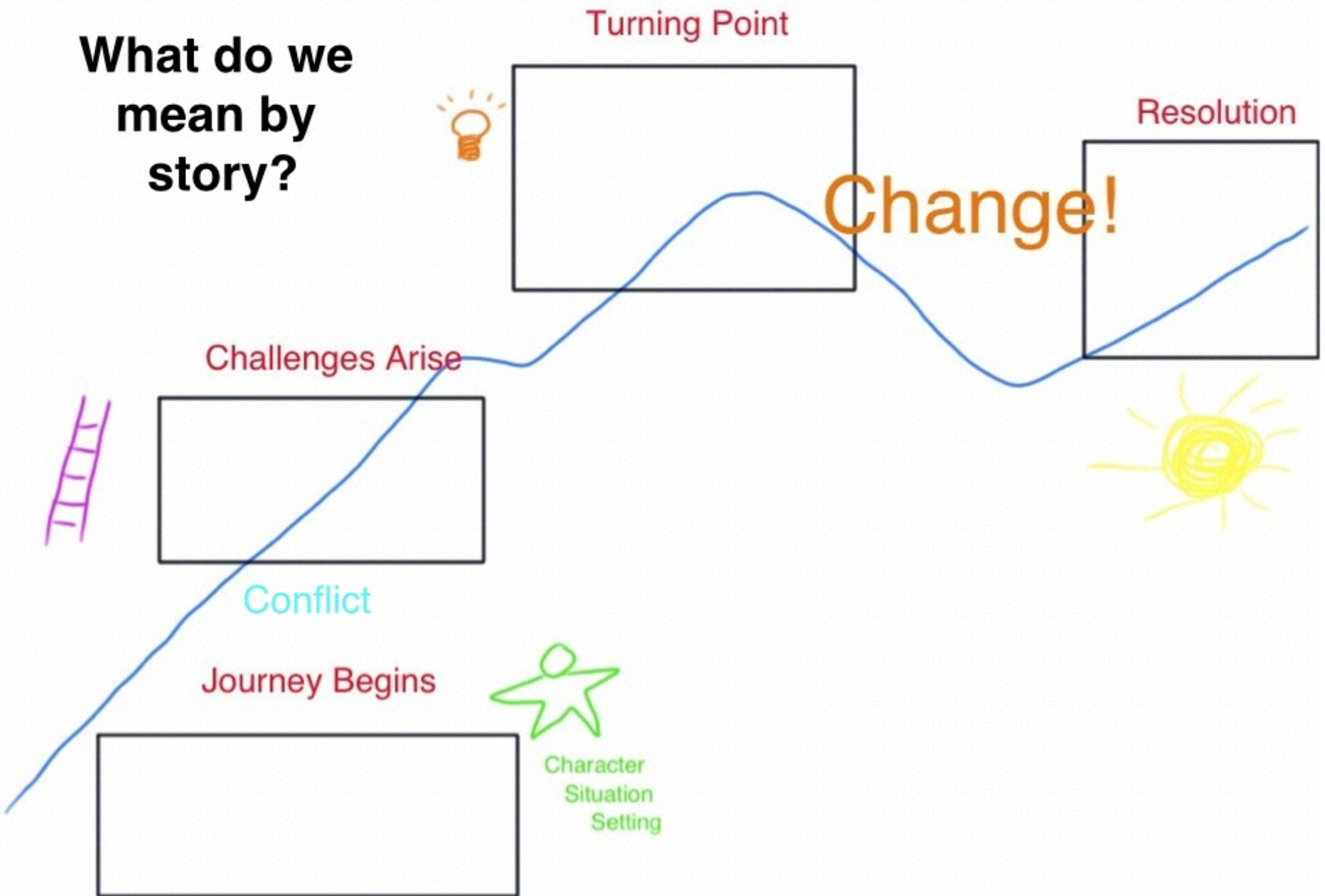
# And...



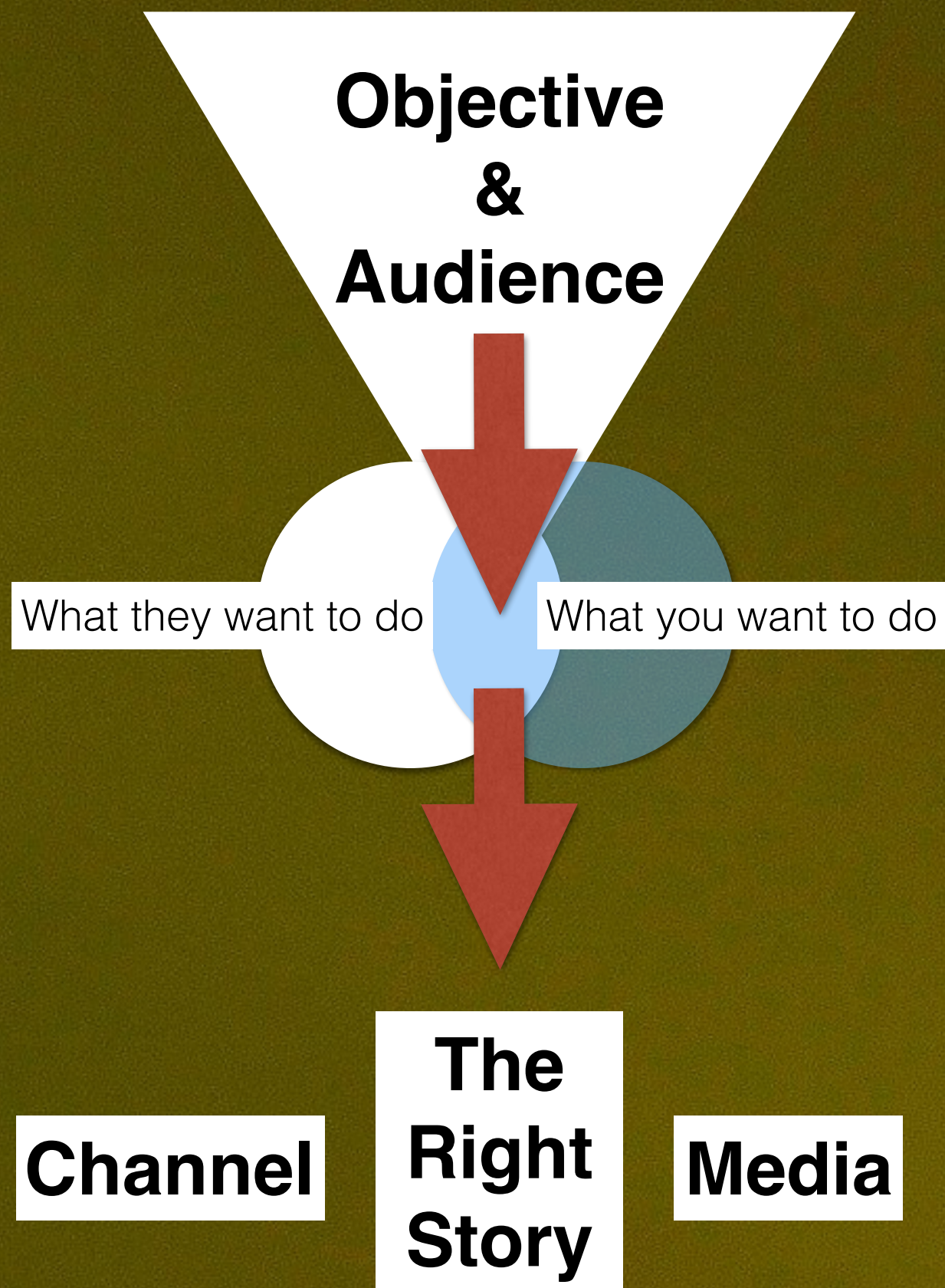
From <http://www.pixelmedia.com/garage/how-engage-your-audience-youtube-annotations#.U5gvpl1dVV8>



# What do we mean by story?









to move to action

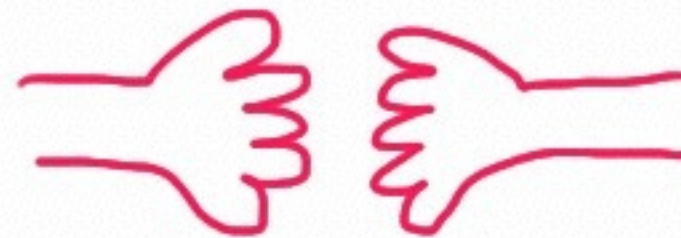
to learn

to teach

**What is your purpose, your goal?**

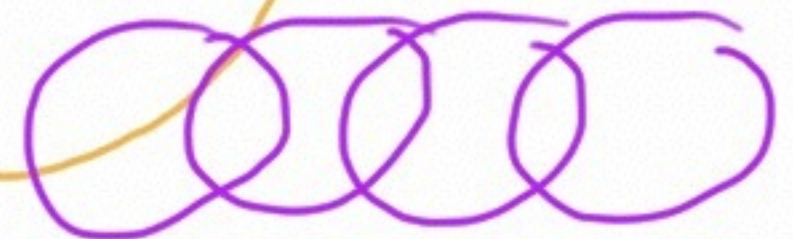


To share information

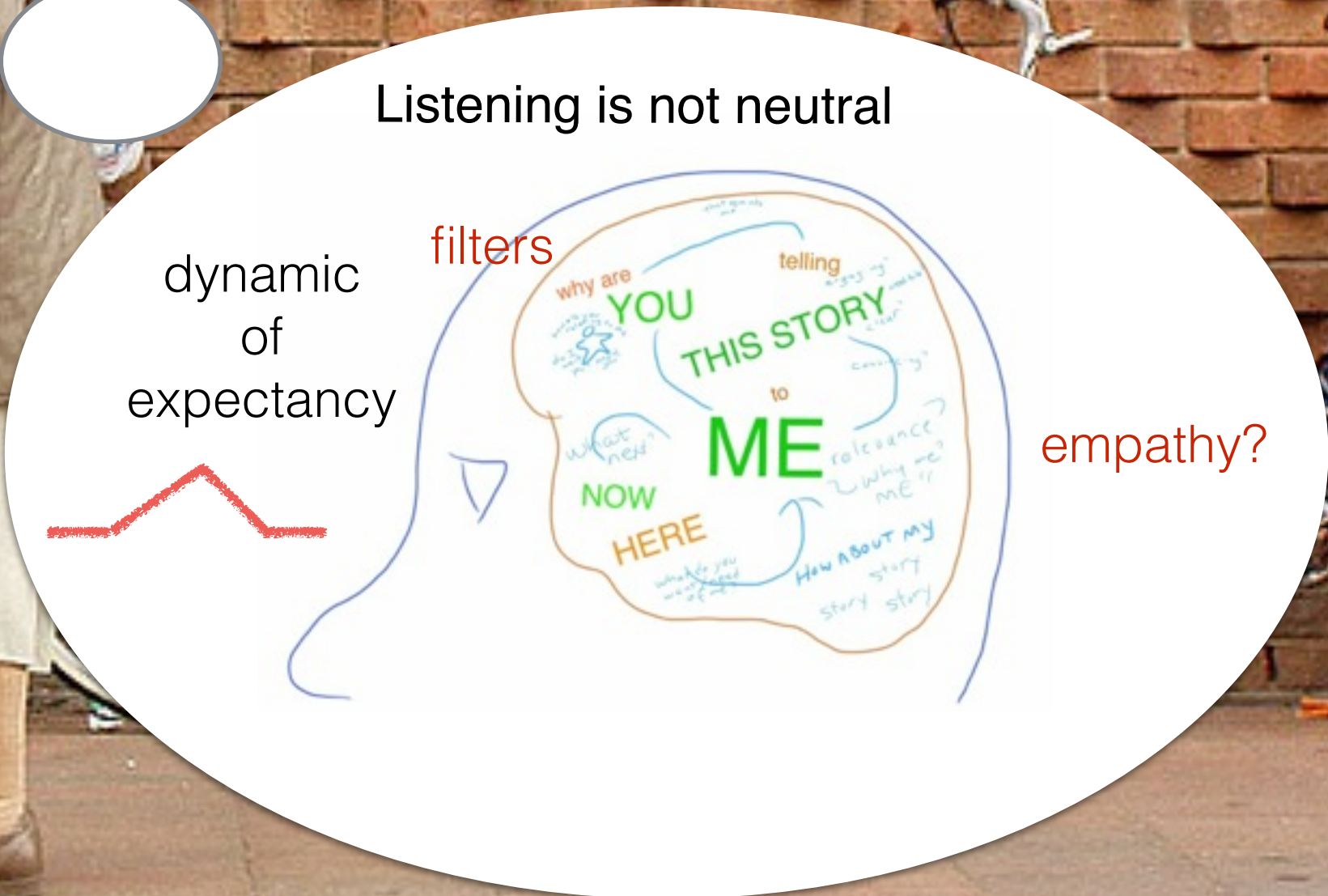
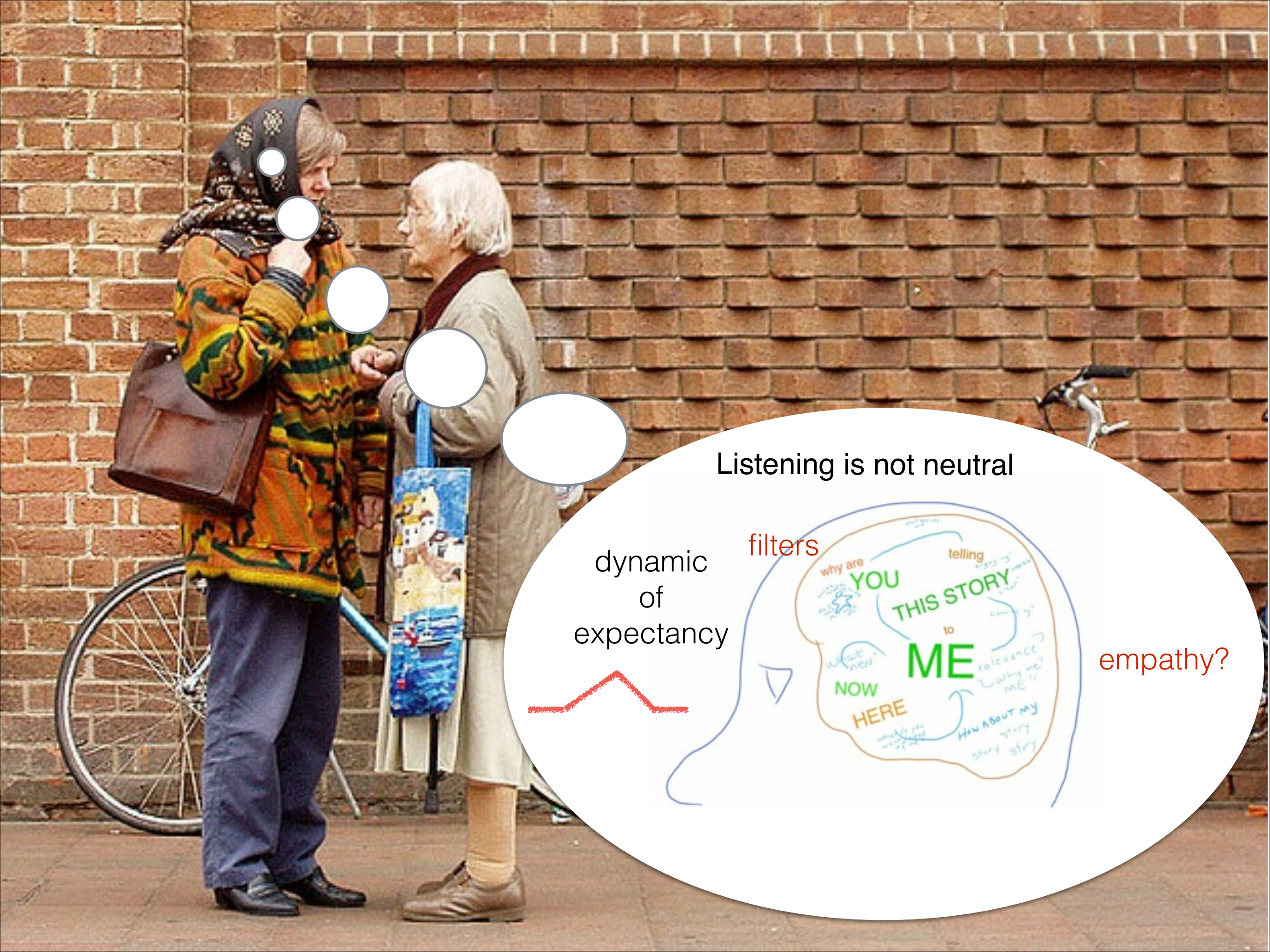


To connect

To make things stick









# Compelling & Motivating Stories

Emotional Resonance

Human Connection

Strategic Purpose

People as Active Agents of Change

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.

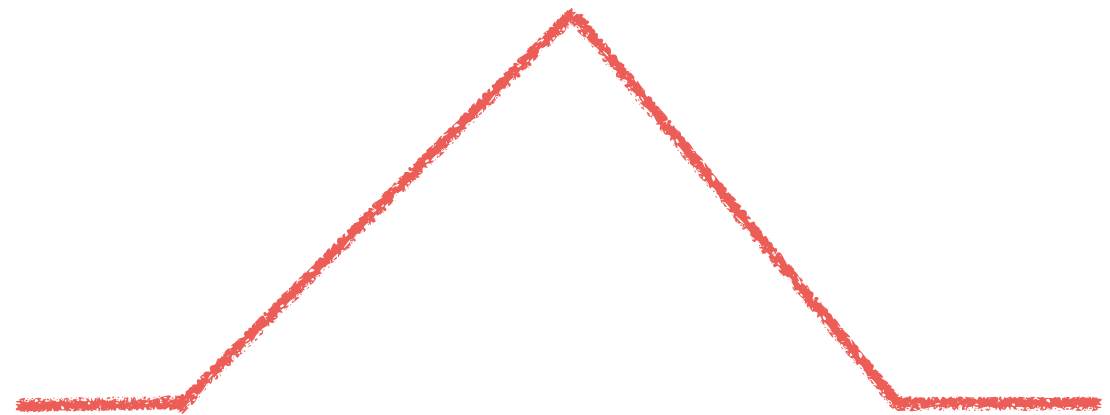
From Rockefeller Fdn Report

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



# Small Stories Tell of...

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






# Using Images to Tell Your Story





# Time to Play in Digital Storyland

## Five Card Flickr Stories

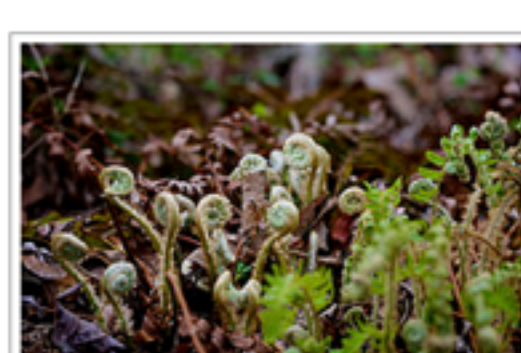



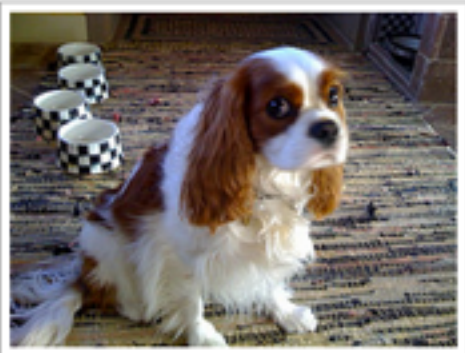


[Home](#) | [Gallery of Stories](#) | [Play a Round](#) | [Show Stories](#) | [Random Story](#) | [Source Code](#) | [Select Language](#) ▼

### Are you ready to play Five Card flickr?

As of Jun 11 2014, 12:35:28 pm UTC there have been [12792 Five Card Flickr Stories](#) created from the pool of [8666 flickr photos tagged with "5cardflickr"](#)

Pick an image to add it to your story



flickr photo credits: (1) [cogdogblog](#) | (2) [Serenae](#) | (3) [Serenae](#) | (4) [bionicteaching](#) | (5) [bionicteaching](#) |

<http://5card.cogdogblog.com/play.php?suit=5card>

# Photo Essay Tips

You will want to open your essay with a powerful lead photo that draws the viewer in. Next often comes a scene setting image, one that describes the theme or narrative, followed by portraits and detail shots. Finally, use a strong summing-up photo to pull your story together, and finish with a powerful image that becomes the "clincher," the image that you want the viewer to leave with.

An effective photo essay is made up of a variety of shots. You will want to include at least one of each of the following:

- Scene setting or landscape photo
- Portrait (a portrait showing your subject in his/her environment)
- Detail shot
- Action photo (showing the activity of the organization)

From <http://photophilanthropy.org/award/photo-essay-tips/>



# A Tour of Nonprofit Digital Storytelling



## *Camps of* **The Aloha Foundation**

Foundation Home  
About the Foundation  
Camps & Programs  
Enrollment & Forms  
News & Views  
Alumni  
Contribute  
Facility Rentals  
Location & Directions  
Employment  
Contact Us

Send Info



Log



Go



**Aloha**

For Girls  
12 to 17

**Aloha Hive**

For Girls  
7 to 12

**Lanakila**

For Boys  
8 to 14

**Horizons**

Co-ed Day Camp  
Grades K to 7

**Ohana**

Family Camp  
& Group Retreat

**Hulbert**

Outdoor Education  
Center

**News:** Follow the camps & programs of The Aloha Foundation via social media!



# Telling the Visual Story from a Unique & Humorous Vantage Point



From <http://www.gmunitedway.org/>



# Image-Plus-Text Micro-stories



**shelburnefarms**

Follow

3 weeks ago · 📍 Shelburne Farms

From the #farmyard. #Breakfast or #art or both?  
#farmbaseded



asander34 , mangojenn , rodrigocalima and 88 others  
like this.



**fkdesignspace**

Fantastic photo!



Leave a comment...



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





**shelburnefarms**

Follow

3 days ago · 📍 Shelburne Farms

Special to have #SustainabilityAcademy fourth and fifth graders join us at #LakeChamp. Getting ready for their last year of #elementaryschool and their first year of #middleschool. Proud of them!  
#educationforsustainability #learnoutdoors #btv

♥ erak01 , richardsonfamfarm , harjit and 22 others like this.



**fkdesignspace**

Awesome. Looks like a great experience.



**shelburnefarms**

@fkdesignspace Truly is.



**shelburnefarms**

Meant to credit: regram from our amazing Educator and School Program Coordinator @christienold.



Leave a comment...



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



Growing your own  
food is like  
printing your own  
money.


**Ron Finley**

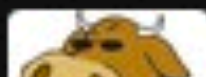


@gardenerquotes

[View original](#)

[Flag media](#)

 Slow Food USA retweeted



**Sustainable Table** @eatsustainable

67d



**THIS IS NOT A BIKE**  
it's Motor City pride



**THIS IS NOT A BIKE**  
it's a faster taxi



<http://www.worldbicyclerelief.org/the-bike>

**THIS IS NOT A BIKE**  
it's lightness of being

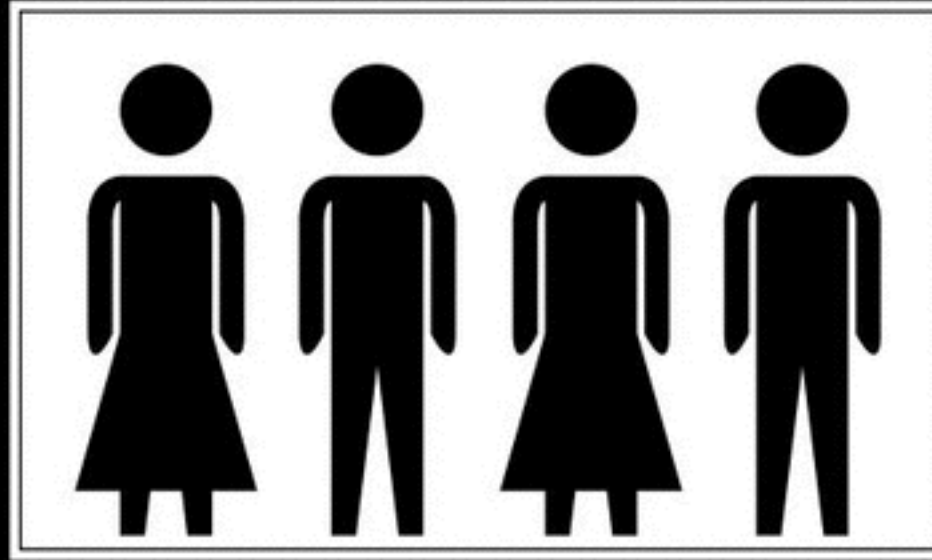


**THIS IS NOT A BIKE**  
it's an engine for economic and cultural empowerment

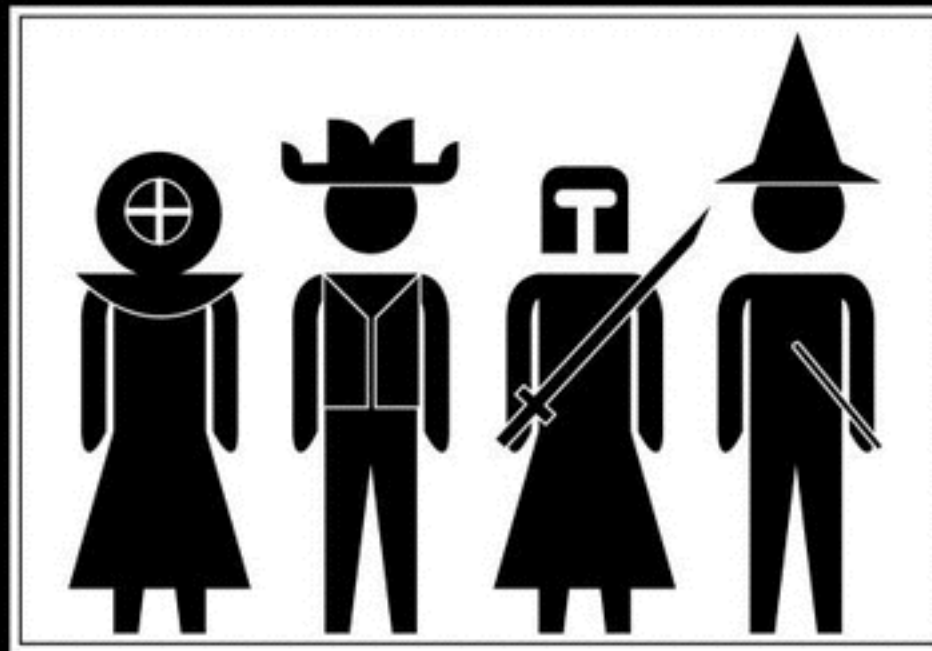




# These are your kids



# 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](http://www.burningthroughpages.org)



DID YOU KNOW?

1 OUT OF 5  
DEATHS  
IN THE U.S.  
IS CAUSED BY  
SMOKING



## Text Overlay on Image

NEARLY  
9 OUT OF 10  
ADULT SMOKERS  
STARTED BEFORE  
THEY WERE 18

MAKE YOUR OWN DECISIONS



From <http://therealcost.betobaccofree.hhs.gov/>




**"NOW CUSTOMERS ARE ASKING, 'IS THIS LOCAL LAMB?  
WHERE ARE YOU GETTING THIS?' "**



*Chef Anne Hart puts  
Kennebec potatoes grown  
by C.D. Cole in Jane Lew,  
West Virginia, on the  
menu at the Provence  
Market. "I prepare  
them roasted with other  
seasonal vegetables, or  
mashed, with truffle oil  
and a bit of truffle salt."*





**When the Supreme Court handed down  
its historic decision on global warming,  
it wasn't just a bunch of lawyers who won.**

The Supreme Court delivered a landmark decision that gave the EPA the power to fight global warming. This ruling marks just one of a string of recent court victories that Earthjustice is helping to win. From Alaska to

California to West Virginia, good lawyers are making the difference. And Earthjustice is putting more lawyers on the ground where they're needed most. With your help, we'll continue to win. **Please visit [earthjustice.org](http://earthjustice.org).**



**EARTHJUSTICE**  
*Because the earth needs a good lawyer*





*Addressing the causes and consequences  
of substance abuse in Burlington, Vermont*

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454  
Fans



73  
Followers



2  
Subscribers

#### Upcoming Events

Jun  
13

Fri

BPHC Board Meeting @ 94 West Canal St

BPHC Board Meeting @ 94 West Canal St

Jun 13 @ 12:30 am – 2:00 am

Share this: [Email](#) [Print](#) [Facebook](#) [Google](#) [Twitter](#) [Pinterest](#)

Jun

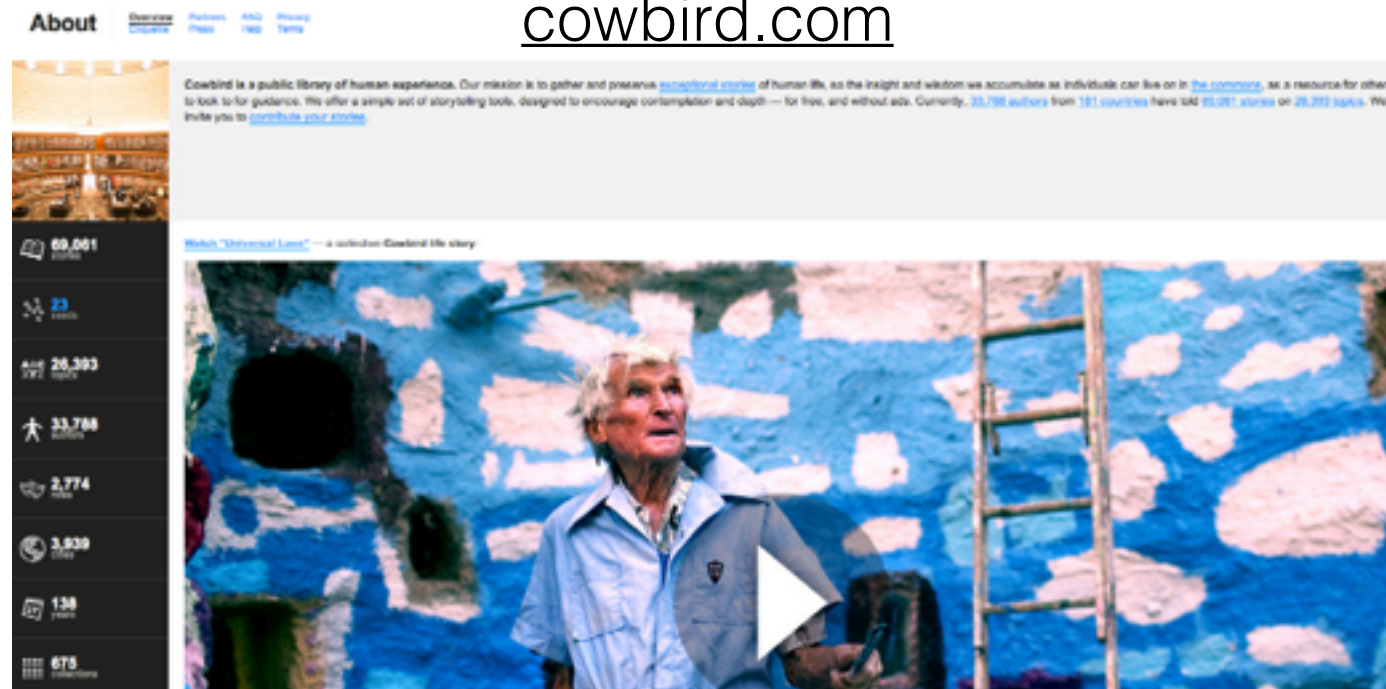
11

They will grow up  
in the blink of an eye.

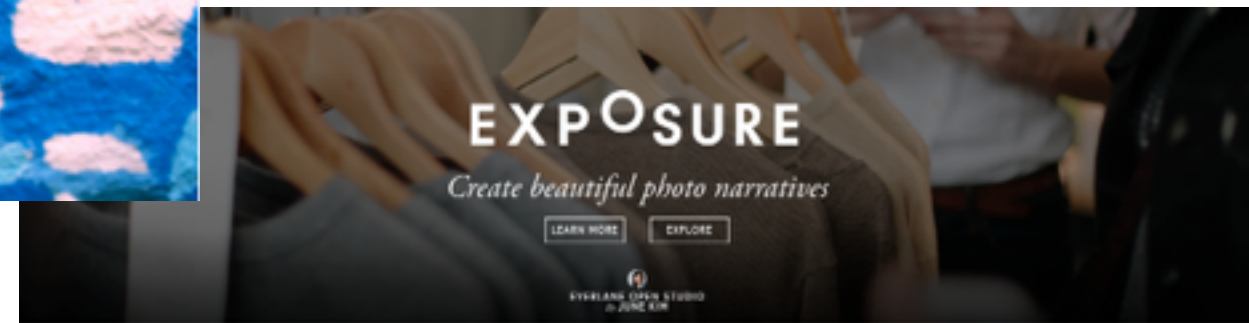


# The Visual Essay

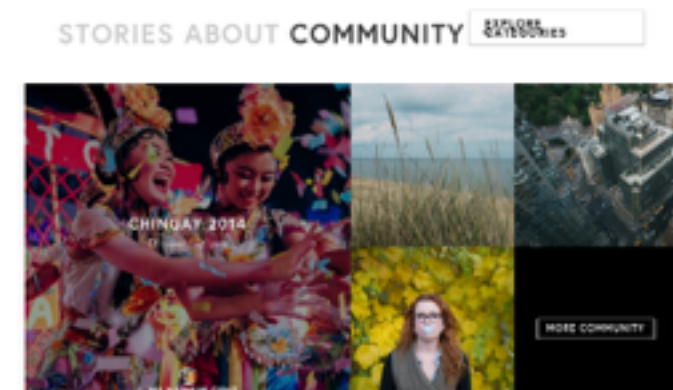
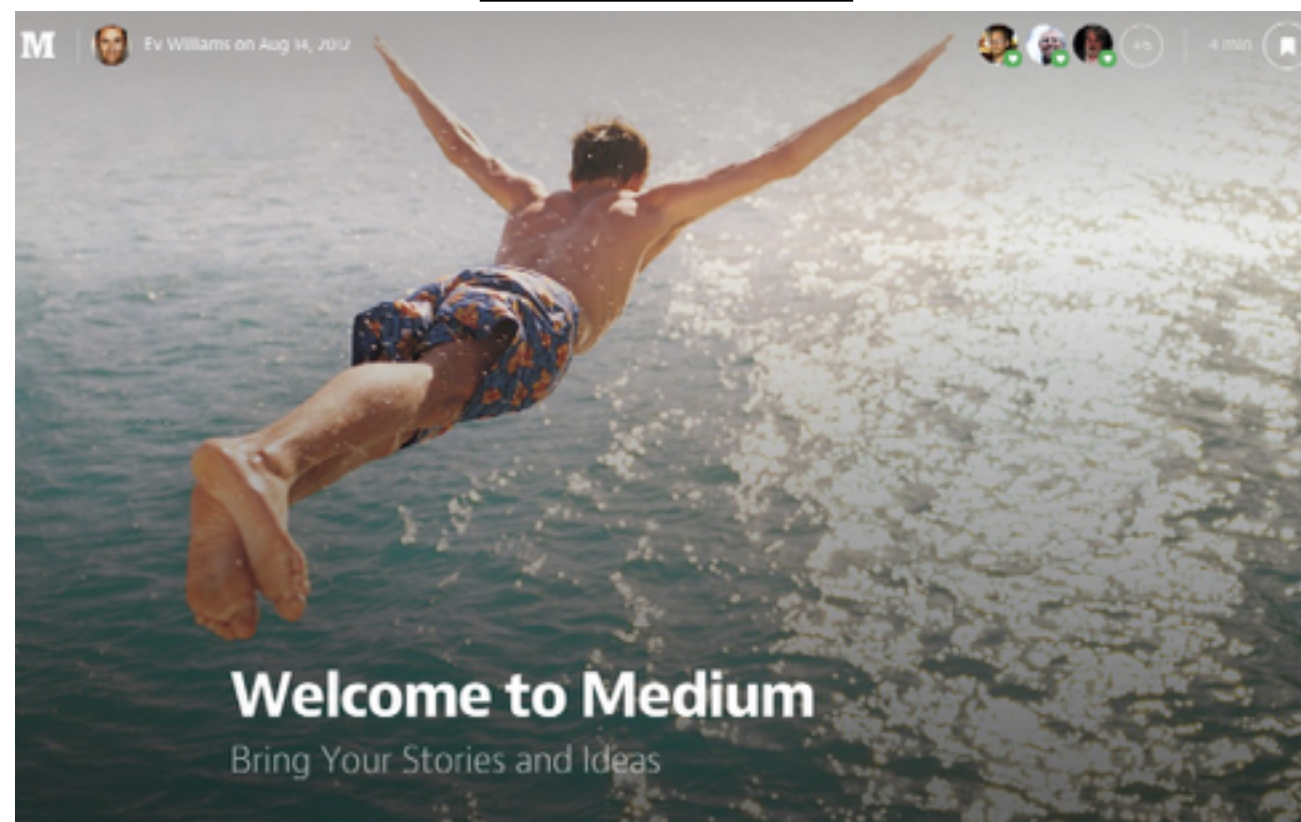
[cowbird.com](http://cowbird.com)



[exposure.co](http://exposure.co)



[medium.com](http://medium.com)





EXPOSURE

# WHAT WILL YOU DO WITH IT

*meet the happiest mother in Malawi*



Story by **CHARITY: WATER**  
POSTED IN **CAUSES AND HUMANS**

APRIL 2<sup>ND</sup>, 2014



<https://charitywater.exposure.co/mulitani>



# Digital Audio Projects

[[murmur]]



<http://edinburgh.murmur.info/>



Barbara's Audio Story (Made with Audioboo)



## Micro-video



<http://digiday.com/brands/saatchis-vines/>



# Instagram Video



**charitywater**

Follow

10 months ago

Sarpan Gamanga often used to spend four hours every day walking to get water from a nearby stream. Not anymore. Thanks to @charitywater funding, Sarpan and the other women in Engereda village now have water taps right at home. Which makes for a much shorter journey. #waterchangeseverything



sgt\_weezy, nabeel\_almutawaa, arms711 and 7,391 others like this.



**kalisha\_uka**

My eyes were opened once i went to india for the first time as i am indian but was born and am living in new Zealand



**kalisha\_uka**

What state are u filming in??



**buchcanan**

Sexylexy



**oemac**

@kimmi\_v3rzilli



**sydasumaiya**

India iain



**sydasumaiya**

India ain't it?



Leave a comment...



[http://instagram.com/p/aye\\_2mGhNa/](http://instagram.com/p/aye_2mGhNa/)



## Video: One Question, Many Answers



<https://www.youtube.com/watch?v=a9QyVip7PRk>



## A Video Thank-you (pass-the-story)



<https://www.youtube.com/watch?v=KOSzSQfTx4o#t=12>



# Short, Personal Video Story



<https://www.youtube.com/watch?v=A-UfwBt4-gQ&list=UU6-yojzQ3fqzejnJTasi-Yw&index=9>



# Same Story, From Radio to Web to Television

## Walter Backerman, Seltzer Man by Radio Diaries on January 19, 2002



Cookie policy



Radio Diaries  
Radio Diaries - NYW Seltzman



7:19

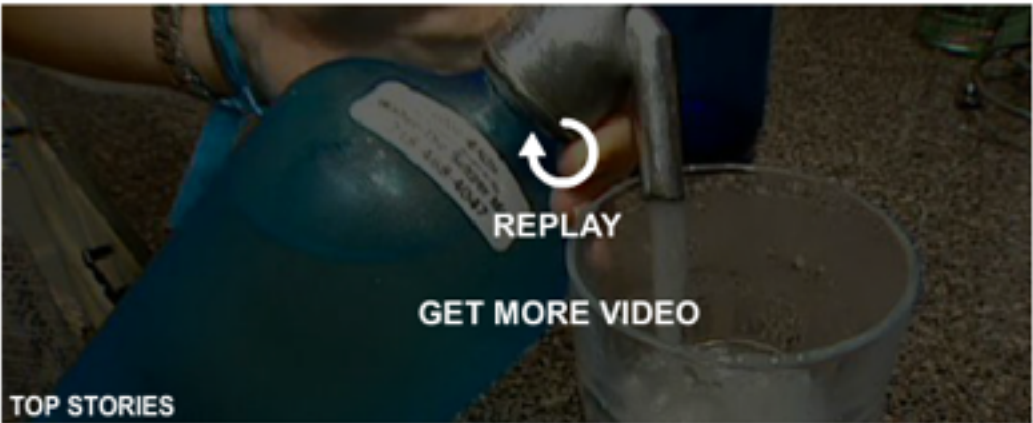
SOUNDCLOUD



▶ 2,281

### The Radio Approach


#### The Seltzer Man by WABC-TV News on August 24, 2010




REPLAY

GET MORE VIDEO

TOP STORIES



### The Broadcast Approach



REMEMBER THESE DAYS

MediaStorm | STORYTELLING WORKSHOPS

▶ 00:00 / 12:05

Watch more at MediaStorm

Powered by

For Walter Backerman, seltzer is more than a drink. It's the embodiment of his family. As a third generation seltzer man, he follows the same route as his grandfather. But after 90 years of business, Walter may be the last seltzer man. See the project at <http://mediastorm.com/training/remember-these-days>

### The Web Approach

<http://transom.org/2012/mediastorm-storytelling/>



# Create precious memories

Capture, edit and share videos from any device

START FOR FREE >>

## Tell your Personal Story



## Transform your Business



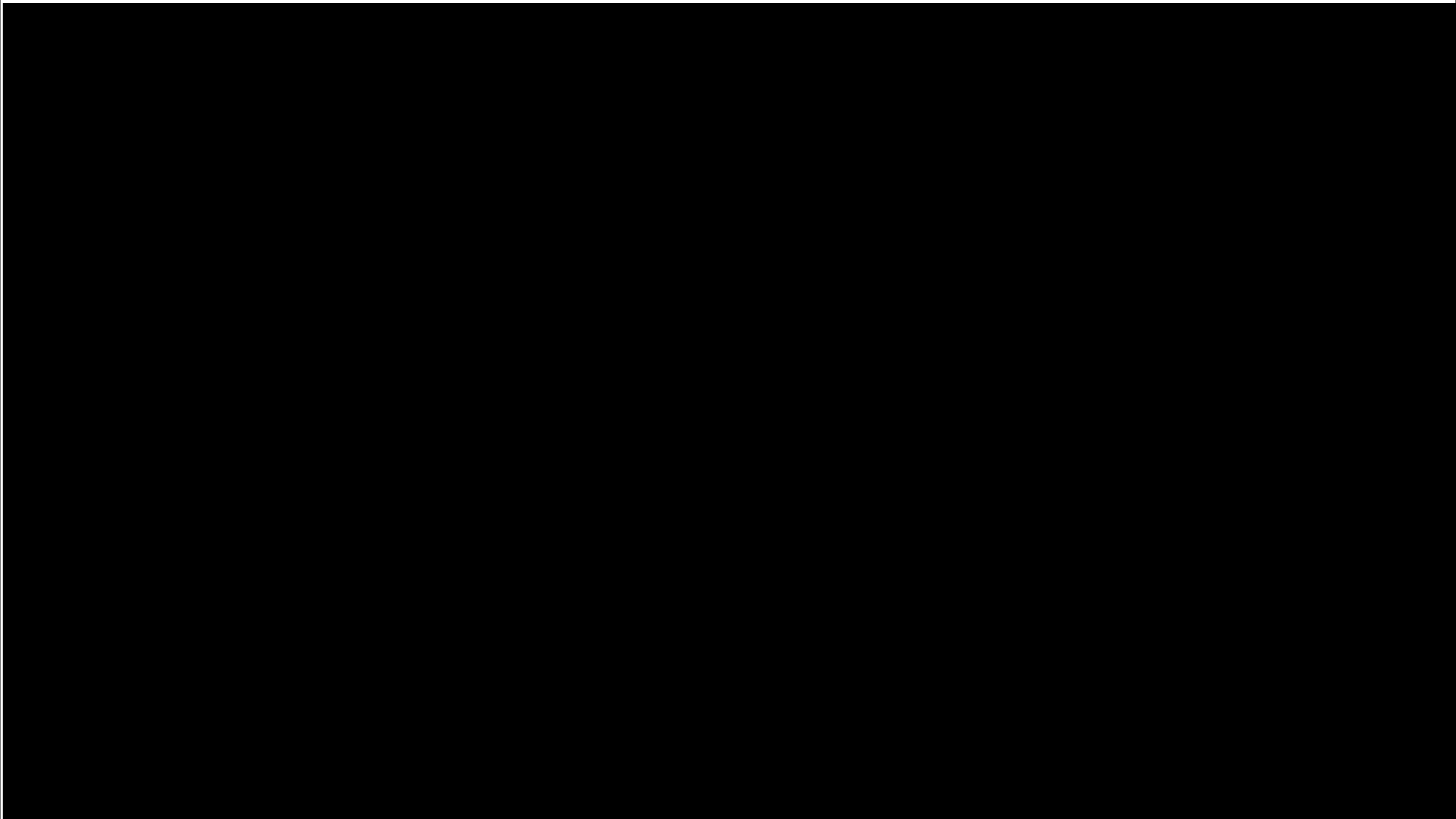
## Video Power to Education



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



## Barbara's Example of Wevideo Digital Story (using no video clips)





Exercises: 1. Still Image 2. Audio 3. Video stories



## Planning your digital story

### 1. **Focus your narrative using these questions**

- ▣ Who are you trying to engage?
- ▣ What action do you want them to take?
- ▣ Why would they take action?
- ▣ What information can you provide to influence their decision?

### 2. **Determine the scope of your story**

- ▣ Moment in time vs. longer story arc?
  - ▣ Who should be participating in the story?
  - ▣ What media is best to capture (images, videos, audio, etc.)?
-



# The Golden Rules

## Keep it short

- Powerful stories are often under 2 minutes long. The effort you put into keeping it short will go a long way in helping you focus your message

## Keep it simple

- Try to focus on one main topic (an event, one person's story, a lesson, a testimonial). It's easier to get excited about a video that is focused.

## Be genuine

- Viewers want to connect with the work that your organization is doing. Focus on content that is compelling rather than what's cool

## Keep it fluid

- Beginning-Middle-End: Catch the audience at the beginning and explain what is happening, build emotion in the middle, and come to some sort of resolution at the end

## Keep it moving

- Video and photos show the story but don't forget the importance of audio. Audio adds emotion.

## Keep it interesting

- Wide shots - establishes the scene
- Medium shot - gives more intimacy
- Close-up - for emotion and direct connection



# Finding Media to Use in Your Project



[About](#) [Licenses](#) [Public Domain](#) [Support CC](#) [Projects](#) [News](#)

Site Search



Find content you can share, use and remix

Enter your search query

I want something that I can... ☒ use for commercial purposes;  
☒ modify, adapt, or build upon.

Search using:

Europeana

Media

Flickr

Image

Fotopedia

Image

Google

Web

Google Images

Image

Jamendo

Music

Open Clip Art Library

Image

SpinXpress

Media

Wikimedia Commons

Media

YouTube

Video

Pixabay

Image

ccMixter

Music

SoundCloud

Music

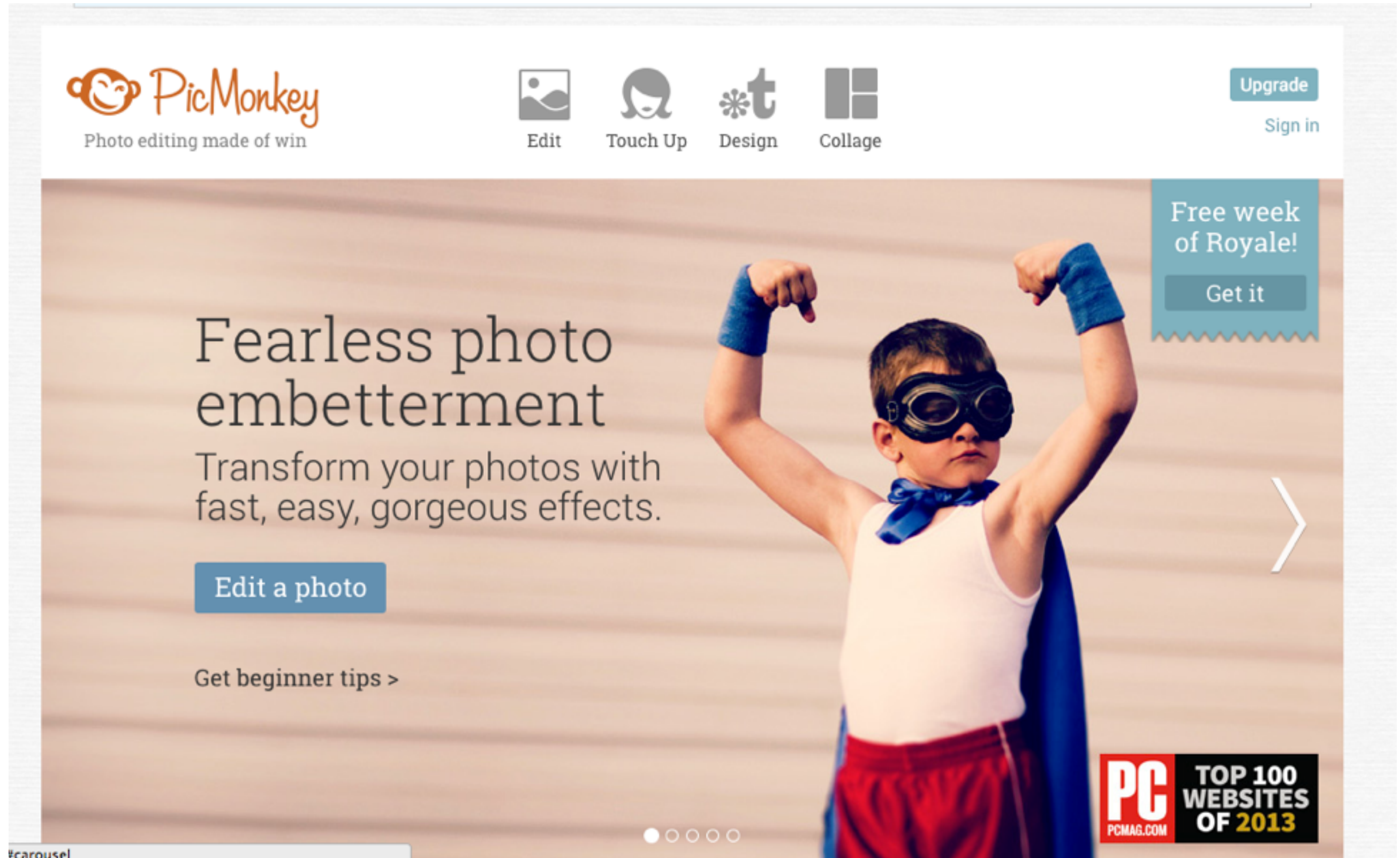
Please note that [search.creativecommons.org](http://search.creativecommons.org) is *not a search engine*, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are

[Add CC Search](#) to your browser.

[Learn how](#) to switch to or from CC Search in your Firefox search bar.



# Online Free Photo Editing (Text Overlay Stories)

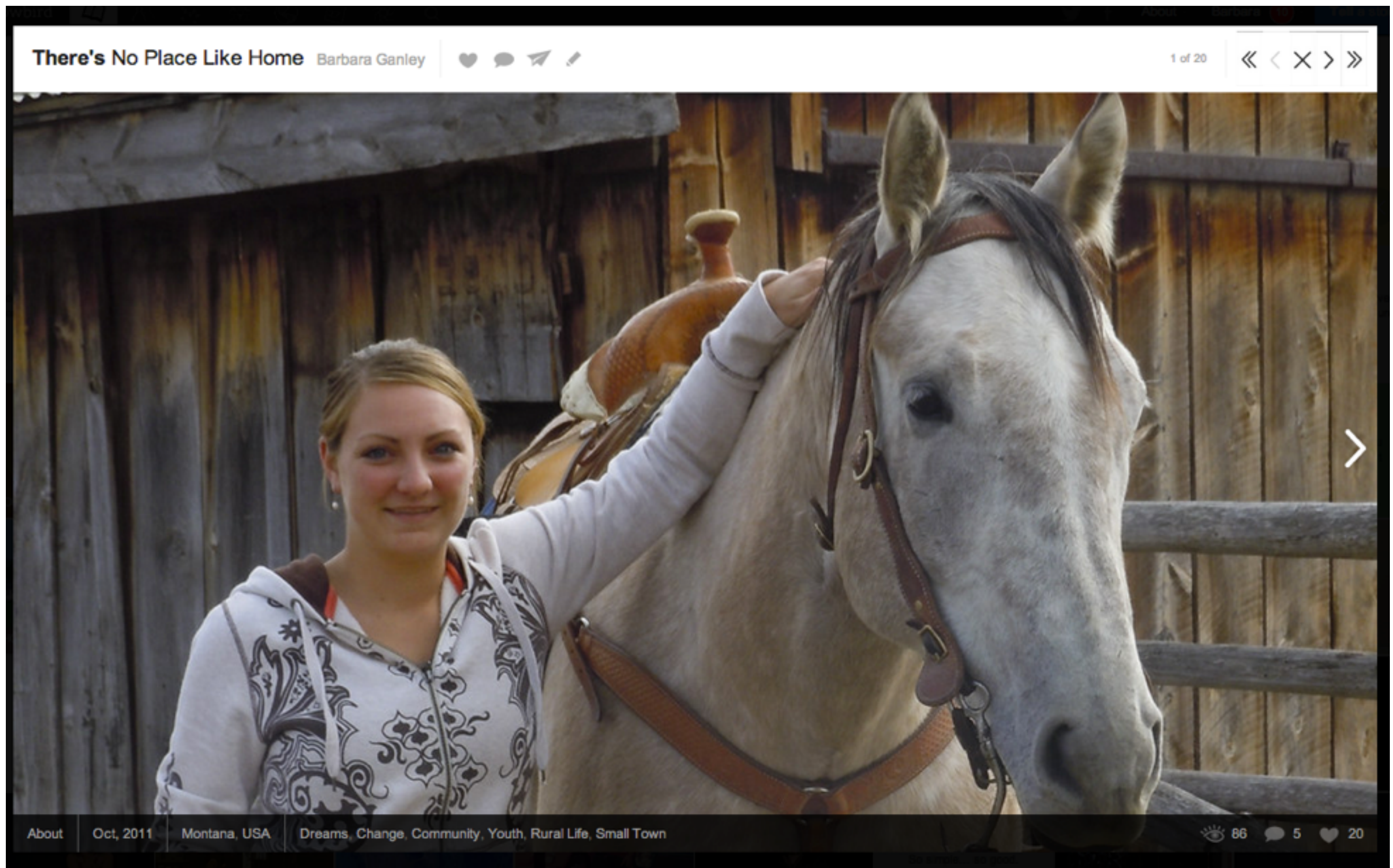
The image shows the homepage of the PicMonkey website. At the top, there is a navigation bar with the PicMonkey logo on the left, which includes a monkey icon and the text "PicMonkey" and "Photo editing made of win". To the right of the logo are four icons representing different editing features: "Edit" (a picture icon), "Touch Up" (a face icon), "Design" (a star and 't' icon), and "Collage" (a grid icon). Further right are "Upgrade" and "Sign in" buttons. The main content area features a large background image of a young boy dressed as a superhero, wearing a white tank top, red shorts, a blue cape, and a black mask, with his arms raised in a power pose. On the left side of this image, the text "Fearless photo embetterment" is displayed in a large, dark font, followed by "Transform your photos with fast, easy, gorgeous effects." Below this text is a blue button labeled "Edit a photo" and a link "Get beginner tips >". On the right side of the image, there is a blue box with the text "Free week of Royale!" and a "Get it" button. A white chevron arrow points to the right. In the bottom right corner, there is a red and black badge that says "PC TOP 100 WEBSITES OF 2013". At the bottom left, there is a small "#carousel" label. At the bottom center, there are five small circles, with the first one being filled, indicating the current slide in a carousel.

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

<http://pixlr.com/>



# One Story/Three Platforms







[http://cowbird.com/story/94912/Theres\\_No\\_Place\\_Like\\_Home/](http://cowbird.com/story/94912/Theres_No_Place_Like_Home/)



# Cowbird Editor

Story








Page 1

Arial Georgia

our handwriting



HTML style guide

Title...

Publish

Save draft

Cancel



# THERE'S NO PLACE LIKE HOME

*Asking for Story on a Plane Bound for Montana*



Story by **BARBARA GANLEY**

POSTED IN **COMMUNITY**

JUNE 9<sup>TH</sup>, 2014



<https://bgblogging.exposure.co/theres-no-place-like-home>





# No Place Like Home

Asking for Story on a Plane Bound for Montana

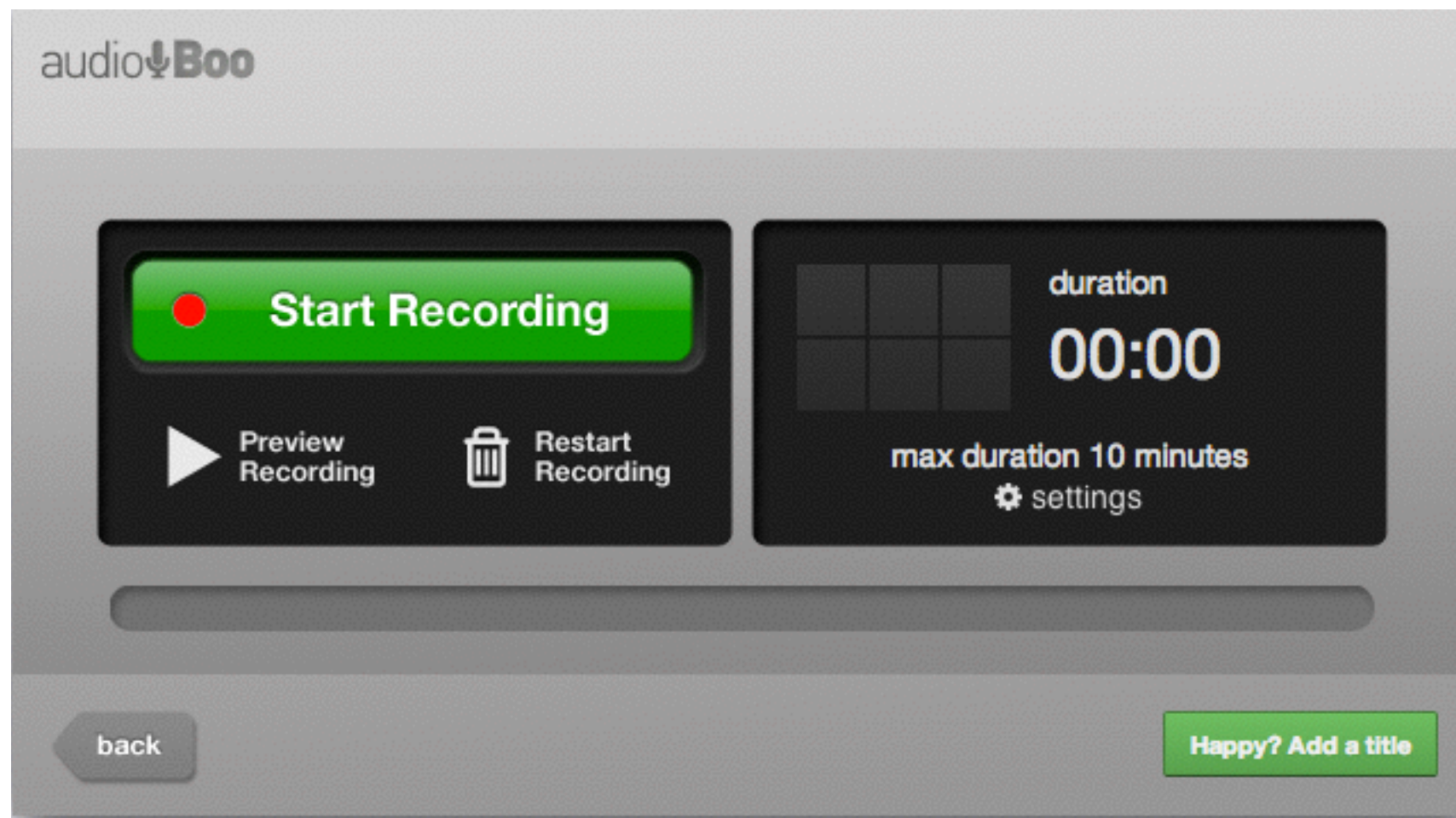


<https://medium.com/@bgblogging/no-place-like-home-3f757ef519dc>



# Audio Stories

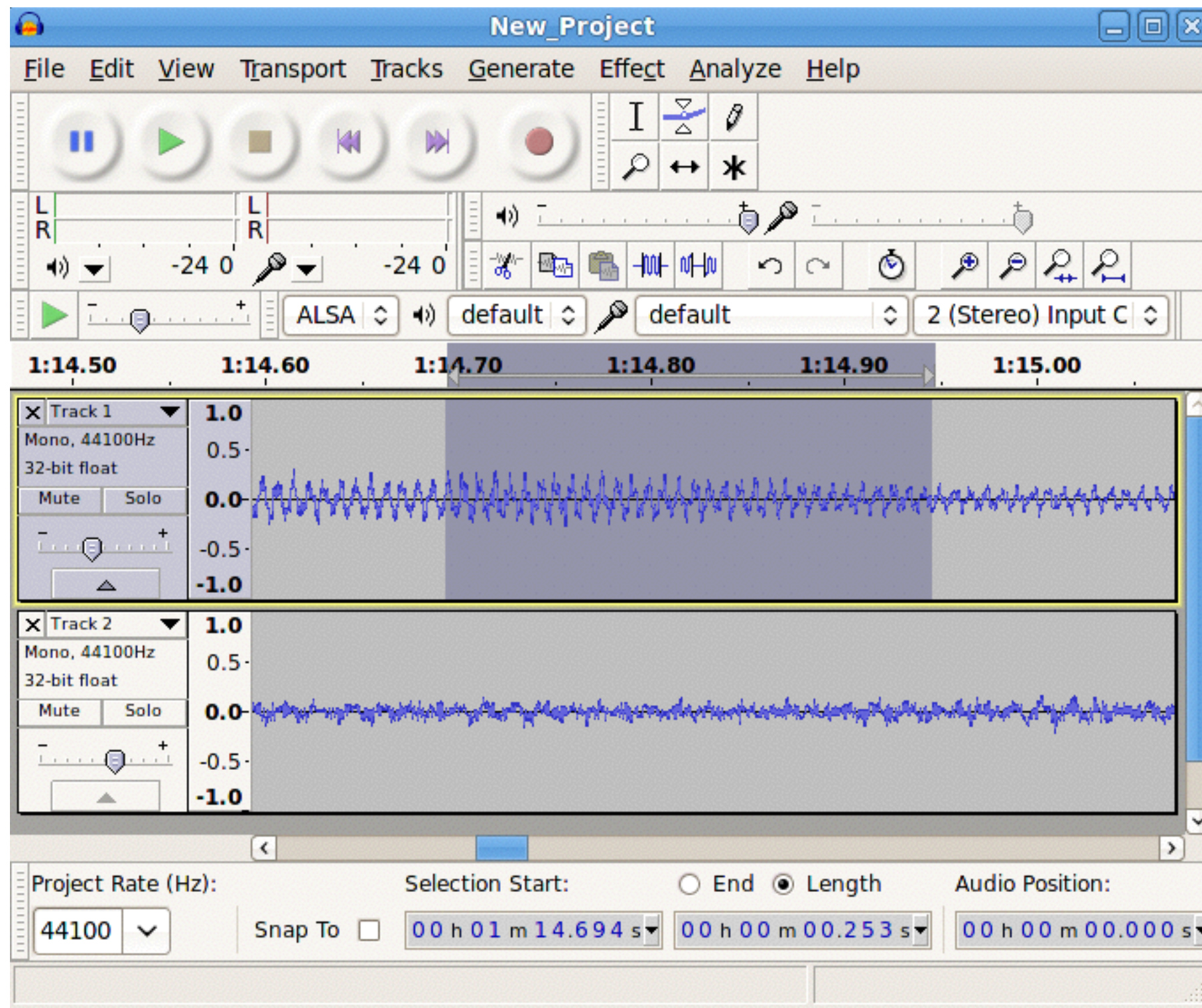
## Record Your Micro-Story



<https://audioboo.fm>



If you feel more confident, use Audacity



<http://audacity.sourceforge.net/>



# Multimedia Digital Stories

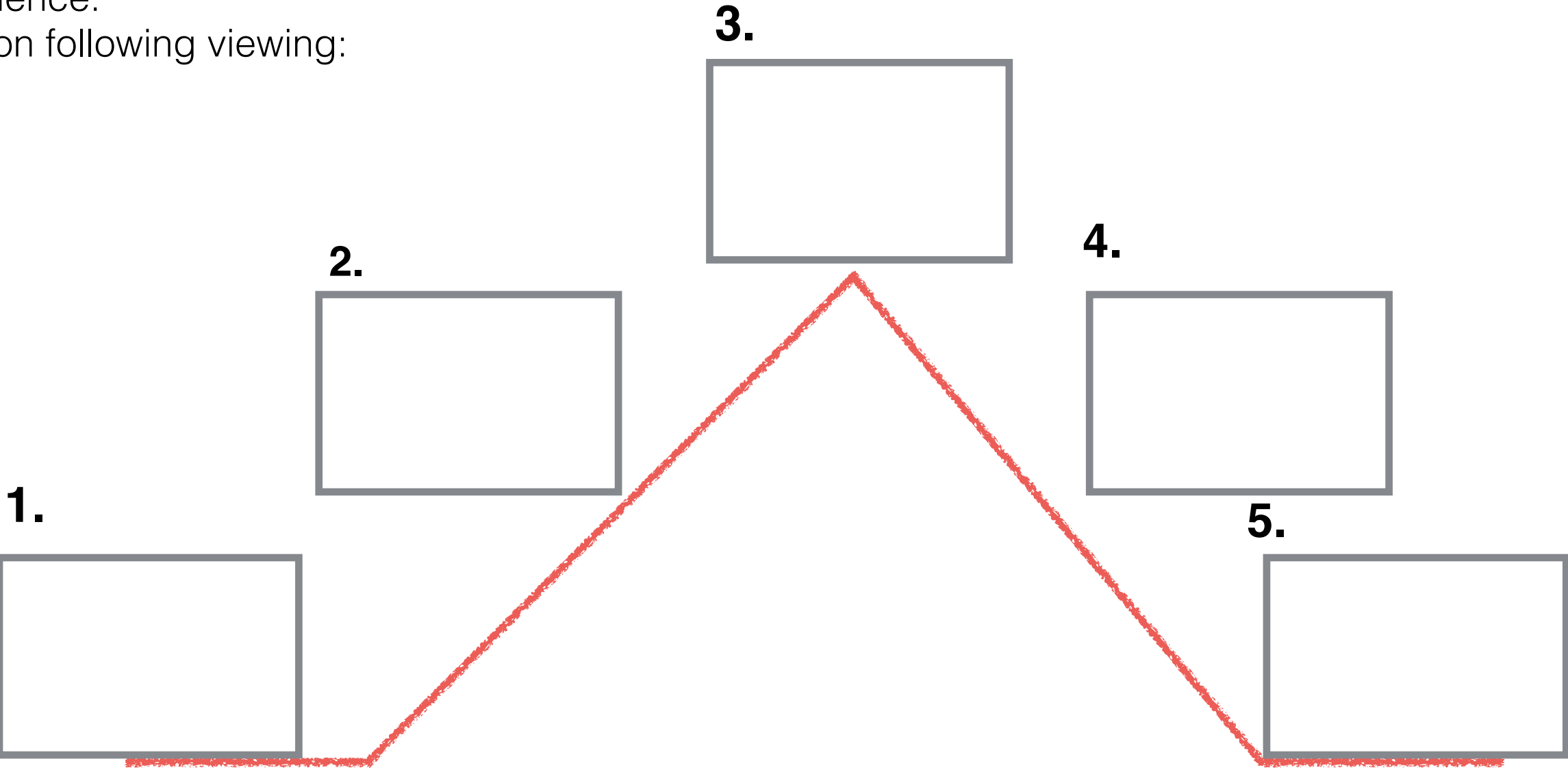
Storyboard from [storycenter.org](http://storycenter.org)

<b>Effects</b>	Fade In	Image Pan	Image Pan	Image Pan	Image Pan
<b>Transitions</b>	Cross Dissolve				
<b>Voiceover</b>	There is a picture of my mother that I always keep with me. It is a curious photo, because in most photos I always imagine that people pose for the future, but in this time, this moment, this photograph I feel like she is searching for her past.				
<b>Soundtrack</b>	Fade in guitar chord progression				
<b>Images</b>					
<b>Effects</b>	Alpha Channel Motion				
<b>Transitions</b>	Cross Dissolve	Cross Dissolve	Cross Dissolve	Cross Dissolve	Cross Dissolve
<b>Voiceover</b>	Across oceans and between cultures,	a young woman,	a doctor,	a wife,	



# Narrative Arc Story Board

Purpose:  
Audience:  
Action following viewing:



Character:  
Dilemma:  
Change/Outcome:



## Five Shot method

Closeup on hands

Closeup on face

Wide shot

Over the shoulder

Unusual/side shot





# 1 Closeup of the hands

**WHAT** is being done?  
Mystery is good: half the frame should be hands



# 2 Closeup of the face

**WHO** is doing it?  
Show **TWO EYES**, not a profile shot



# 3 Wide shot

**WHERE** is it being done?  
Respect the **LINE OF ACTION**



# 4 Over the shoulder

**HOW** is it done?  
Combine into **POV-like shot**



# 5 Unusual/ alternative

**WHAT ELSE** should viewer know?



# Editing with WeVideo

The screenshot displays the WeVideo web interface. At the top, the 'wevideo' logo is on the left, and navigation links for 'PROJECTS', 'MEDIA', 'UPLOAD', 'EXPORTS', 'CAMPAIGNS', and 'ACCOUNT' are in the center. On the right, there is a help icon (question mark) and a user profile picture. Below the navigation bar, a blue header contains 'Timeline (A)' with a dropdown arrow, and buttons for 'Upload', 'Themes', and 'Publish'. The main workspace is divided into three sections: a left sidebar with 'Media' (containing 'My media' and 'Project media' folders), a central media library with a grid of video thumbnails (including 'birds-against-the...', 'white-lie-again co...', 'haybales', 'haybales-5', 'haybales-3', 'flight', 'firebirds', and 'droplets'), and a right preview window showing a video of birds. Below the media library is a timeline with a scrubber bar and a time scale from 0:00 to 0:44. A green vertical line marks the 00:10:02 position. The timeline tracks include 'Video 1', 'Main' (with a 'Metamorphosis' clip), and 'Audio 1' (with an orange audio waveform). At the bottom, a status bar shows 'Nothing to save.' and a search bar with the text 'Search for help'.



# An Exercise in Making a Five-Shot Video

1. Download the clips onto your desktop: <http://vimeo.com/20958305>

<http://vimeo.com/20959653>

<http://vimeo.com/20962197>

<http://vimeo.com/20964669>

<http://vimeo.com/20967508>

<http://vimeo.com/20968369>

<http://vimeo.com/20969070>

Import them into WEVIDEO.

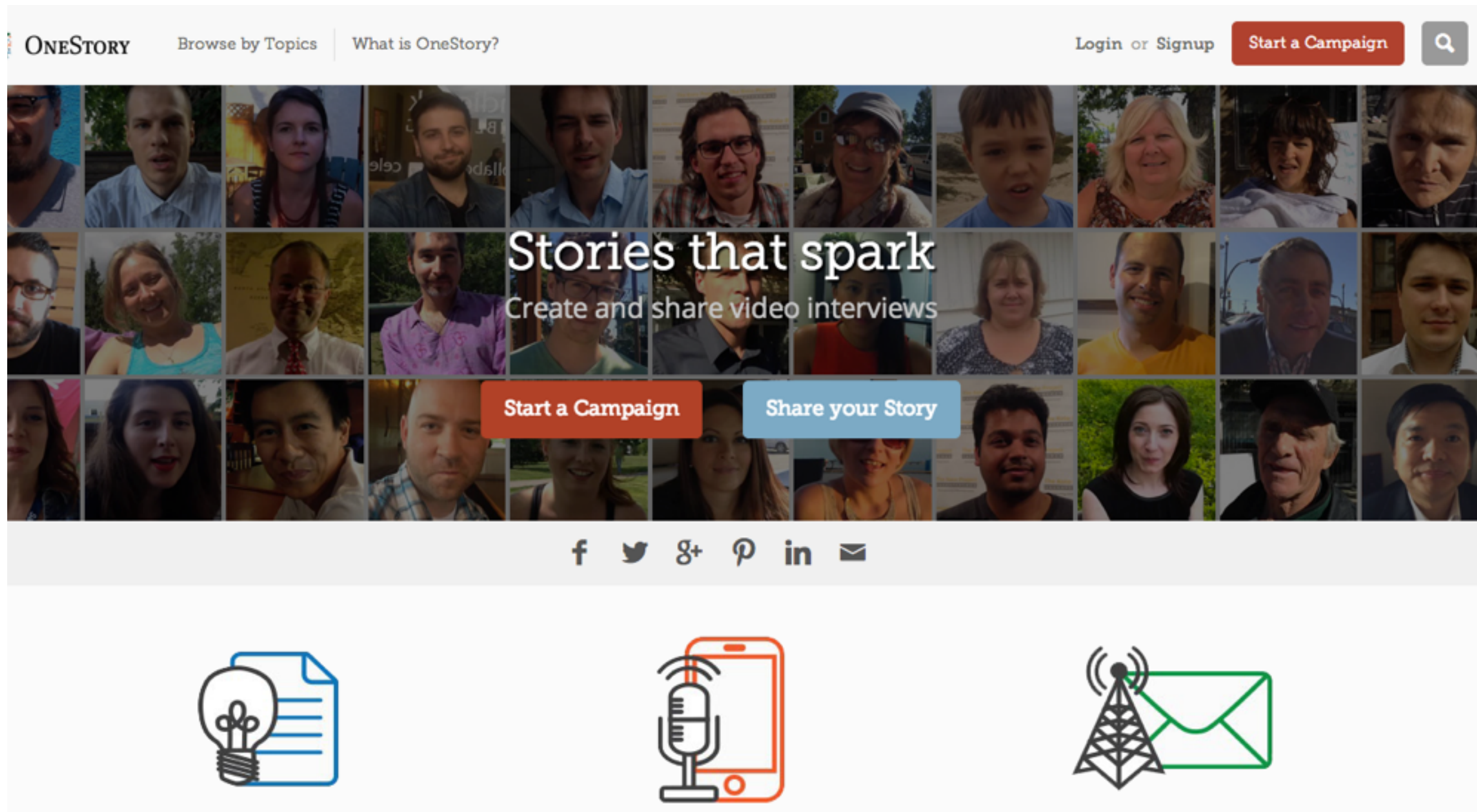
2. Cut and arrange the clips into a video about making rice paper in Cambodia
3. Compare results with other groups
4. Compare your video with the original: [https://www.youtube.com/watch?v=X1F88mDW\\_oM](https://www.youtube.com/watch?v=X1F88mDW_oM)

Description of Exercise

<http://www.jou.ufl.edu/faculty/mmcadams/video/>



# Other story platforms



See bg's list of workshop resources for more: <http://community-expressions.com/digital-storytelling-for-nonprofits-2/>

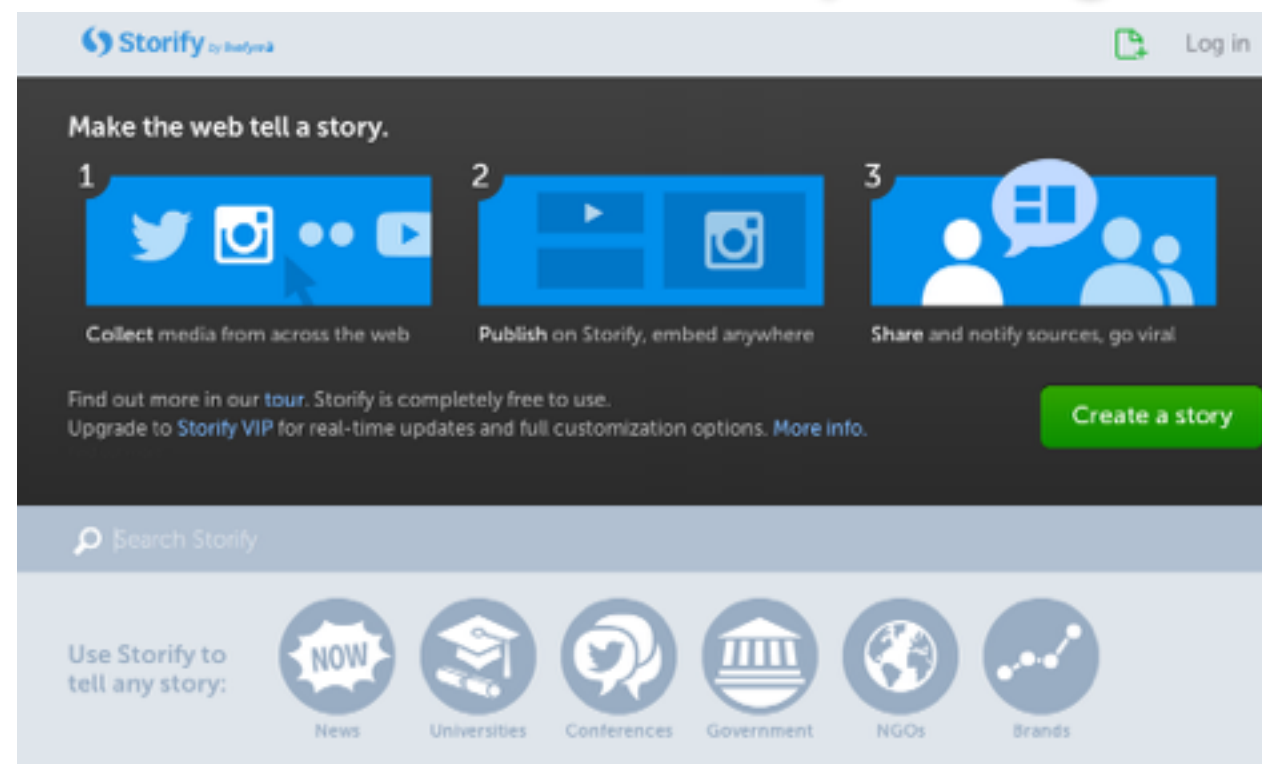


# Interactive Storytelling



[racontr.com](http://racontr.com)

# Curated Storytelling



<https://storify.com>





Questions?  
Follow-up?

Contact Barbara  
&  
Community Expressions, LLC  
at  
[bgblogging@gmail.com](mailto:bgblogging@gmail.com)  
802-989-1885

**All 2014 Storytelling Workshop Resources**

<http://community-expressions.com/2014-vcfben-jerrys-storytelling-workshops/>