



The Art of Storytelling for Vermont Nonprofits

a Vermont Community Foundation Workshop
with
Barbara Ganley of Community Expressions, LLC

November 4, 2015

Itinerary

PART ONE The Story, The Telling

- A. **Exercise:** Story in Your Pocket
- B. What Makes a Good Story and an Effective Telling
- C. **Exercise:** Story about Why You Do What You Do

PART TWO Mine, Yours, Ours: The Many Ways of the NonProfit Story

- A. The Nonprofit Story: Purpose and Audience
- B. Finding & Framing the Right Story(ies): Grants & Reports
- C. **Exercise:** Funder Story
- D. **Exercise:** The Story You Brought Today

10-Minute Break

PART THREE Digital Storytelling

- A. The Digital Story, the Visual Story – Newsletters & Blasts
- B. **Exercise:** Text and Image Stories
- C. **Exercise:** A Story to Bring Back

PART FOUR The Long View: Planning A Storytelling Strategy & Sharing

- A. Approaches to a Storytelling Strategy
- B. **Exercise:** Tomorrow
- C. Conclusion: Story of Today

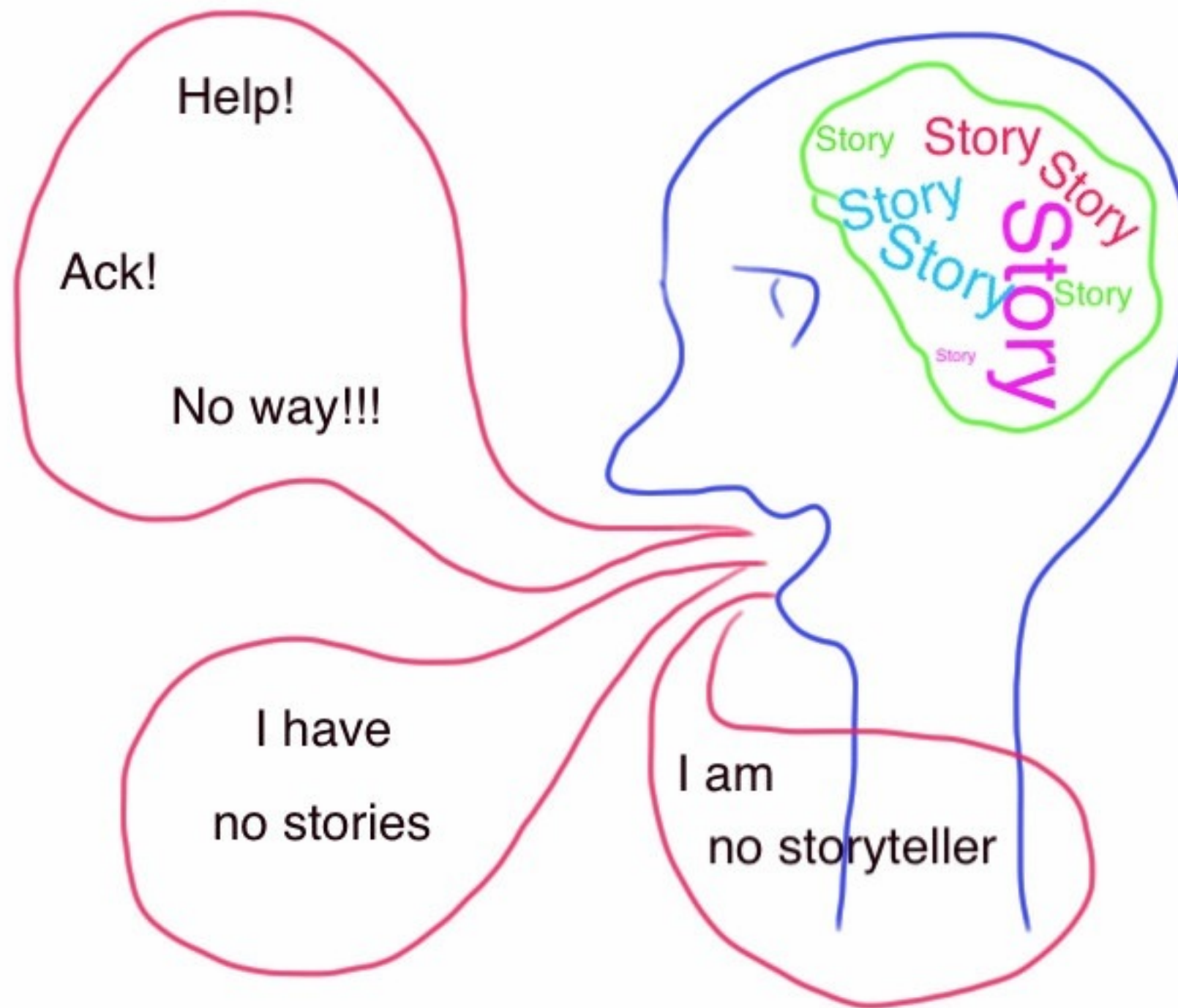


Story #1



One minute story
about
something
you're wearing
or an object
in your pocket
or bag

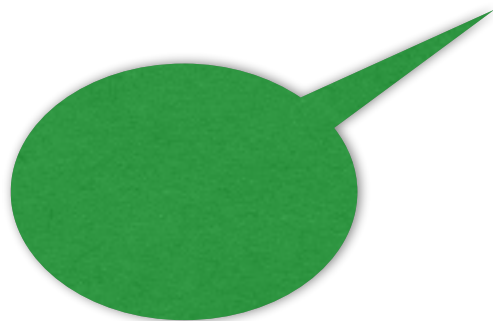
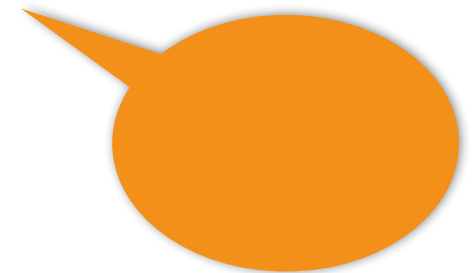






1. Jot down what makes a
good story & a great telling

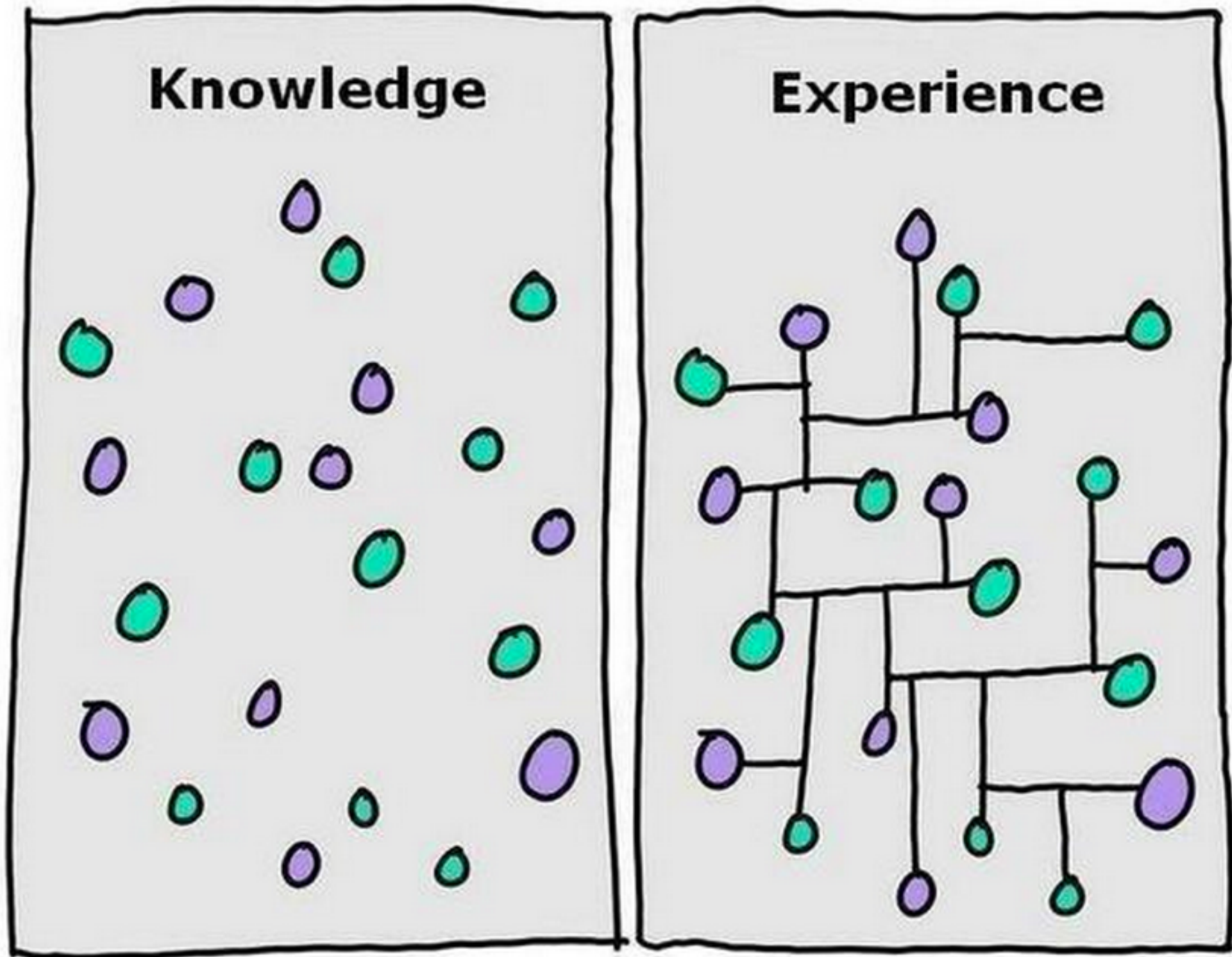
2. Share in pairs, then with
table & full group



We are the storytelling species

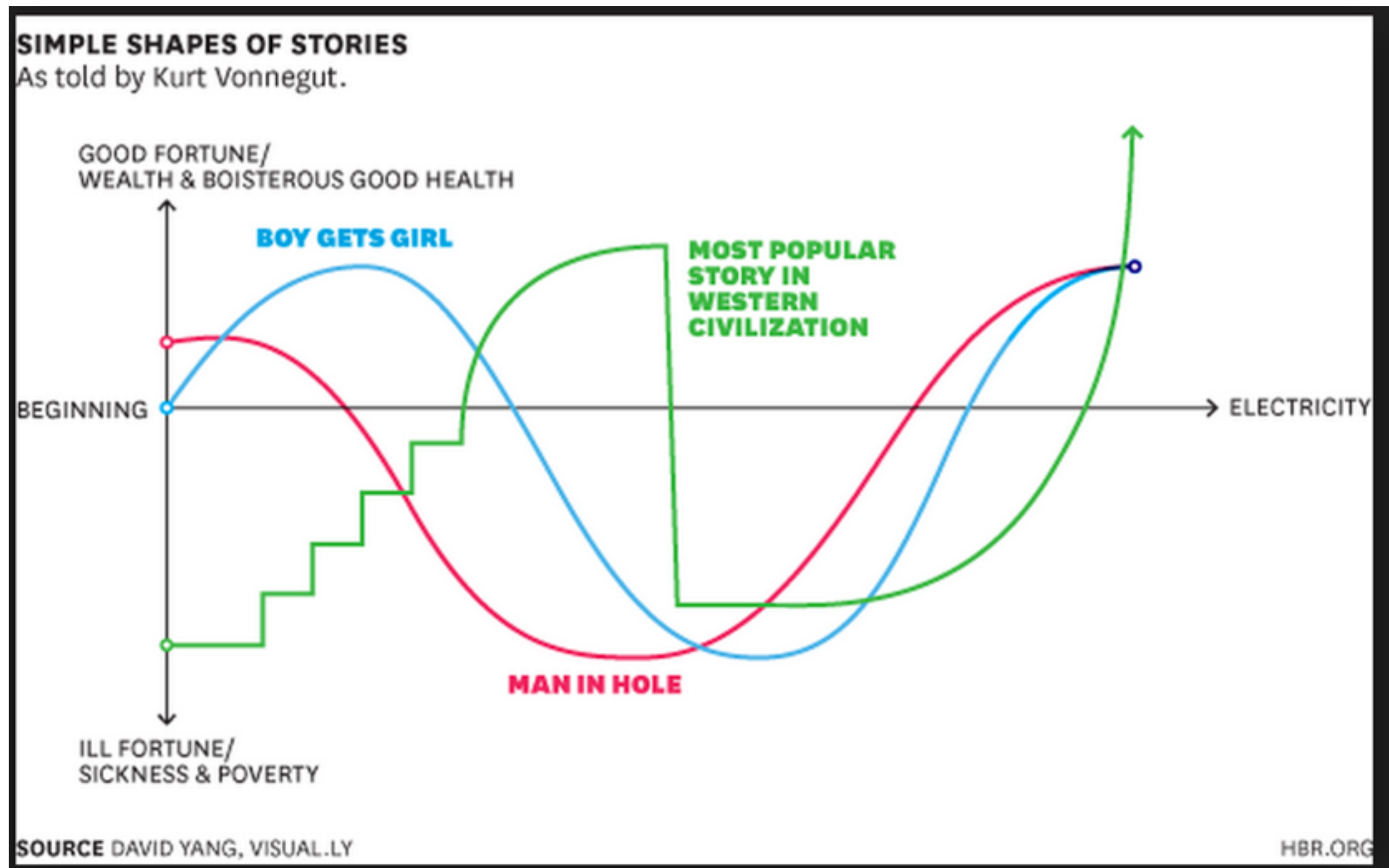






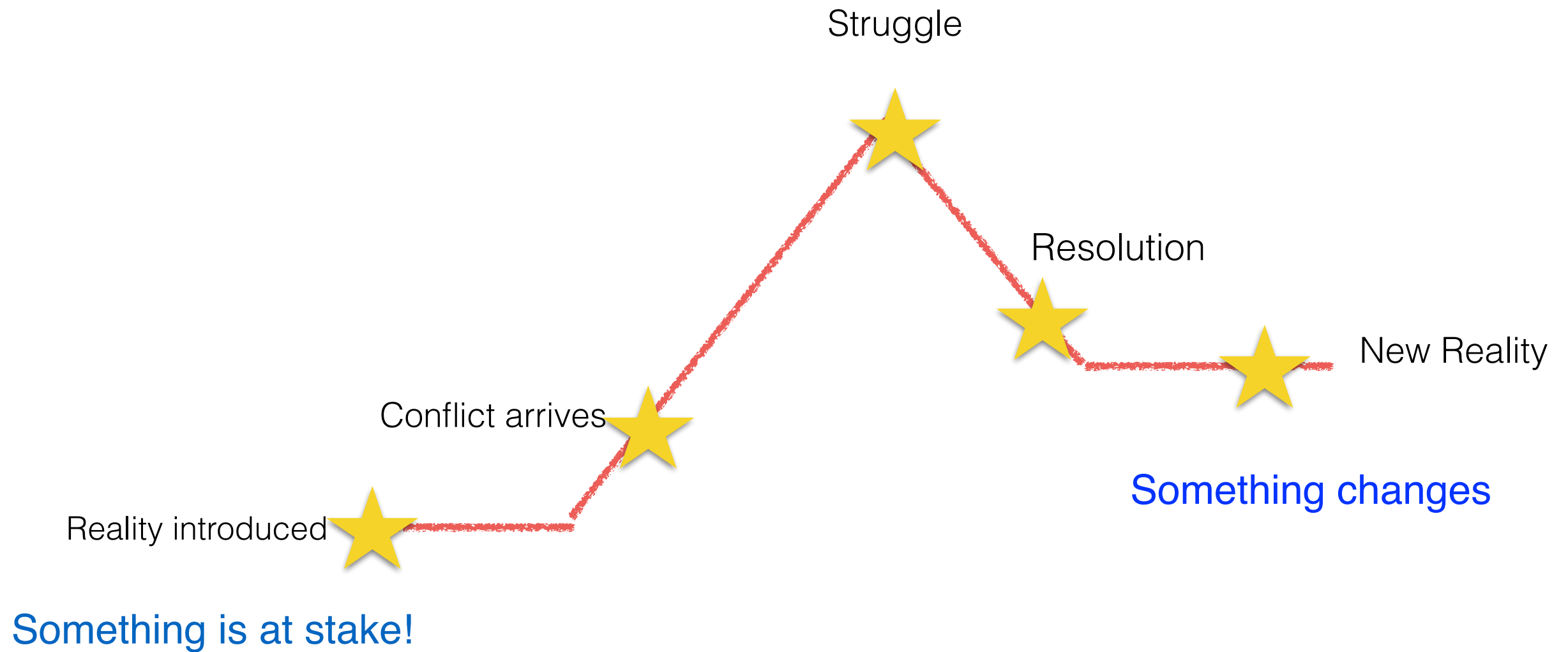
Cartoon by Hugh McLeod

Kurt Vonnegut on Story Shapes

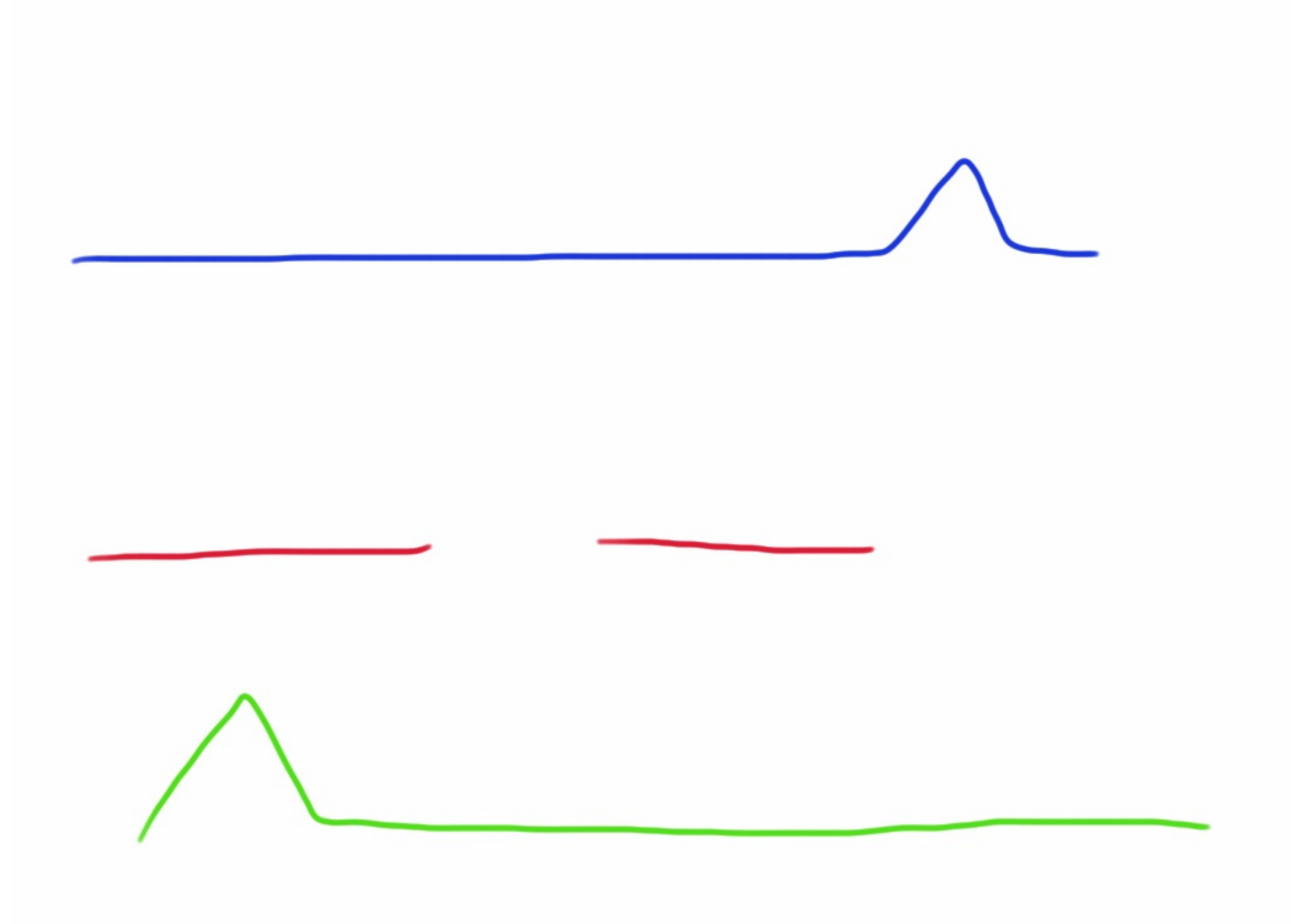


<http://bit.ly/1IjVf9k>

Situation—Complication—Resolution



Common Mistakes



“It takes two to story.”

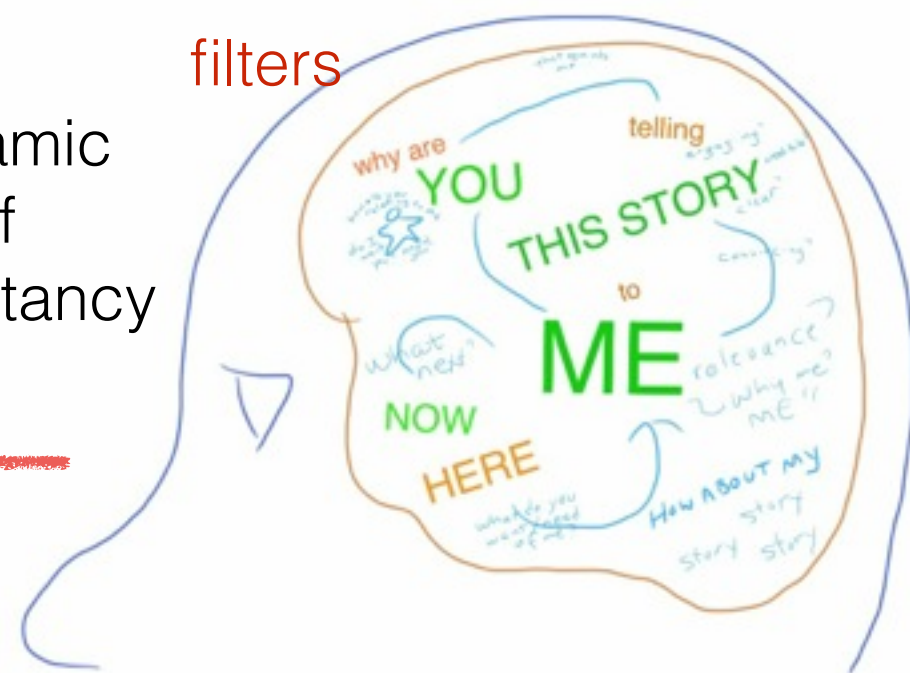
—Richard Kearney

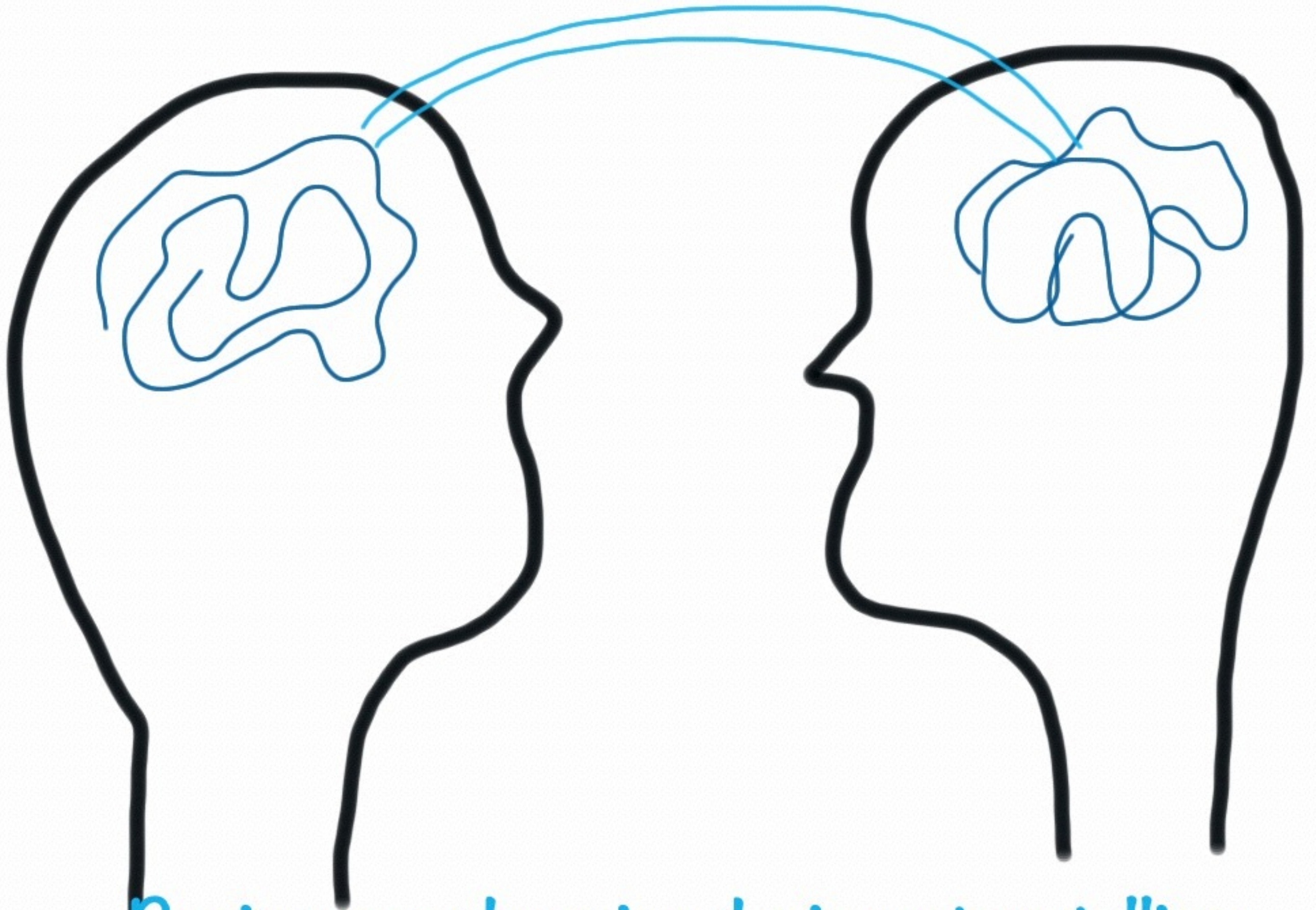
Listening is not neutral

filters

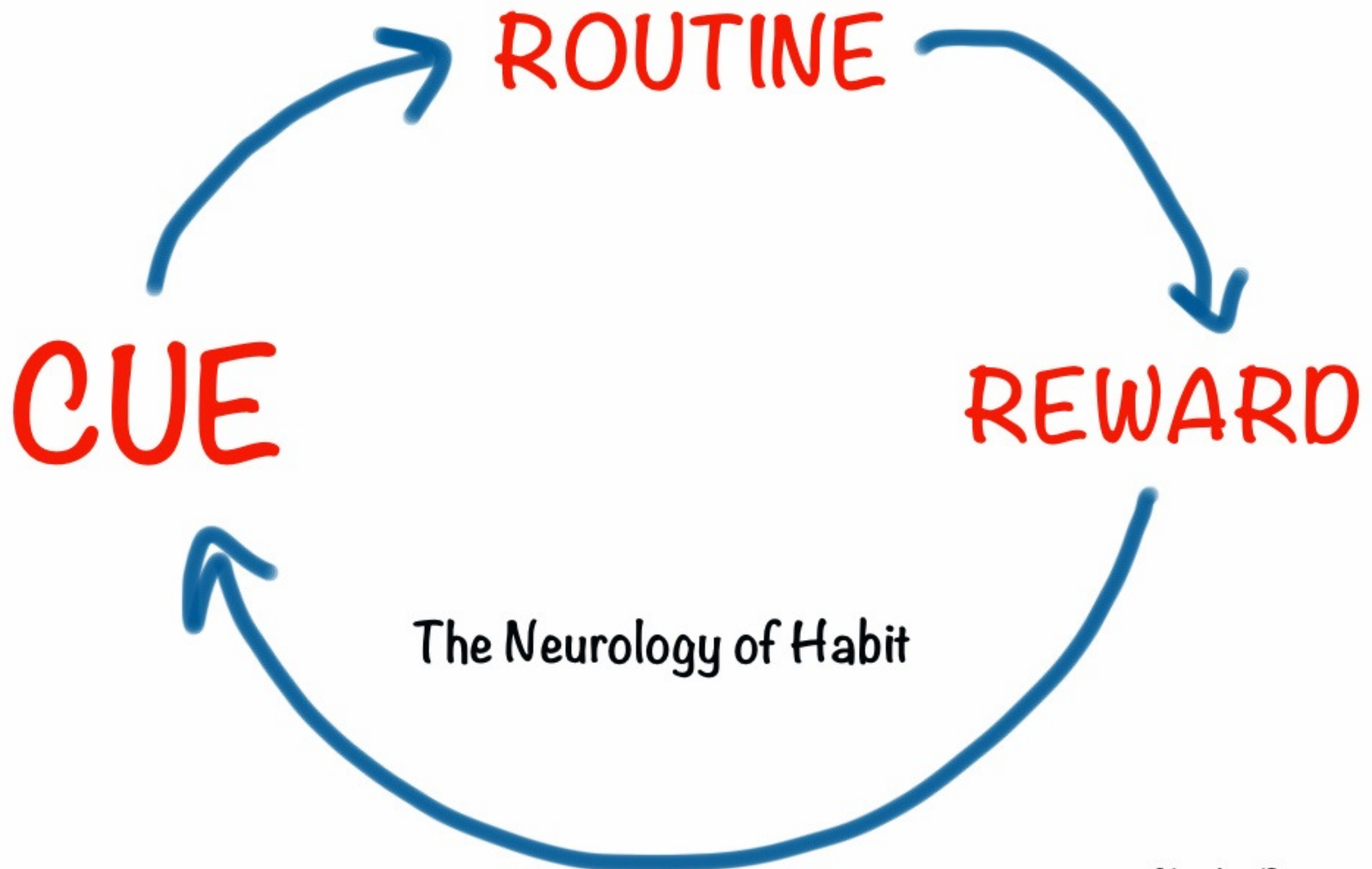
dynamic
of
expectancy


frames





Brains synchronize during storytelling



A photograph of several chairs arranged in a row on a cobblestone surface. The chairs have different upholstery: some are red with a leaf pattern, one is solid green, and one on the right is wooden with a patterned seat. The text 'Who is our audience?' is overlaid in white in the center.

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 dark suit and a grey flat cap, is pointing his right index finger towards the man on the right. The man on the right, wearing a dark sweater over a collared shirt and white trousers, is holding a stack of papers or magazines in his lap. The text "How Do We Engage Our Listener?" is overlaid in white on the image.

How Do We Engage Our Listener?

Storytelling & Empathy



A close-up photograph of several clusters of small, white, five-petaled flowers, likely from a carrot plant, set against a dark, blurred green background. The flowers are in sharp focus in the foreground, while the background is out of focus.

Shared values

can lead to empathy

Shared experience



can lead to empathy

Even When We Post to Front Porch Forum...

Seeking Missing Black Chicken

One of our black (orpington) 1-year chickens has gone missing from our yard. She's the most adventurous of her clutch and could have gotten out of our yard gate or gotten picked off by a predator. As a favor, if you happen to spot a black chicken wandering around or spot a pile of black feathers, please give a call

Story #2

A moment/experience that shows why you do what you do
(Your personal org. story)

Once upon a time there was _____

Every day _____

One day _____

Because of that _____

Because of that _____

Until finally _____

Framing the Story

What happens
before you
tell the story?

Story

What happens
after?

How much space
do you give the story?

Story

Stories

One story or many?



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.

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



Everyday Heroes

They don't fight crime. They don't have super powers.

But in every community there are people making sure kids get the help they need.

Together, we're ending childhood hunger in America.

Be a hero for kids by becoming a monthly donor today.

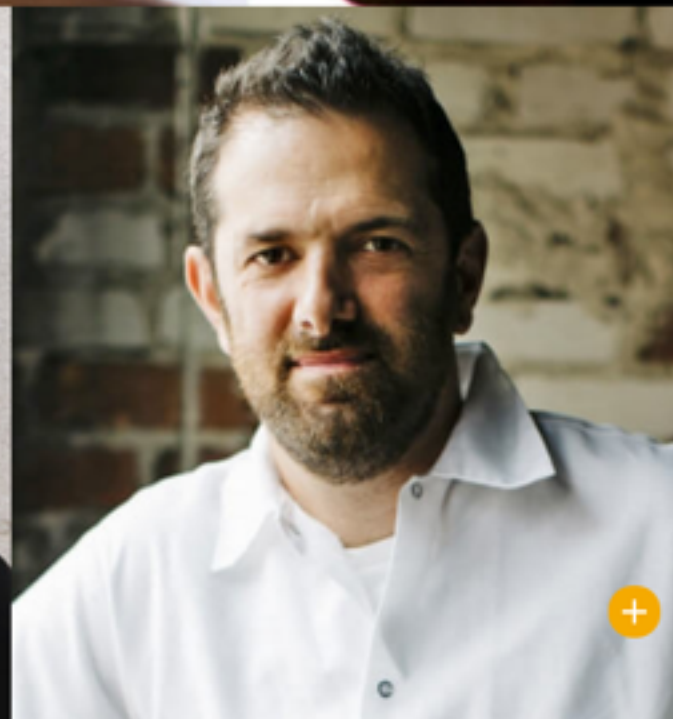
GIVE MONTHLY



DARIUS ROBINSON



DR. XIMENA GARCIA



TONY MAWS



It's bigger than me



Every kid deserves a healthy breakfast



Heather's story

<https://www.nokidhungry.org/stories>



"When I eat, it makes me run faster."

A background image showing two young children. On the left, a child is drinking from a clear glass. On the right, another child is looking towards the left. The image is slightly blurred, focusing attention on the text.

WHY

HOW

ABOUT

Kids & Unsafe Water

It's 2015, yet there are still millions of kids living in hundreds of cities around the world without safe water.

LEARN WHY

OUR MISSION

We clean water for kids.

For kids in schools, orphanages, hospitals and shelters, safe water is medicine: transformative and life-changing.

LEARN HOW

BANGLADESH | ETHIOPIA | CHINA | INDIA | NEPAL | CAMBODIA

Pro[✓]ving it



every child has a right to clean water.

Splash is committed to full transparency. Here you can check out the status of all of our projects, from inception to installation and then routinely thereafter. We are challenging ourselves to use the most rigorous level of monitoring and accountability we can attain.

Stay in touch. Track results. Follow impact.

Returning users login here

login

Click here if you
forgot your password

[Sign-up now!](#)

332,397 *children can now rely on safe drinking water.*



Adarsha Ma Vi Secondary Kathmandu, Bhaktapur, Nepal

This is by far one of the most picturesque schools we have ever worked with in Kathmandu. The school building is a beautifully ornate old temple....



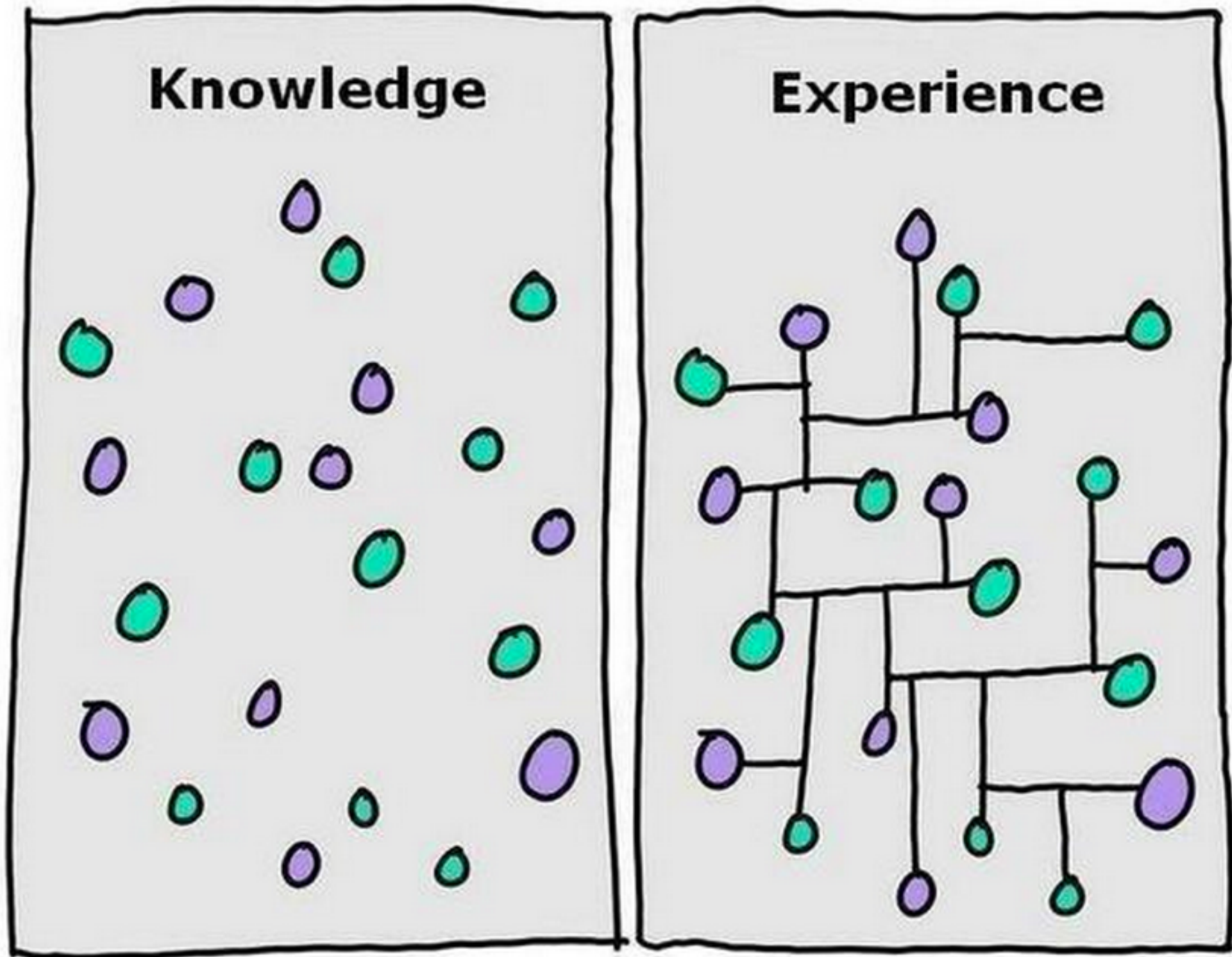
Beitou Children's Welfare Institute Inner Mongolia, China

This is the second largest orphanage in Inner Mongolia. On May 24th, 2008 a child's right installed a water purification system in the building's....



Cambodian Children's Fund No. 5 Phnom Penh, Cambodia

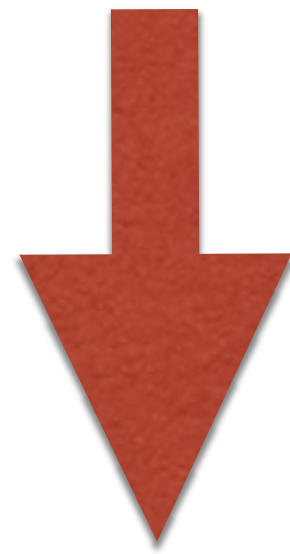
The Cambodian Children's Fund is a US based international organization providing life-changing education, nourishment and healing to the....



Cartoon by Hugh McLeod



Objective
&
Audience



The
Right
Story

Compelling & Motivating Nonprofit Stories

Emotional Resonance

Human Connection

Strategic Purpose

People as Active Agents of Change

From Rockefeller Fdn Report

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



Your
Audience

Awareness — what do they need to know?

Caring — why should they care?

Action — What should they do?

The RIGHT Story: Goals & Audience



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

1. List your primary goal
2. List top audience group you wish to reach
3. Create names for two people from that group
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?

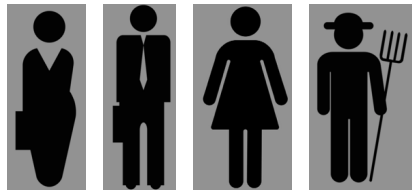
Strategic Story Flow

Mission

Project/Campaign Objectives

Evaluation

Audience



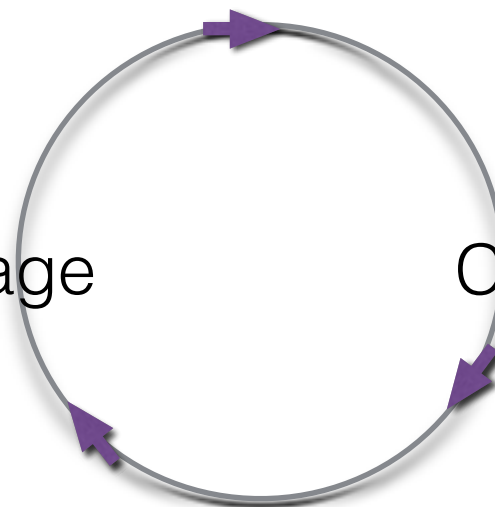
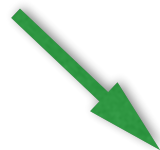
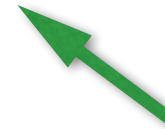
Who:
Why:
Where:
How:

Outcome

Story/Message

Channels(s)

Media



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



Ethical Story Gathering

Who will we ask?

What will we do with the stories?

Story #3: Applying for a VCF Grant

Tell us a story that demonstrates the need for this project.

Paint a picture or give examples of the value of this project and what it will look like in real life. In other words, be creative and tell us a story that makes it personal.

Character Limit: 1200

[illegible]

fronts others since apply lot Water system Clean pollute often
elevating unfortunate receive educate covered unless enforcement obligations attorneys made sector
general oversight prioritized make understand worked prevention permitted non-permitted continue
really education speak impact art voluntarily Act requirements engaged verified
stormwater threat permit equipment roots time-consuming--they way facility take City comp
ollution permit complaints water 3rd trying long government
sample facilities managers continually Bay one lacks manager outreach n
legal industrial action win ISO
clear using hang managers solve like best limited reported year discharge potential include
cology Port best limited reported year discharge potential include
compliant case-by-case runoff meantime responsibilities Bellingham changed difficulty
polluted case-by-case runoff meantime responsibilities Bellingham changed difficulty
excuses individual without contacts shortly violations specialist State-wide official
start reaches viewed part staff quality obtain turned term

Make your story

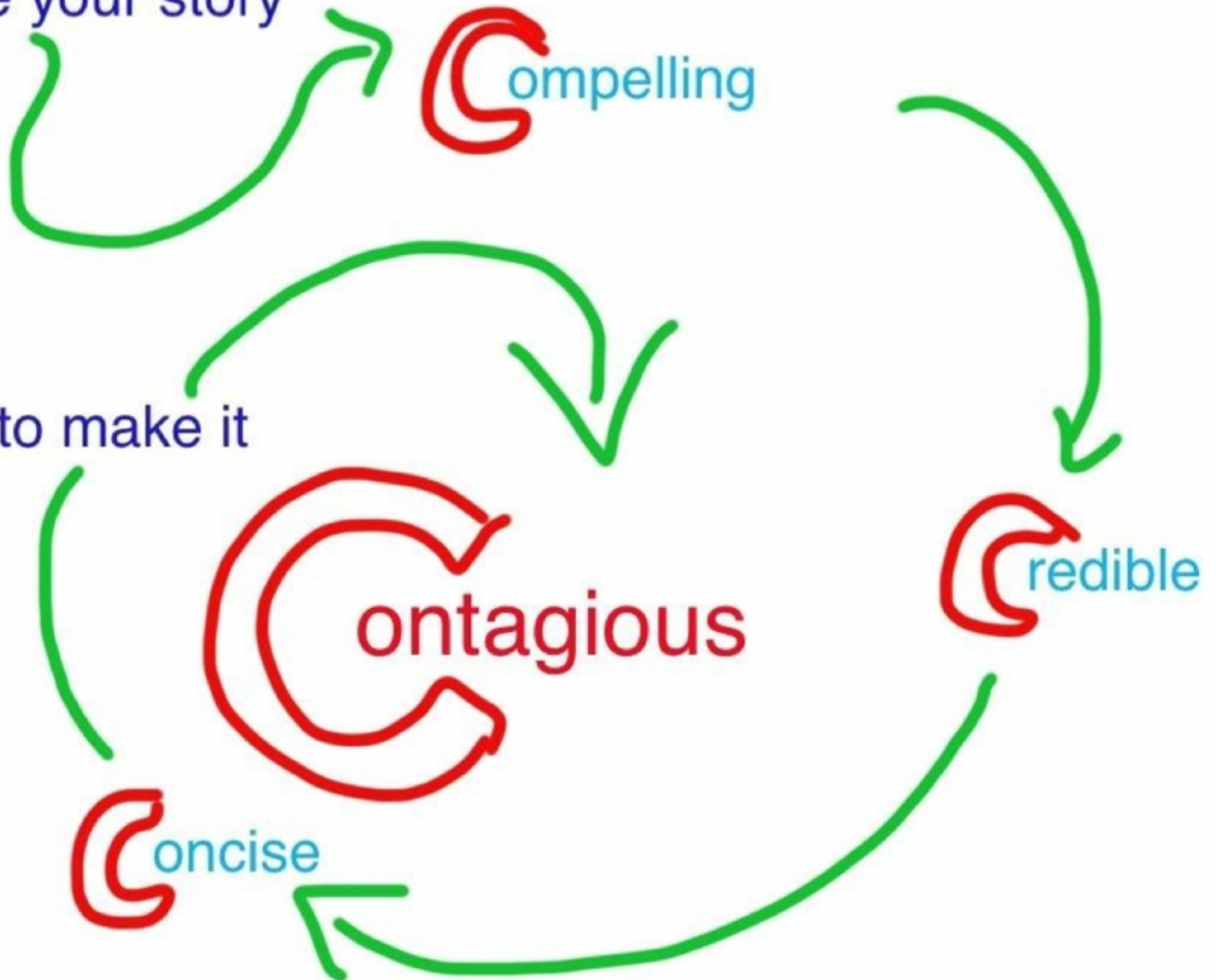
Compelling

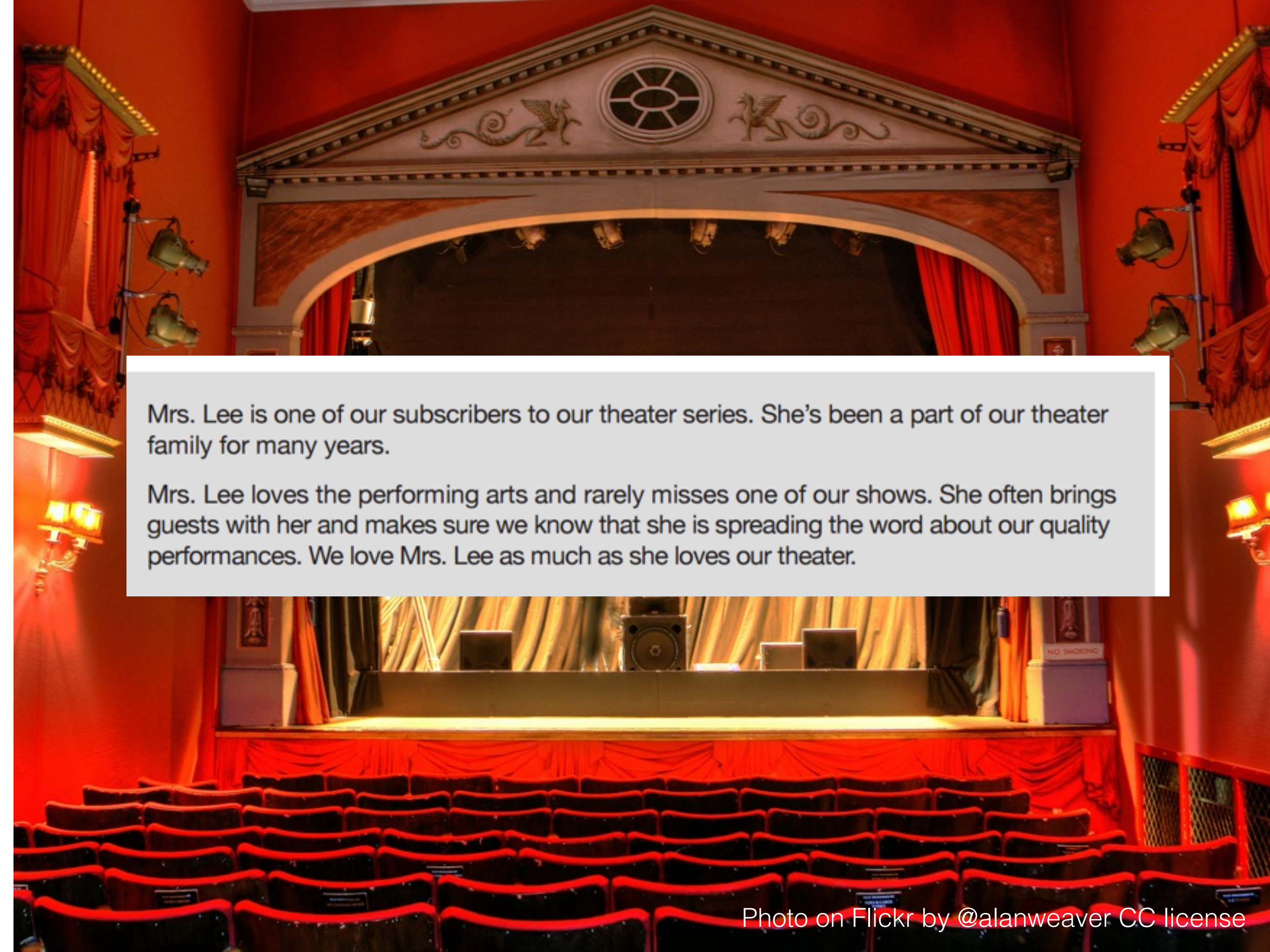
to make it

Contagious

Redible

Concise



A photograph of a theater interior. The foreground is filled with rows of red upholstered seats. In the background, a stage is visible with a large arched opening. Above the arch is a decorative pediment featuring a central circular window and two winged griffins. The walls are painted a deep red, and several stage lights are visible on the left and right sides. A semi-transparent text box is overlaid in the center of the image.

Mrs. Lee is one of our subscribers to our theater series. She's been a part of our theater family for many years.

Mrs. Lee loves the performing arts and rarely misses one of our shows. She often brings guests with her and makes sure we know that she is spreading the word about our quality performances. We love Mrs. Lee as much as she loves our theater.



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.**

- ▶ 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.

Story #3: Applying for a VCF Grant

Tell us a story that demonstrates the need for this project.

Paint a picture or give examples of the value of this project and what it will look like in real life. In other words, be creative and tell us a story that makes it personal.

Character Limit: 1200

1. What's your purpose, your audience & key message
2. What feeling do you seek in audience? What action?
2. Brainstorm possible stories & select one
3. Plot story along situation—complication—resolution arc
4. Write hook
5. Draft, share & revise

Small-Story Themes

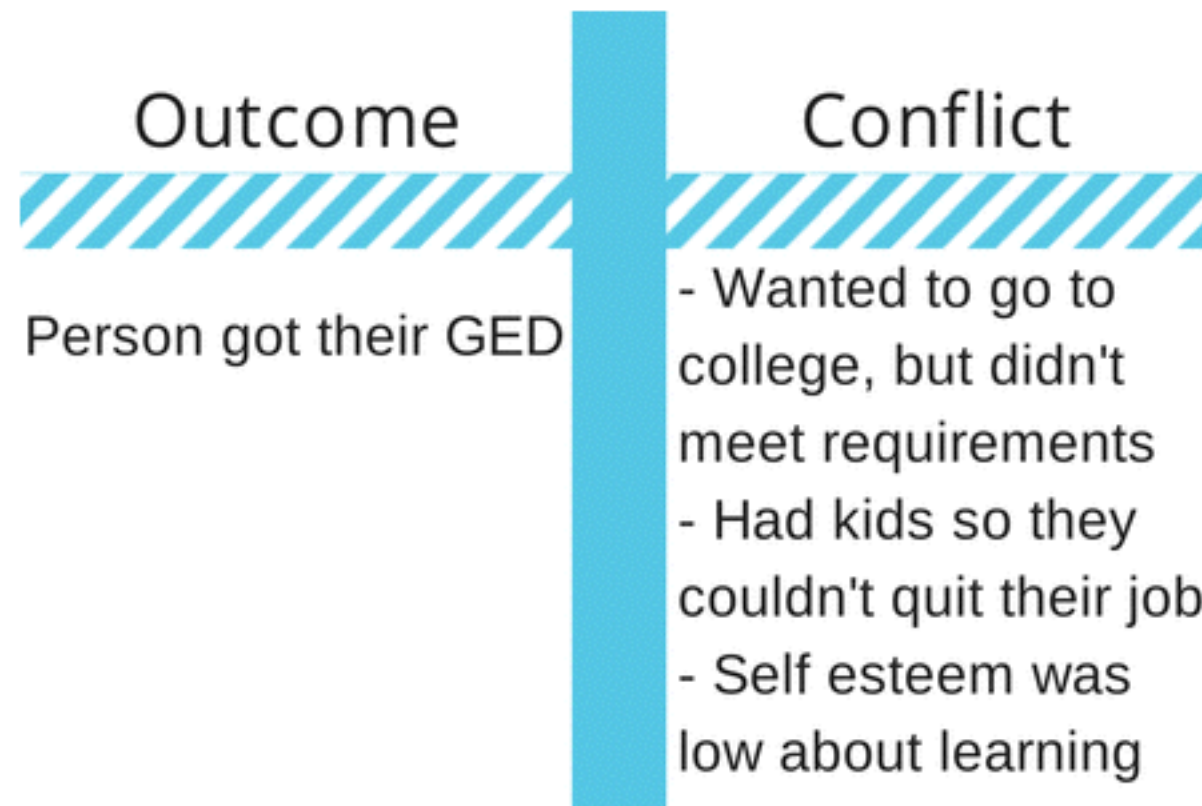
- Overcoming Adversity
- Solving a Problem
- Making a Connection
- Recalling the Origin
- Celebrating an Event, Accomplishment, Milestone
- Looking to the Future



// THEME	// HOW YOU CAN USE	// HOW CAN I USE TO TELL MY STORY?
1. Overcoming the monster: defeating a threatening force: Star Wars, James Bond.	What is the monster you are overcoming?	
2. The Quest: in search of a goal and achieving it: Watership Down, Pilgrim's Progress.	Where is the better place we can take people?	
3. Journey and Return: hero goes on a journey, returns changed by the experience: Wizard of Oz, Gulliver's Travels.	What is the journey you need to go on and how will you be changed?	
4. Rebirth: hero is captured or oppressed but is able to start again: The Ugly Duckling	How we can seek transformation from within	
5. Rags to Riches: overcoming obstacles to make good: Cinderella	How intervention can transform circumstances	
6. Comedy: a misunderstanding comes between different parties but is resolved at the end: Bridget Jones Diary	How can humour be used to tell your story?	
7. Tragedy: temptation caused by vanity or greed, becoming more desperate, (can have happy ending): Hamlet, West Side Story	Can your story help overcome past or potential tragedy?	

Step 3: Choosing the Story

Start with the outcome and work your way back to the conflict, the character and the story-stirring question



From Vanessa Chase

<http://www.thestorytellingnonprofit.com/blog/how-to-create-story-prompts-for-your-colleagues/>

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?

How are you using

Surprise
Humor
Brevity
Relevance
Resonance





Dual coding theory: image + text reinforcing image = memorable



Micro Stories

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

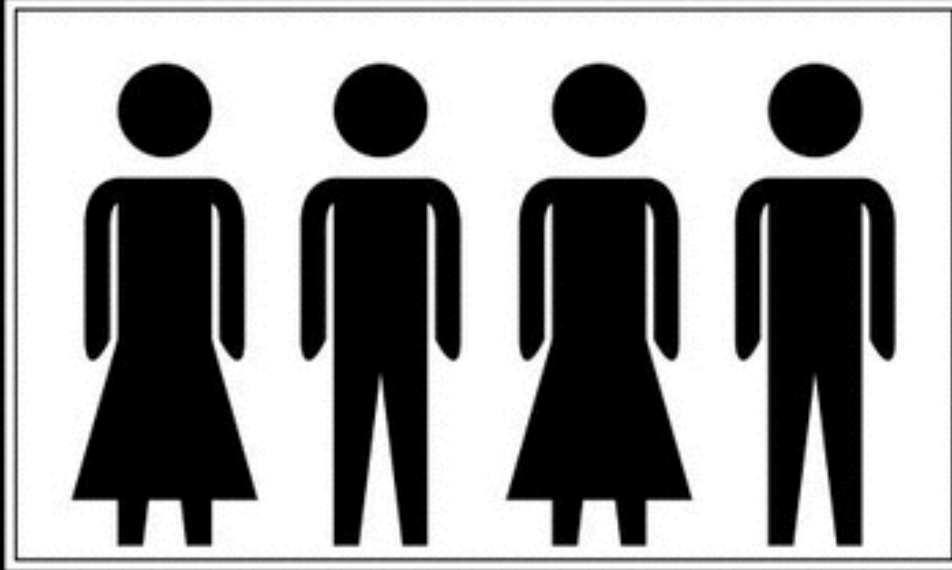
Join our amazing fundraisers
and start a campaign for clean water.

START A CAMPAIGN

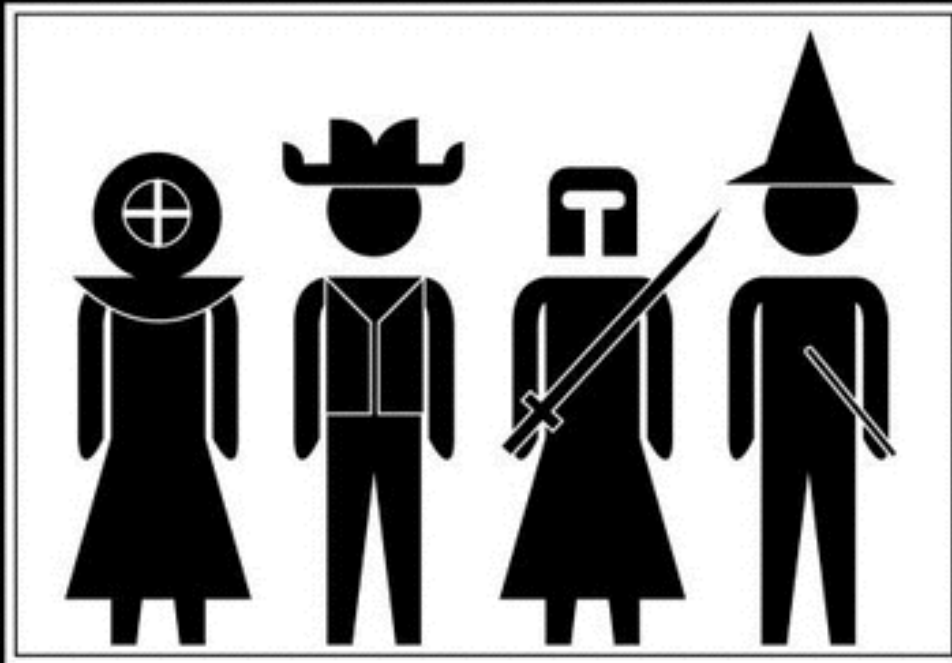
y Daley Hake

[http://
www.charitywater.org/](http://www.charitywater.org/)

These are your kids



These are your kids



on books

The Power
of
Humor

THIS IS NOT A BIKE
it's Motor City pride



THIS IS NOT A BIKE
it's a faster taxi



An
Implied
Story
&
Lightness
of Touch
Captures
the
Imagination

THIS IS NOT A BIKE
it's lightness of being



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





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



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/>

Common Visual Storytelling Mistakes

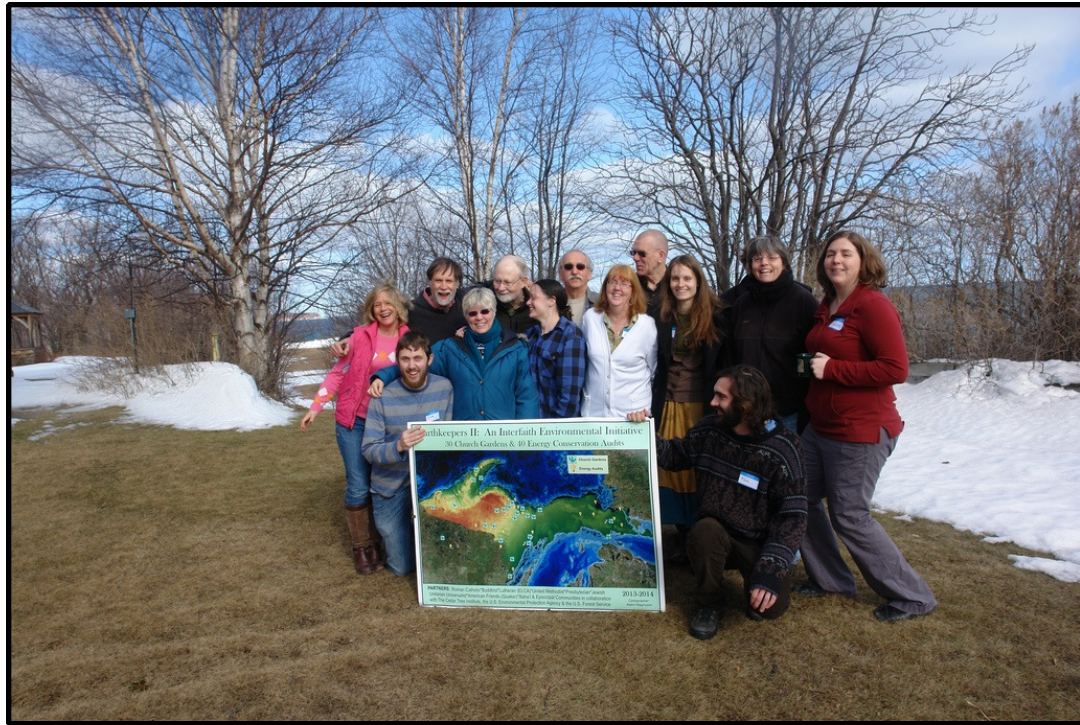


Photo by <https://www.flickr.com/photos/gregdonnaphotos/>



VS.



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



Story # 4: Image + Text



<https://pixlr.com/express/>



The image shows the Facebook profile page for Shelburne Farms. The cover photo is a group of sheep in a snowy field. The profile picture is a red logo featuring a tree and sheep. The page name is "Shelburne Farms" with the description "Farm · Educational Organization". Navigation tabs include Timeline, About, Photos, Reviews, and More. On the left, it shows 22,378 likes and 12,349 visits. The post creation area has options for "Post" and "Photo / Video" and a text prompt "Write something on this Page...".

Shelburne Farms
Farm · Educational Organization

Like Follow Message

Timeline About Photos Reviews More

PEOPLE >

★★★★★
22,378 likes
12,349 visits

Post Photo / Video

Write something on this Page...

Facebook



Shelburne Farms

Yesterday at 11:57am · 🌐

Our big old Basswood north of the Farm Barn yesterday lit up with the sun shining on it and the dark sky in back. It was pretty neat for the 10 minutes it lasted until it started snowing.



Like · Comment · Share · 1,060 21 42

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>

Instagram



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...



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 decorated kid-carrying bikes, trailers, and saddles. "When moms bike," Jose says, "that's when communities change."

PHOTOGRAPH BY STEVEN LANTON



VERONICA DAVIS, 34, AND NAJEEEMA 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>

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/](http://www.charitywater.org/)

Staff 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

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:



**VERMONT
WORKS
FOR WOMEN**

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

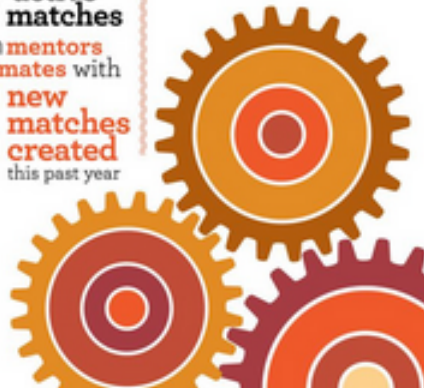
87 active
matches
between **mentors**
and **inmates** with
33 new
matches
created
this past year

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.

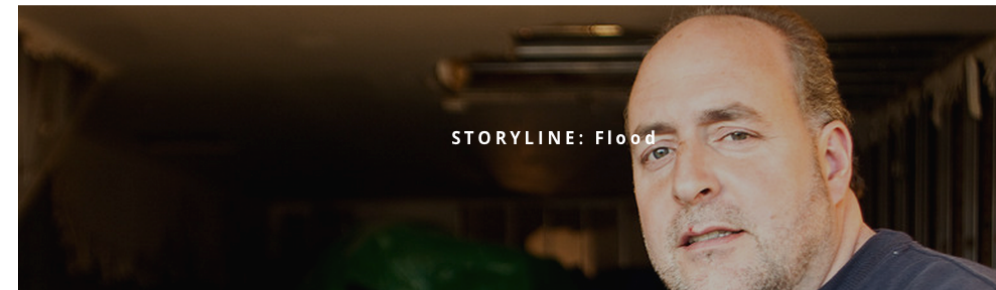
The exhibit
in partnership with
**FairPoint
Communications**
traveled to
8 SITES ACROSS VT
including the
VERMONT STATE FAIR
and was seen by thousands.
The Gallery is now online at
vtworksforwomen.org



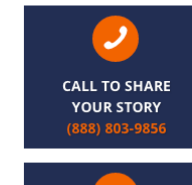
Participatory Projects

**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/>

Preservation Trust Board Bus Tour

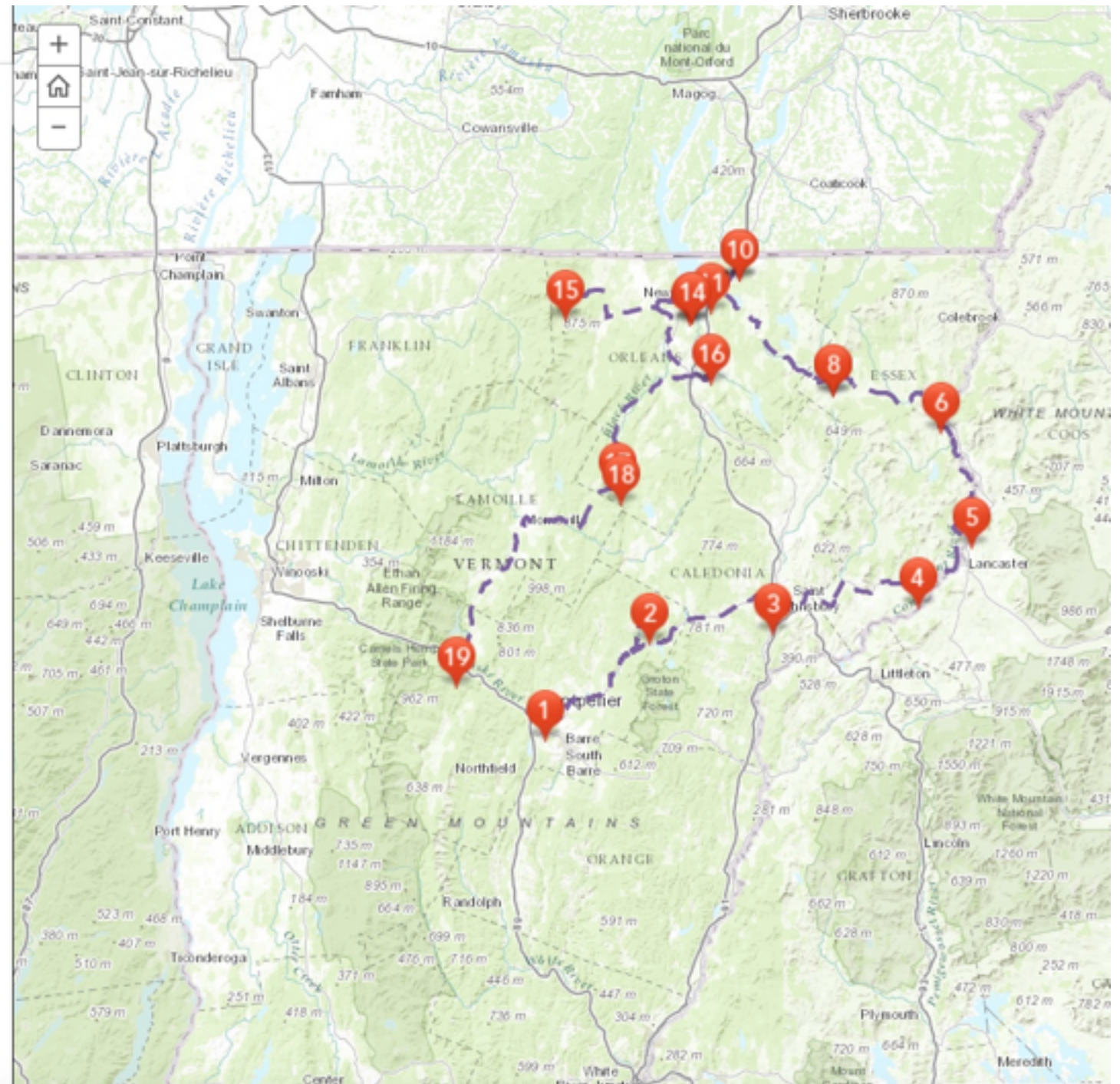
Preservation Trust of Vermont • www.ptvermont.org

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.

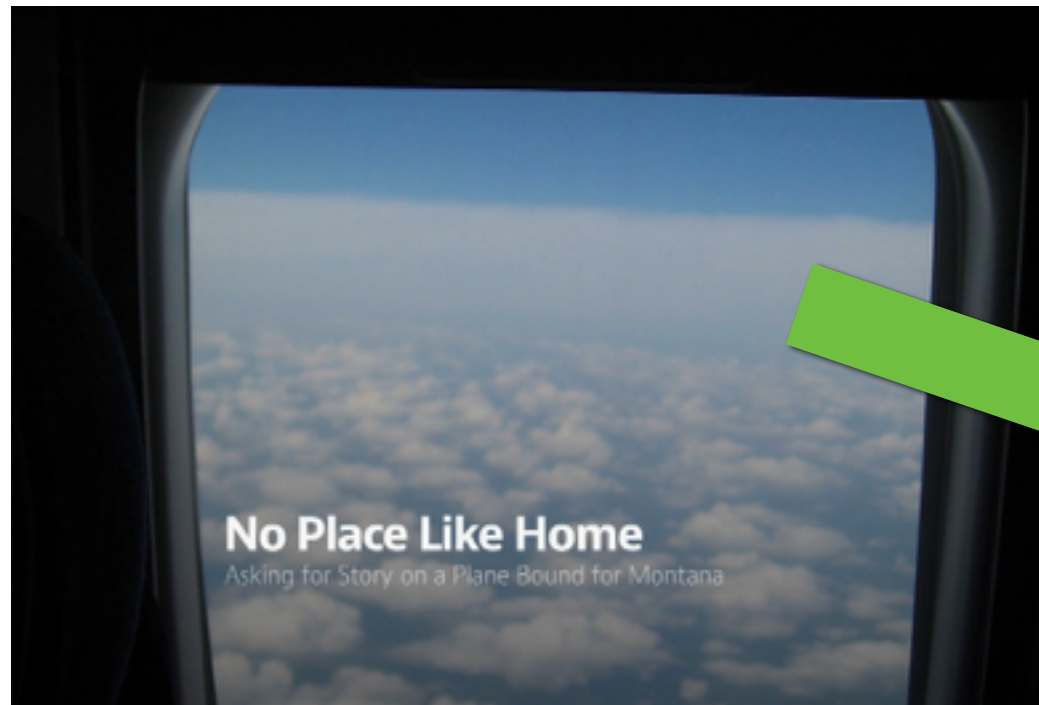
Join us on our journey by scrolling through the images below (and clicking for motion and sound when available).



Shareable, Place-Based, Multi-Media Narrative

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

A Single Story Travels from Medium to...



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

...Community Expressions Blog

Visual Storytelling Comparison: One Story, Three Platforms-Cowbird, Exposure & Medium

JUNE 10, 2014 BY BARBARA 2 COMMENTS (EDIT)



One story, three platforms. A modest page from my friend, [Alan Levine](#)-of [so Ways to Tell a Story](#)-fame's book: put through their paces powerful, elegant, free visual-storytelling platforms, in my case [Cowbird](#), [Exposure](#) and [Medium](#), platforms that seem, on the surface, pretty similar.

My questions: Do I really need all three? Does one stand out? How can I advise overwhelmed nonprofit storytellers as they make their way through a maze of storytelling choices on the Web?

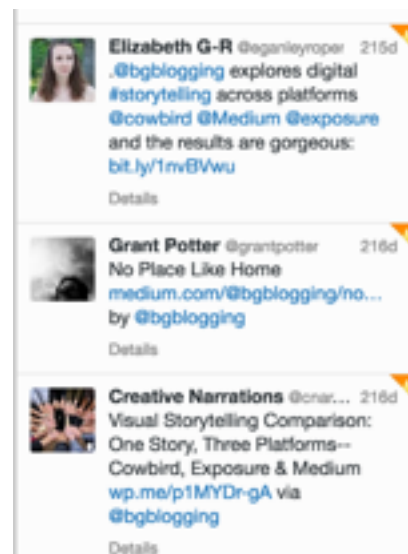
<http://bit.ly/1nvBVwu>

....to Orton Family Foundation Blog



<http://www.orton.org/blog/theres-no-place-home>

Via



Referrers to No Place Like Home	
SOURCE	VIEWS
facebook.com	245
email, IM, and direct	204
community-expressions.com/2014/06/10/visual-sto...	79
medium.com	36
twitter.com	36
medium.com/@bgblogging	24
joomag.com/magazine/the-voice-2/096624600141156...	21
Medium emails and notifications	20
orton.org/blog	12
google.com/url?sa=t&rc=t=j&q=&src=s&source=web&...	8
orton.org/blog/theres-no-place-home	8

<https://medium.com/p/3f757ef519dc/referrers>

Help Us With Our #ChangingCity Project

BY ARIELLA COHEN | NEXT CITY | DECEMBER 15, 2014



<http://bit.ly/1A4NmC8>

Igniting a project—
meeting people where they are



These stories of small connections and intimate geographies shouldn't get lost in policy debate or ideological arguments. Our hope is to start a conversation that can help us better understand the communities we cover and the myriad perspectives our readers bring.

We will publish the most compelling photos on NextCity.Org. Send a caption with your picture that explains what's going on and we will select the most interesting story to be reported by one of writers in an upcoming **feature**.

There are three easy ways for you to submit a photo and/or story about your changing city. Please make sure to include the location of your photo.

- On Twitter, tweet your photo and story using #ChangingCity. [Like this.](#)
- On Tumblr, post your photo and story to our blog [here](#). [Like this.](#)
- Email jeff@nextcity.org your photo and story.

Video Call for Action



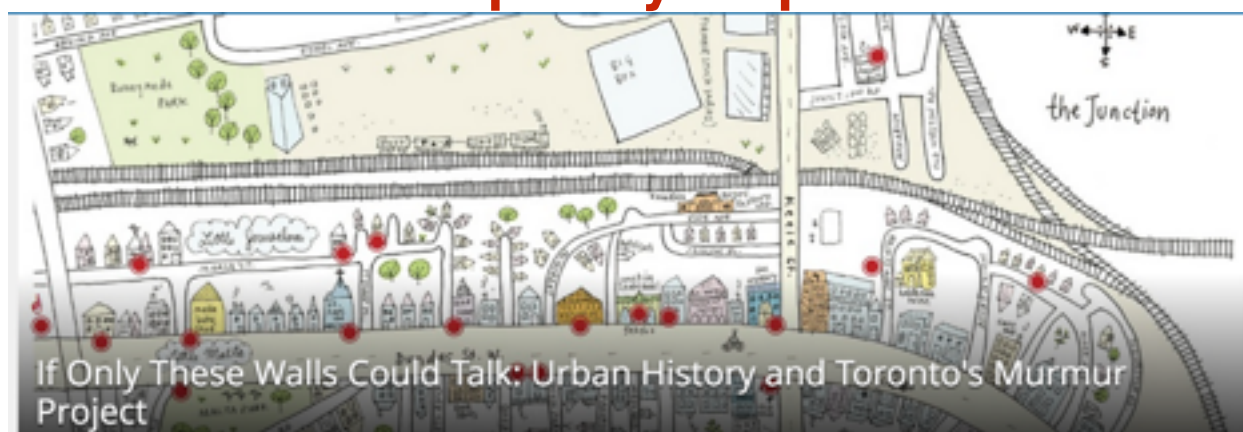
<https://www.change.org/p/dominion-virginia-power-save-the-james-stop-the-power-lines-4>

Video Greetings and Thank-Yous



<https://vimeo.com/115677900>

Participatory Map Stories



<http://murmur.info/>

Video Story Interviews



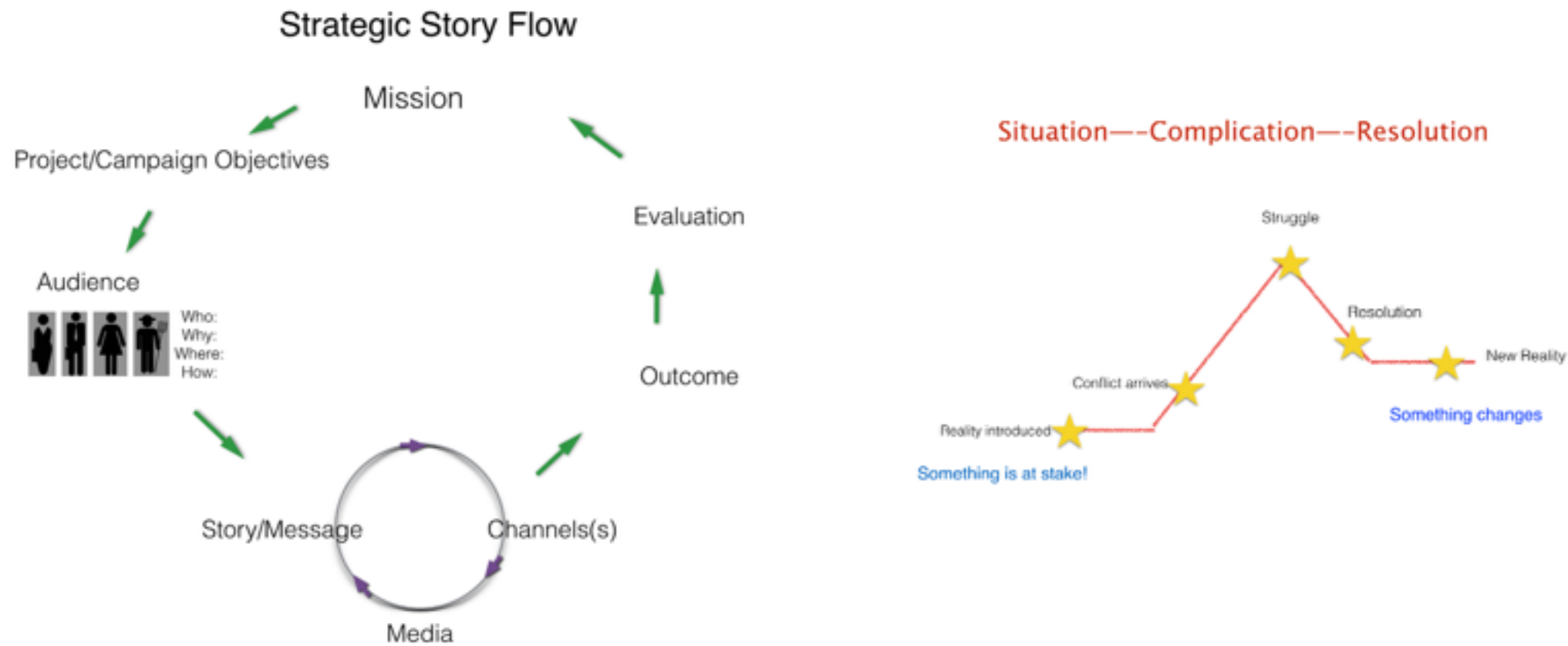
<http://invisiblepeople.tv/blog/>

Story #5: One to Bring Back

A story your org needs to tell now

Story #5: One to Bring Back

A story your org needs to tell now



Checklist

- Consistent? (mission/visions/goals)
- Clear message?
- Relevant & resonant?
- Concise?
- Lively?
- Right tone & language?
- Good framing?
- Best channels?
- Right media?
- Shareable?

?

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?

Planning a Story Bank



- Create a Taxonomy
- Look for Missing & Underused Stories
- Place Storytelling Board in Central Place
- Use Storytelling Exercises in Meetings
- Ask for Stories, Keep Asking

Story Bank

We Need

Now

Later

We Have

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

Workshop Resources

If you have follow-up questions, feedback, or ideas you'd like to share, please contact me at:

Barbara Ganley
@bgblogging (Twitter)
bgblogging@gmail.com
(802) 989-1885

Community Expressions, LLC Website: <http://community-expressions.com>

Frequently Updated Curation of Posts, Articles, Examples Related to Storytelling: <http://www.scoop.it/t/nonprofit-storytelling-by-barbara-ganley>

Resources for this Workshop (Readings, Examples, How-tos):
<http://community-expressions.com/november-2015-art-of-storytelling-workshop/>