

Storytelling for Impact

a Samara Fund Workshop
with
Barbara Ganley of Community Expressions, LLC

March 15, 2016

Today's Itinerary

PART ONE Telling Our Stories

- A. **Exercise:** Walking Stories
- B. **Exercise:** Story Circles
- C. **Discussion/Sharing:** The State of Storytelling in Vermont's LGBTQ Movement

PART TWO Strategic Storytelling

- A. **Presentation/Discussion:** The Flow of Strategic Storytelling
- B. **Exercise:** On the Spot Oral Storytelling

PART THREE Not the Same Old Story

- A. **Exercise:** The VCF Grant Application Story
- B. **Tour:** Putting the Visual into Stories
- C. **Exercise:** Postcard Stories —Text and Image
- D. **Exercise:** Project Kitchen: Getting Help on Our Stories

PART FOUR Implementation: Weaving Strategic Storytelling into Everything You Do

- A. **Presentation/Discussion:** Collecting & Documenting Stories for Collective Impact
- B. **Exercise:** Making a Plan/Building a Bank
- C. **Wrap-up:** A-ha Story of Today

Time to share stories!

Help!

Ack!

No way!!!

I have
no stories

I am
no storyteller

Story Story Story
Story Story Story
Story Story Story
Story Story Story





We are the storytelling species

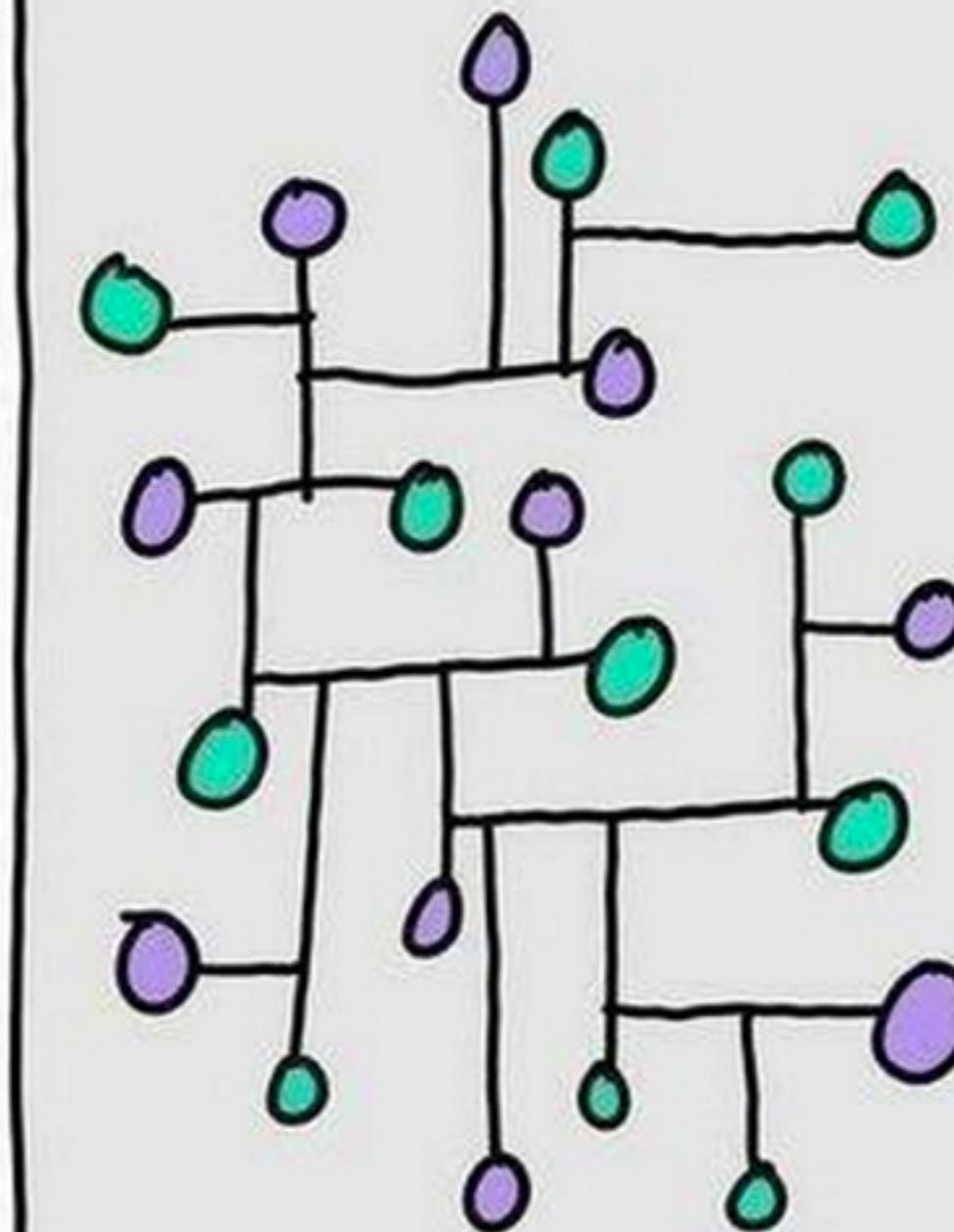


<http://wistia.com/blog/video-testimonials-and-storytelling>

Knowledge



Experience



Cartoon by Hugh McLeod

Steve DENNING

HBR

TELLING TALES

WE NEED STORYTELLING FOR

SPARKING ACTION

COMMUNICATING WHO WE are

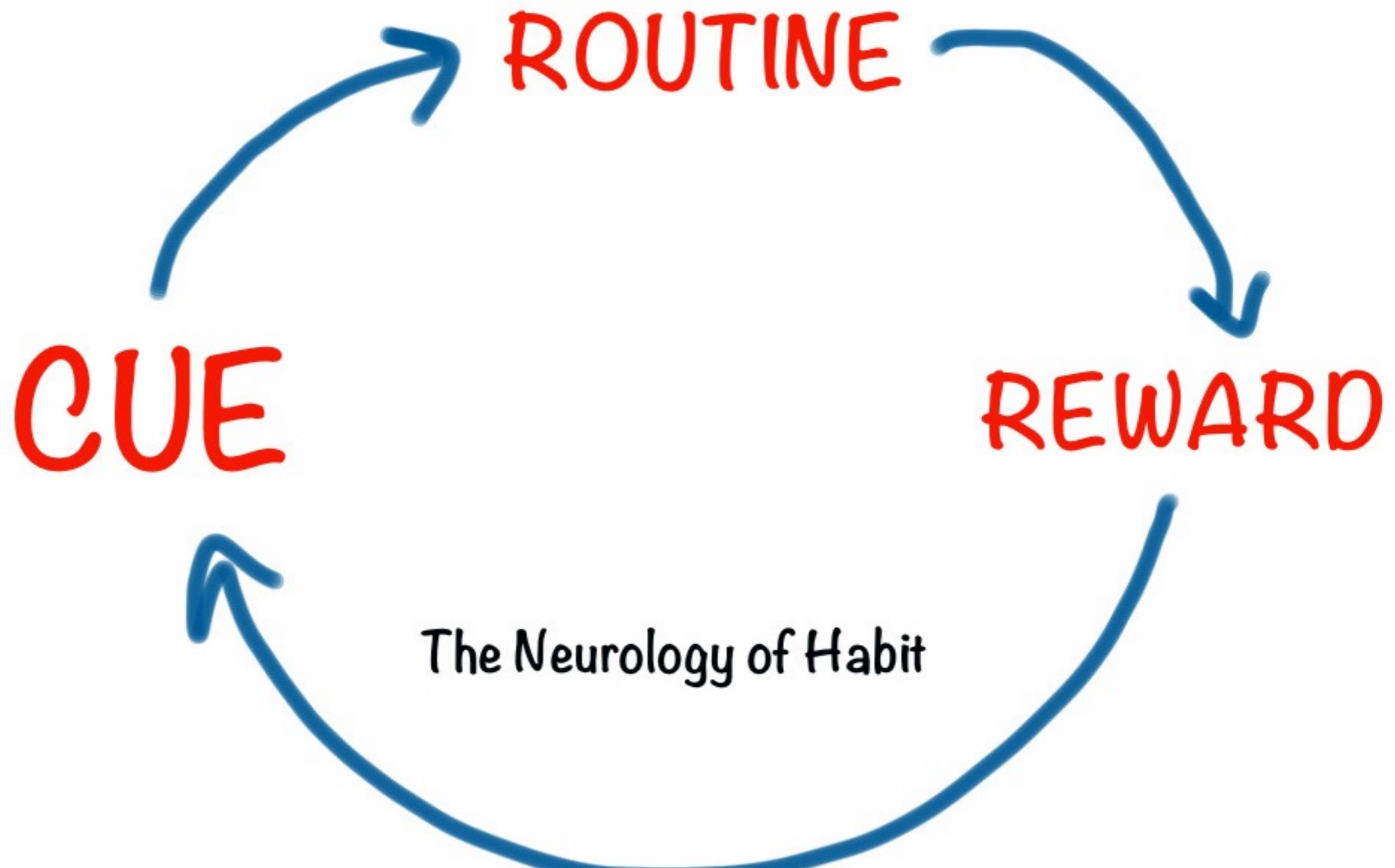
TRANSMITTING VALUES

FOSTERING COLLABORATION

TAMING THE GRAPEVINE

SHARING KNOWLEDGE

LEADING PEOPLE INTO FUTURE



Charles Dugigg

A photograph of a street performer in a colorful, patterned costume with a large bell on his bicycle, interacting with a woman in a coat. The woman is gesturing with her hands as if in conversation. The background is a brick wall.

“It takes two to story.”

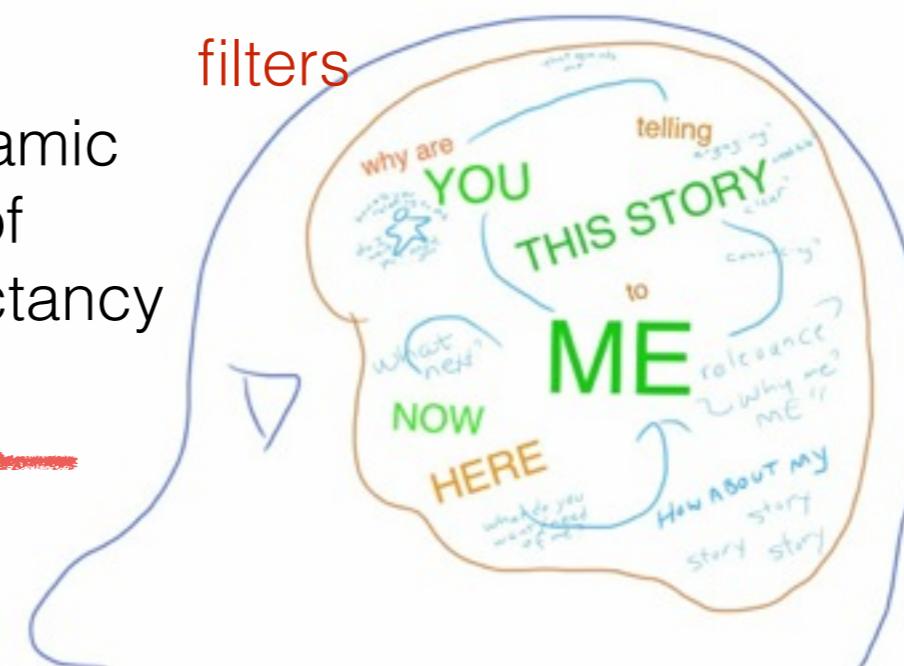
—Richard Kearney

dynamic
of
expectancy

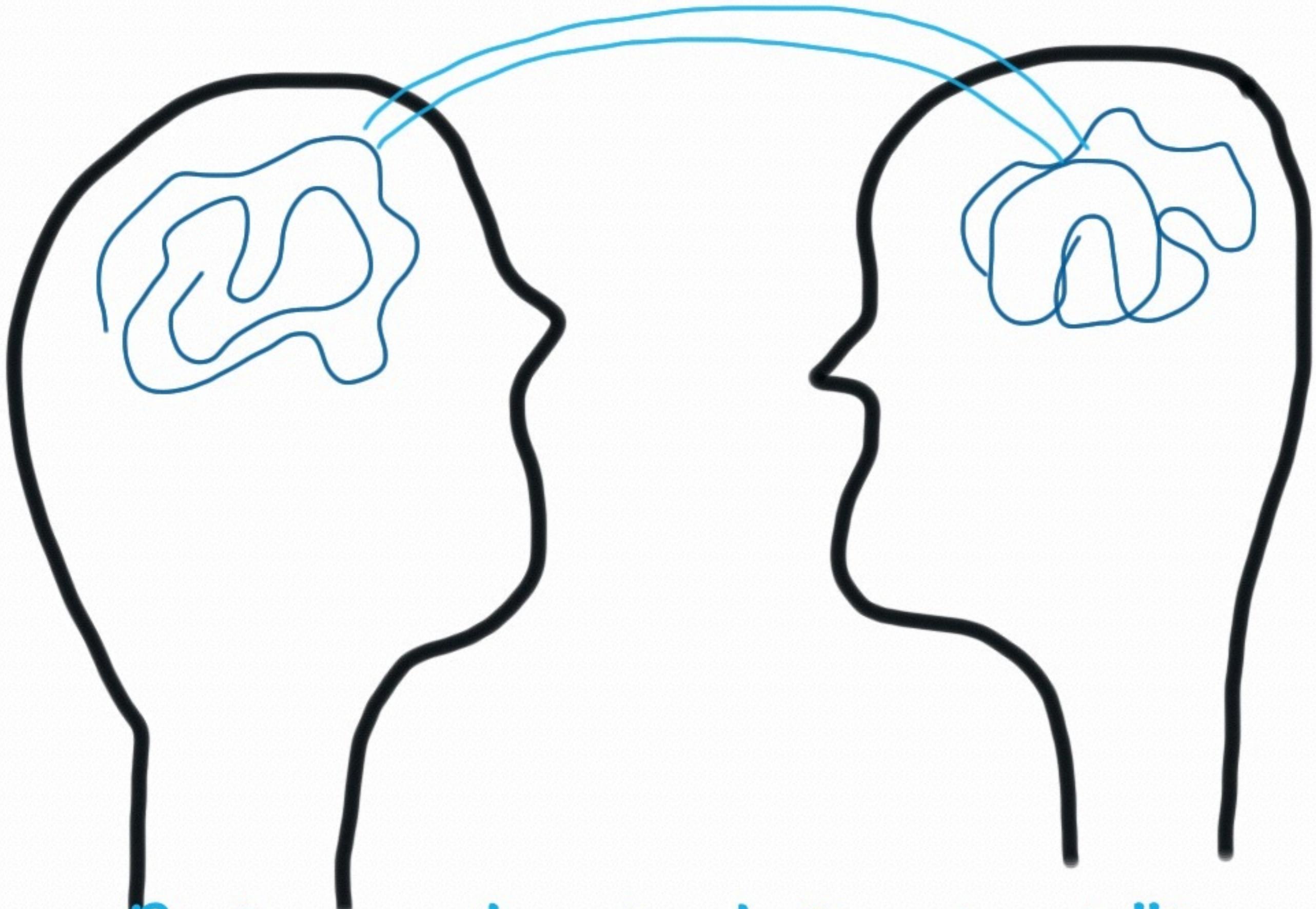


Listening is not neutral

filters



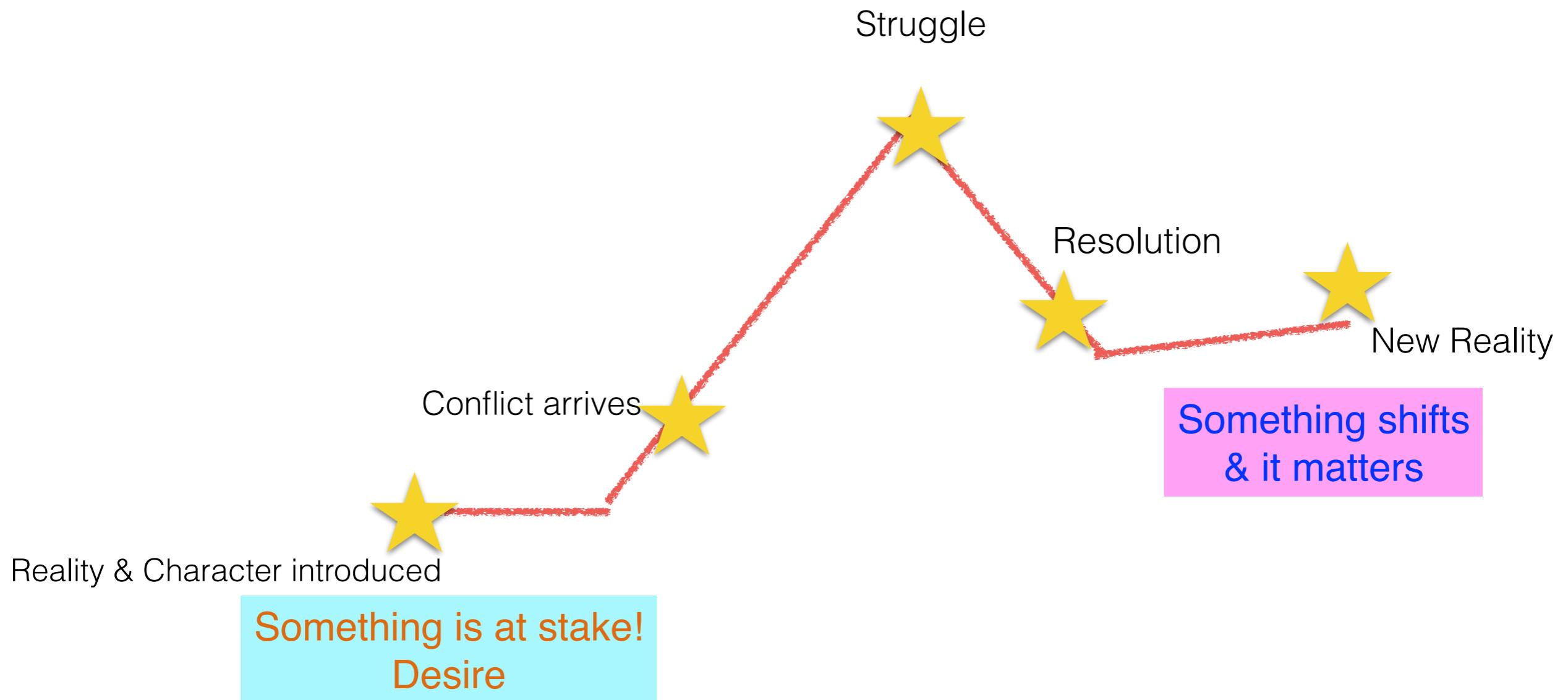
frames

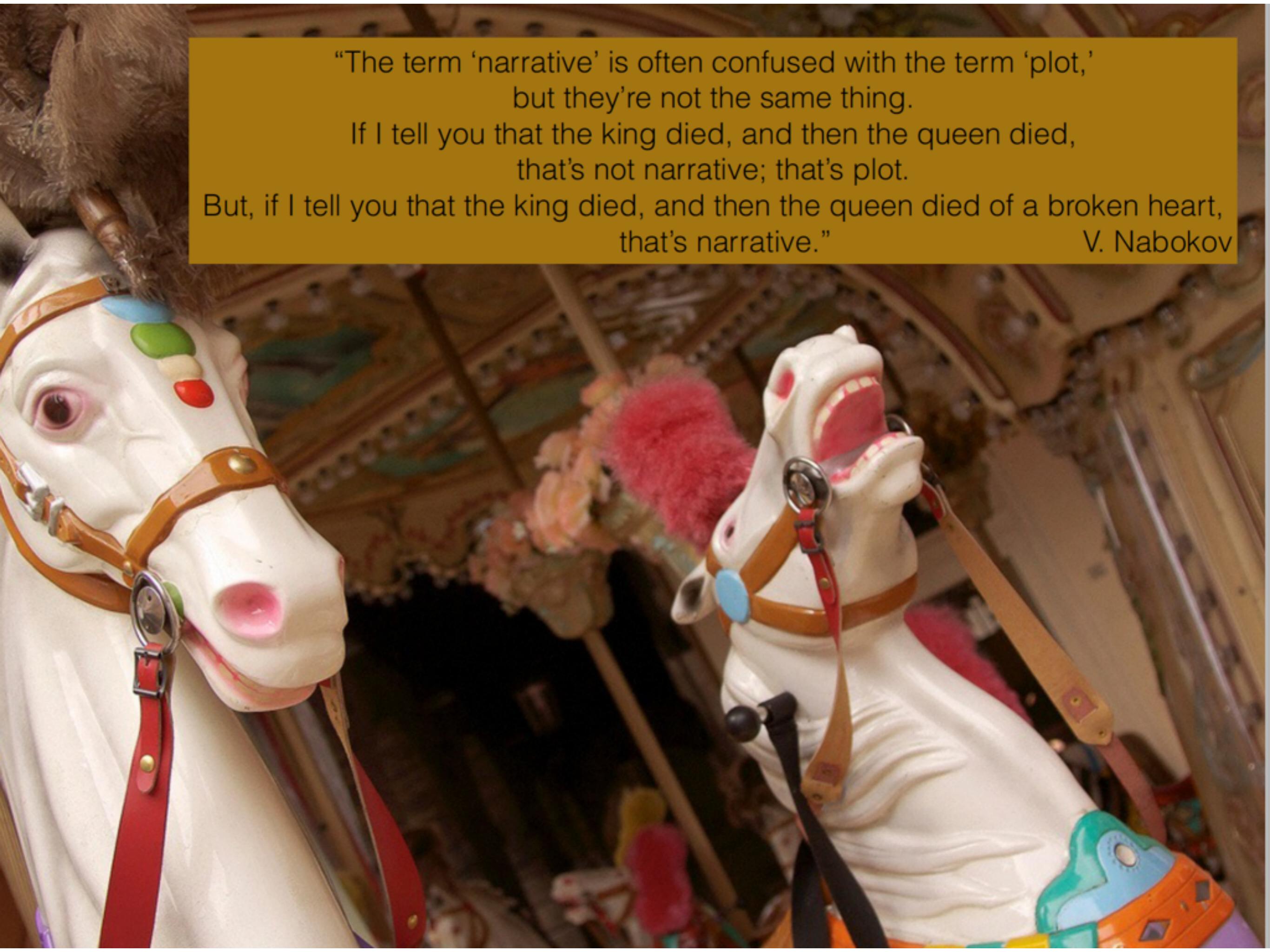


Brains synchronize during storytelling

What a Story Must Do

Situation—Struggle—Solution (Shift)





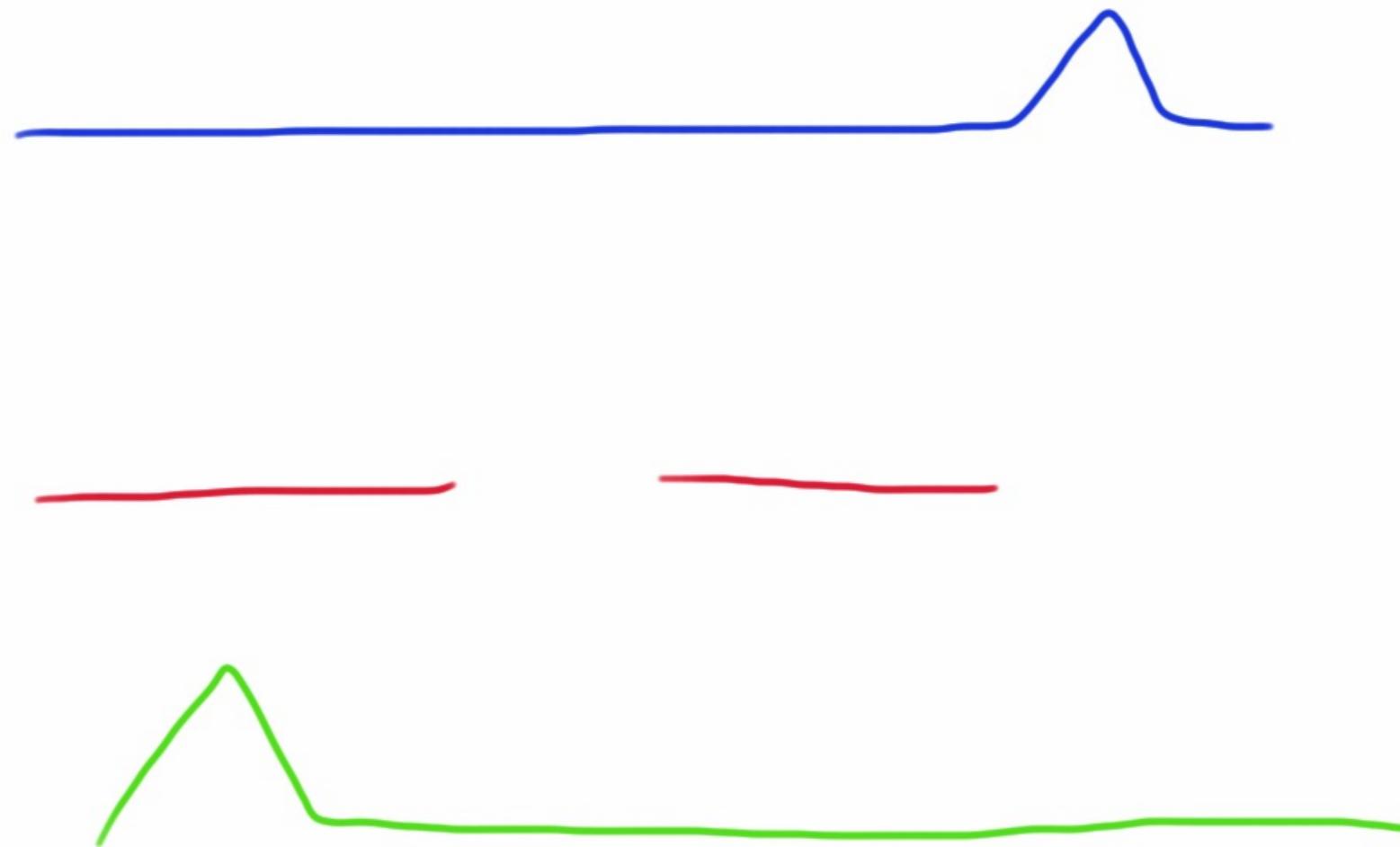
“The term ‘narrative’ is often confused with the term ‘plot,’
but they’re not the same thing.

If I tell you that the king died, and then the queen died,
that’s not narrative; that’s plot.

But, if I tell you that the king died, and then the queen died of a broken heart,
that’s narrative.”

V. Nabokov

Common Mistakes



Story Circles

1. **Round One:** Tell the story of an a-ha moment you've had working in the LGBTQ movement
2. **Round Two:** Share observations & insights about telling/ listening to these stories (why, when & how should we tell these stories)
3. **Round Three:** Discuss what makes a great story & an effective telling.



The State of Storytelling in Vermont's LGBTQ Movement

What has worked?
What has not?
Why do we need stories now?

Team Presentations:
five minutes
your story-ing

Your Organization/Movement Narrative is Built on the Small Stories

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.

14Free: 14 counties. 14 stories. 14 solutions.



<http://www.hungerfreevt.org>



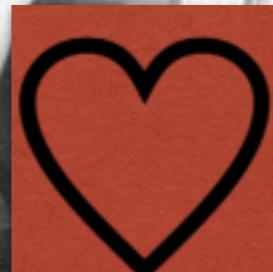
Perspectives on Care

2013 Report to Our Community | July 1, 2012 to June 30, 2013

Compelling & Motivating Small Stories

Human Connection

Emotional Resonance



Strategic Purpose



People as Active Agents of Change



From Rockefeller Fdn Report

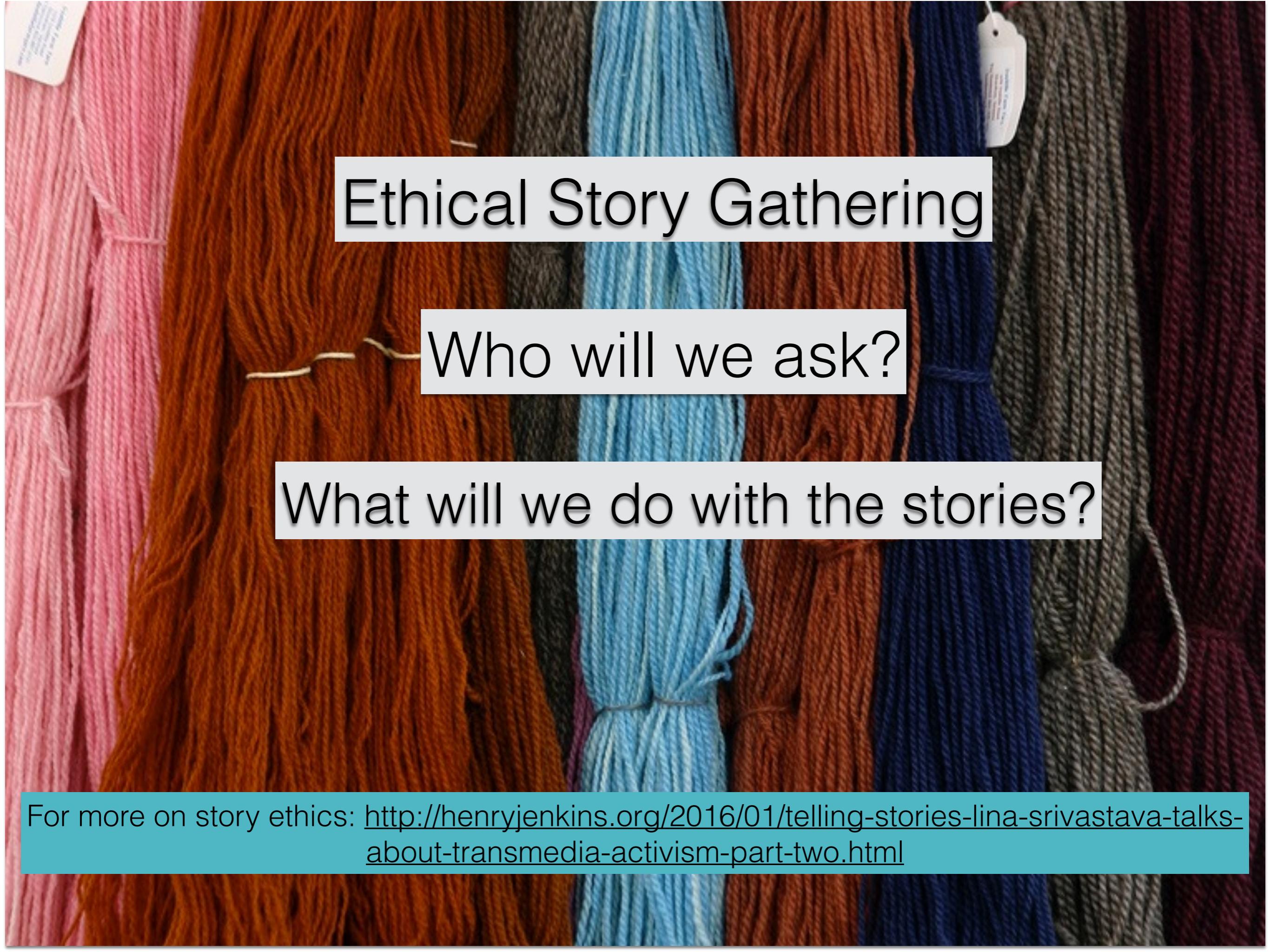
<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

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?



Ethical Story Gathering

Who will we ask?

What will we do with the stories?

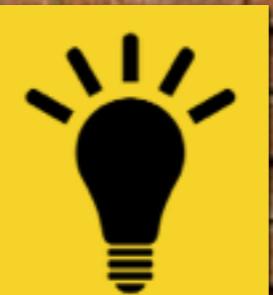
For more on story ethics: <http://henryjenkins.org/2016/01/telling-stories-lina-srivastava-talks-about-transmedia-activism-part-two.html>

A row of six chairs is lined up on a dark, paved surface. From left to right: a red chair with a subtle leaf pattern; a bright red chair; a light green chair; a light beige chair; a brown chair; and a wooden chair with vertical slats and a patterned seat. A white rectangular box containing the text is positioned over the middle of the chairs.

Who is our audience?



Awareness — what do they need to know?



Our Audience

Caring — why should they care?



Action — What should they do?





How Do We Engage Our Audience?

A photograph of a group of black seabirds, likely Sooty Terns, on a light-colored, sandy or gravelly ground. One bird is captured in flight in the upper left, its wings spread. Another bird is in flight in the upper right, its wings also spread. In the lower right, a bird is standing on the ground with its wings partially spread. The background is a plain, light color.

Efficacy

Shared Values & Experience Revealed Through Story
Can Lead to **TRUST & EMPATHY**





Relevance
&
Resonance

What is your lens?



Where do we meet?



A Note on Framing

Framing

What's a frame? Frames are mental structures that shape the way we see the world. They shape the goals we seek, the plans we make, the way we act.

Dimensions of a Frame:

- The story that's told
- Who tells it
- Where they tell it/setting
- The world view of the listener

Keys to Reframing:

- Identify the problem
- Substitute a better question
- Reframe positively
- Create a choice we can win
- Provide a common sense solution



Strategic Story Flow



The **RIGHT** Story: Goals & Audience



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

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

On-the-Spot Oral Storytelling

Goal:

Audience:

Message in a Word:

Title:



Created by Mister Pixel
from Noun Project



Created by Wilson Joseph
from Noun Project



Created by Andrew McKinley
from Noun Project

Not the Same Old Story: 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

fronts others since elevating unfortunate apply lot Even truth covered unlesser enforcement obligations attorneys Clean pollute often made sector result engaged verified non-permitted continue bureaucratic promises scrutinizing prioritized make understand worked prevention permitted

general really education oversight receive educate speak impact art voluntarily Act requirements

stormwater threat equipment roots water pollution permit time-consuming--they way

complaints facilities 3rd trying continually Bay one lacks manager

legal ecology hang using managers solve like Port best limited reported year

compliant clear systems efforts discharge potential difficulty

polluted case-by-case runoff meantime responsibilities Bellingham changed

excuses individual start rental without results contacts shortly violations specialist State-wide official

reaches viewed part staff quality obtain turned term

The **four storylines** look like this:



The REPORT

Conveys the facts.



The EXPLANATION

Teaches new insights or abilities.



The PITCH

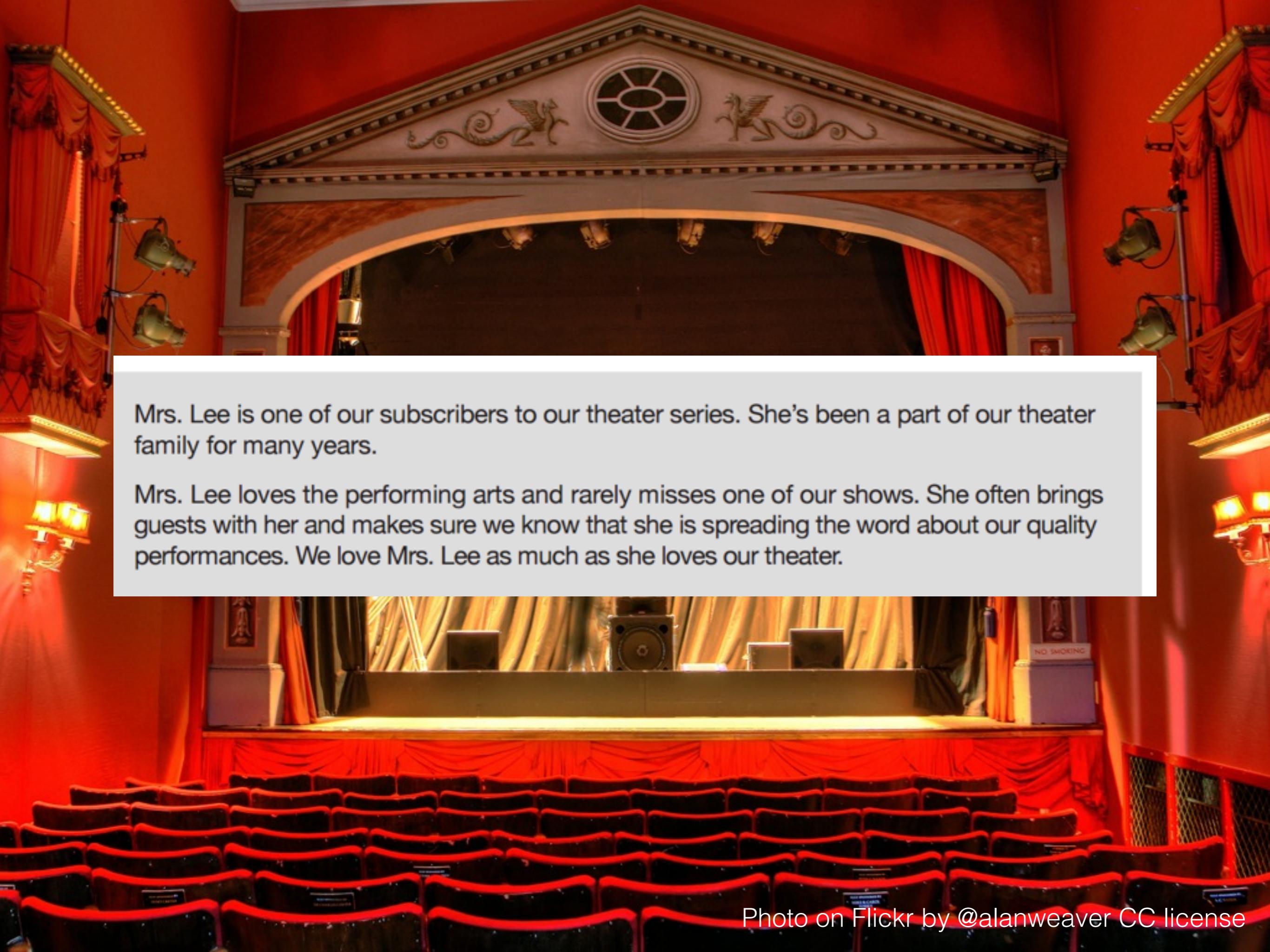
Recommends a new action or solution.



The DRAMA

Inspires a new belief or way of looking at the world.

Dan Roam



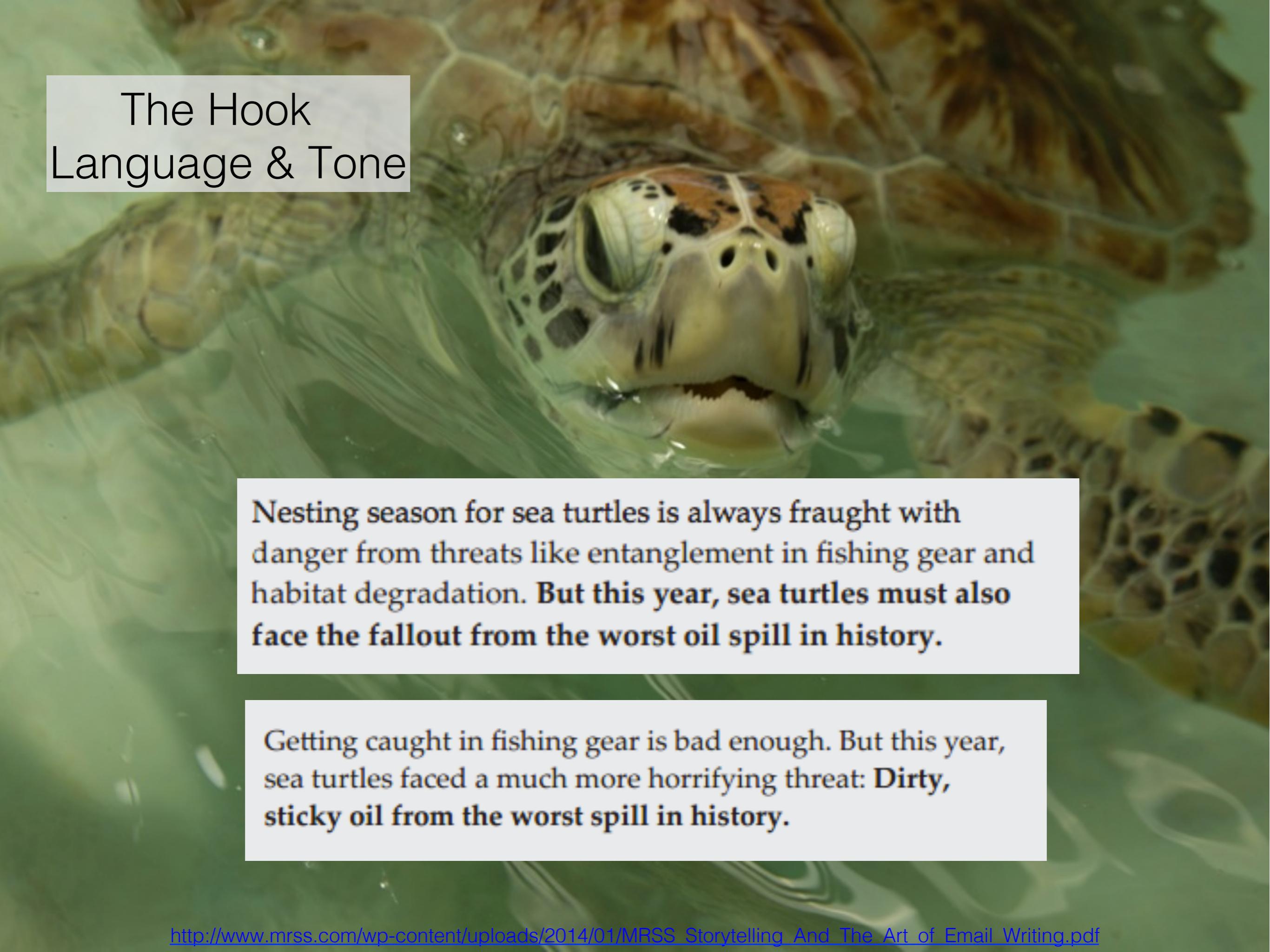
Mrs. Lee is one of our subscribers to our theater series. She's been a part of our theater family for many years.

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.

Barre Senior Center – Small and Inspiring Grant

“I am a 65-year-old woman who has never taken yoga before. A friend told me she attends the local senior center and they have a chair yoga class there. I’m thinking, ‘Yoga? No way. I can’t bend and twist and do handstands!’ But my friend explained to me it’s nothing like that. It incorporates mind, body, and spirit. Relaxation methods, breathing techniques, and meditation time are included, as well as postures on the chair that strengthen the body. It’s a class designed for everybody, regardless of limitations. I have arthritis in my hands and ankles and I do not have good posture. Plus, I’ve been looking to meet some new people. I asked, ‘Where do I sign up?’”

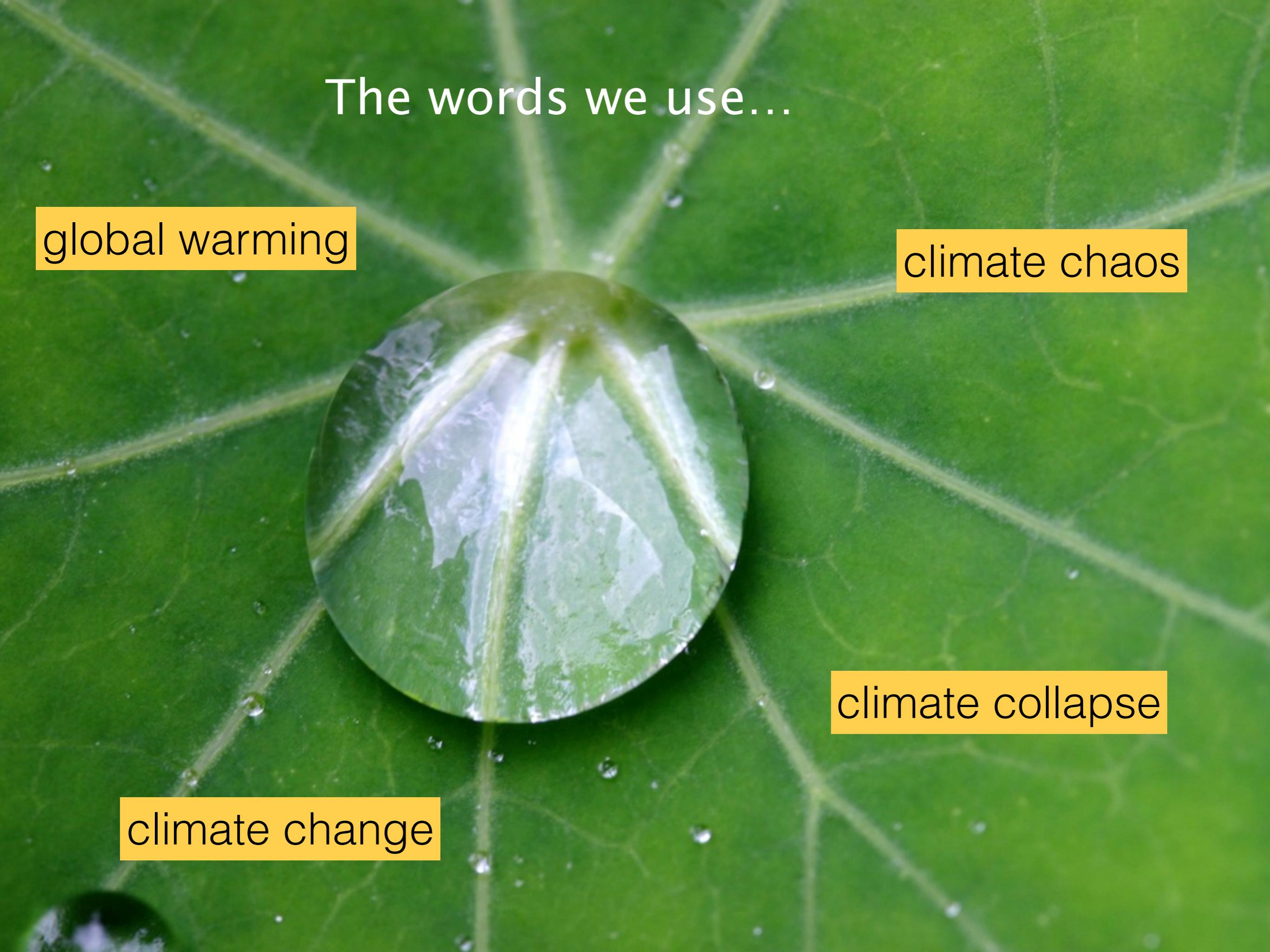
– Barre Senior Center, September 2015 SI



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.**



The words we use...

global warming

climate chaos

climate collapse

climate change

Vermont Vaudeville – Small and Inspiring Grant

The main hall of the Town House will be filled with 300 school children aged five to twelve. These children will be in a state of excitement and anticipation, but have no idea what is in store for them. Over the course of an hour, they will see many feats they never knew were possible; they will hear live music; they will see world-class professionals, masters of their disciplines, making complicated tricks seem easy. In short, they will have an experience of wonder. After the show, in a question and answer session, the children will learn that these performers are their neighbors; they will discover that the secret behind all the amazing tricks they saw is hard work and practice; and their impression of what happens inside the Hardwick Town House will be forever changed.

A2VT – Small and Inspiring Grant – local band made up of African immigrants

Camera pans through the town center and around the circle. In the center of the circle, A2VT performs "Winooski, My Town" on the top perch of the water feature, as cars swirl around them.

Cut to the Winooski Fire Dept, who come out and sing along with the lyrics. Old timers from the VFW and shopkeepers stand in front of their businesses with their staff and clap and sing along. Camera cuts to the African and Namaste Asian markets and their staff, people sitting outside of local restaurants, people sitting down by the river, waterfalls in the background. Everyone is celebrating and singing along. Up to city hall where Mayor O'Brien emerges to do a few lines of verse and to the police next door, where they join in. The atmosphere will be like one huge block party with the common theme of celebrating Winooski as they sing the lyrics, "Winooski, my town, Winooski, my town. Everybody knows that we live in the town."

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

Putting the Visual into Our Written Comms





visual content is shared **3X** faster than text on social media



Image tweets result in **150%** more retweets, **18%** more clicks, and a whopping **89%** higher chance of being selected as a Favourite



video is shared **more** than any other type of content on social media



Instagram achieves **15X** times the engagement of Facebook

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

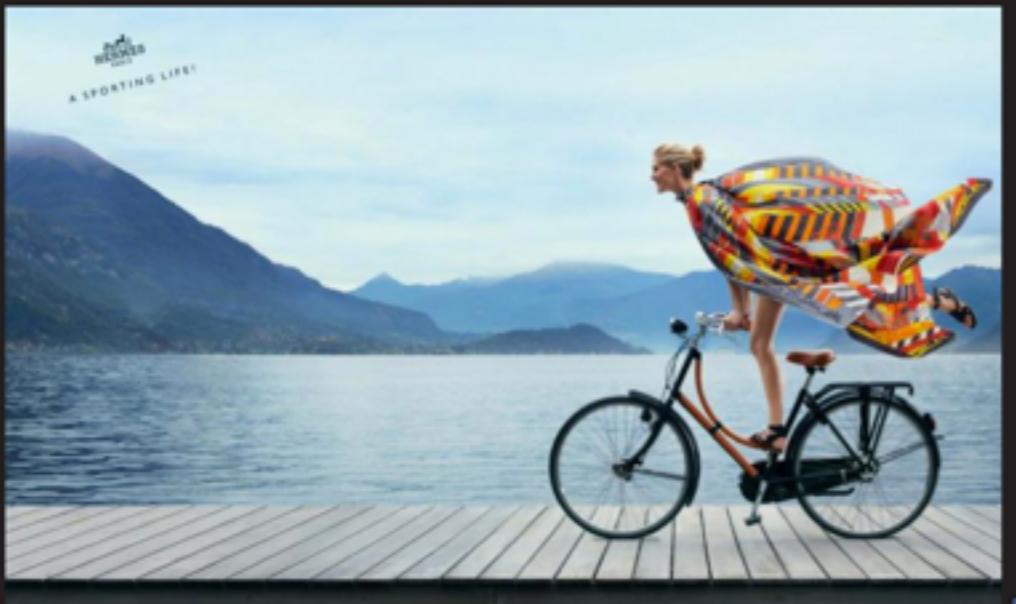
by Daley Hake

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

THIS IS NOT A BIKE
it's Motor City pride



THIS IS NOT A BIKE
it's lightness of being



An
Implied
Story
&
Lightness
of Touch
Captures
the
Imagination

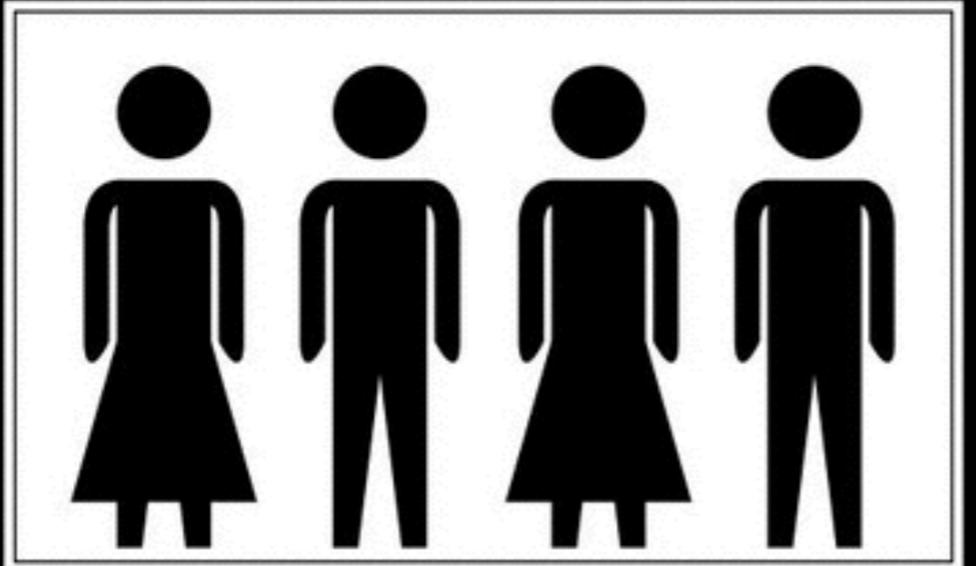
THIS IS NOT A BIKE
it's a faster taxi



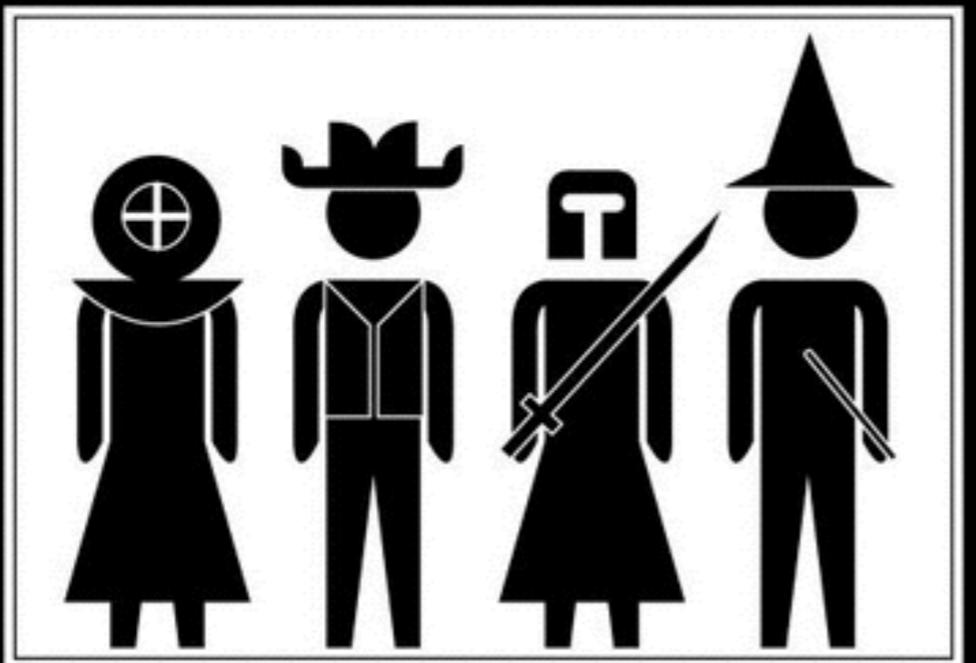
THIS IS NOT A BIKE
it's an engine for economic and cultural empowerment



These are your kids



These are your kids



on books

The Power
of
Humor

and

Less
is
More



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

Reaching out via Email or an Appeal or Newsletter

a. Adding a Visual

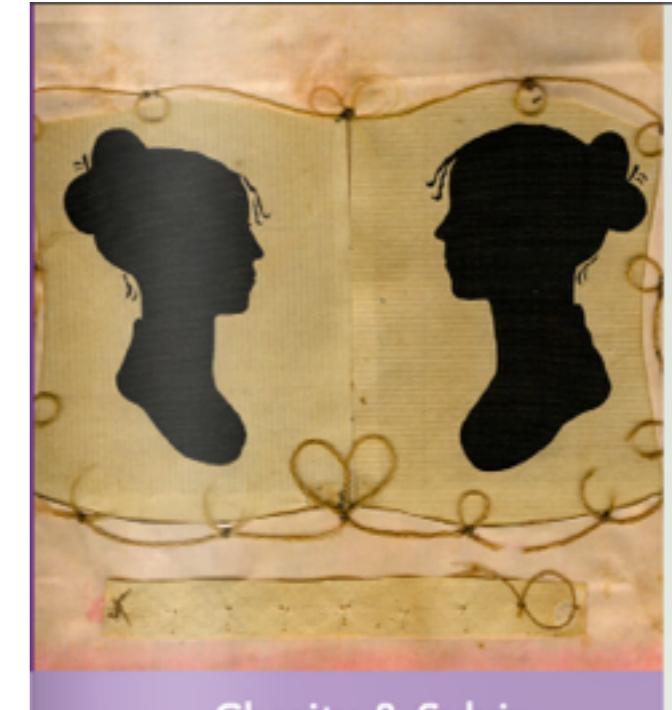


Created by [chiccabubble](#)
from Noun Project



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

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



The landmark [Henry Sheldon Museum](#) Exhibit

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

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





Freedom to Marry
Posted by Adam Poleski (?)
May 19, 2014 · ④

Brian & Tony met and fell in love while serving in the Army. Once they returned from Iraq, they built their lives together in Tennessee, and now they are planning to get married on their 10th anniversary! Click "like" to congratulate them, and read their moving story of why they need the freedom to marry at home: <http://bit.ly/1sLjvbb> — with Nick Reyu and Darius Leonardi.

[Tag Photo](#) [Add Location](#) [Edit](#)

[Unlike](#) · [Comment](#) · [Share](#)

[Freedom to Marry](#), [Rhajit Socrum](#), [Top Comments](#) · Torre A McGregor Frasier, Günter Hassolt and 524,192 others like this.

13,724 shares

[Brendon Hicks](#) I served in the Army for ten years, 5 desperate deployments to Iraq and Afghanistan. I was in a ranger unit.....we were in the shit. My point is this....the hardest, toughest, badass guy who actually saved my life admitted he was gay at a bar with our teammates. We were shocked and surprised. Did it matter to us.....HELL NO. Let them do what they do!!!

[Like](#) · [Reply](#) · 4,244 · May 20, 2014 at 1:06am

39 Replies

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



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

Day in the Life



Like · Comment · Share

677 people like this.

View 35 more comments

80

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

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



charitywater 10 months ago
Sarpan Damangs 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 Engoroda village now have water taps right at home. Which makes for a much shorter journey. [#waterchangeseverything](#)

100 111 1,391 others like this

kalisha_uk My wifes name opened once i went to india for the first time as i am Indian but was born and am living in new Zealand

kalisha_uk What state are u froming in??

Indrahasan Sereynew

demac 1,021

sydhaswini India in

sydhaswini India in

sydhaswini India in

Leave a comment...

ABOUT US SUPPORT BLOG PRESS API JOBS PRIVACY TERMS © 2014 INSTAGRAM

Imagine – Future Story



<https://www.youtube.com/watch?v=3KyvIMJefR4>

Using Video to Thank Donors



**Our campers
want to say
"THANK YOU!"**



Common Visual Storytelling Mistakes

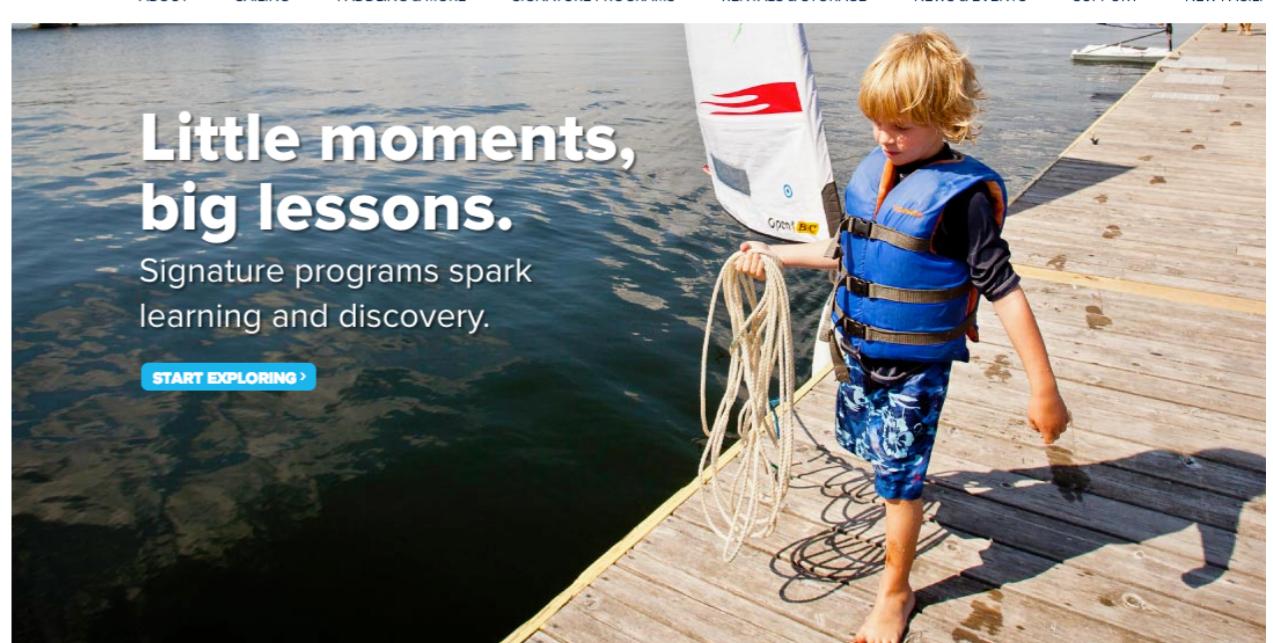


Photo by <https://www.flickr.com/photos/gregdonnaphotos/>

VS.

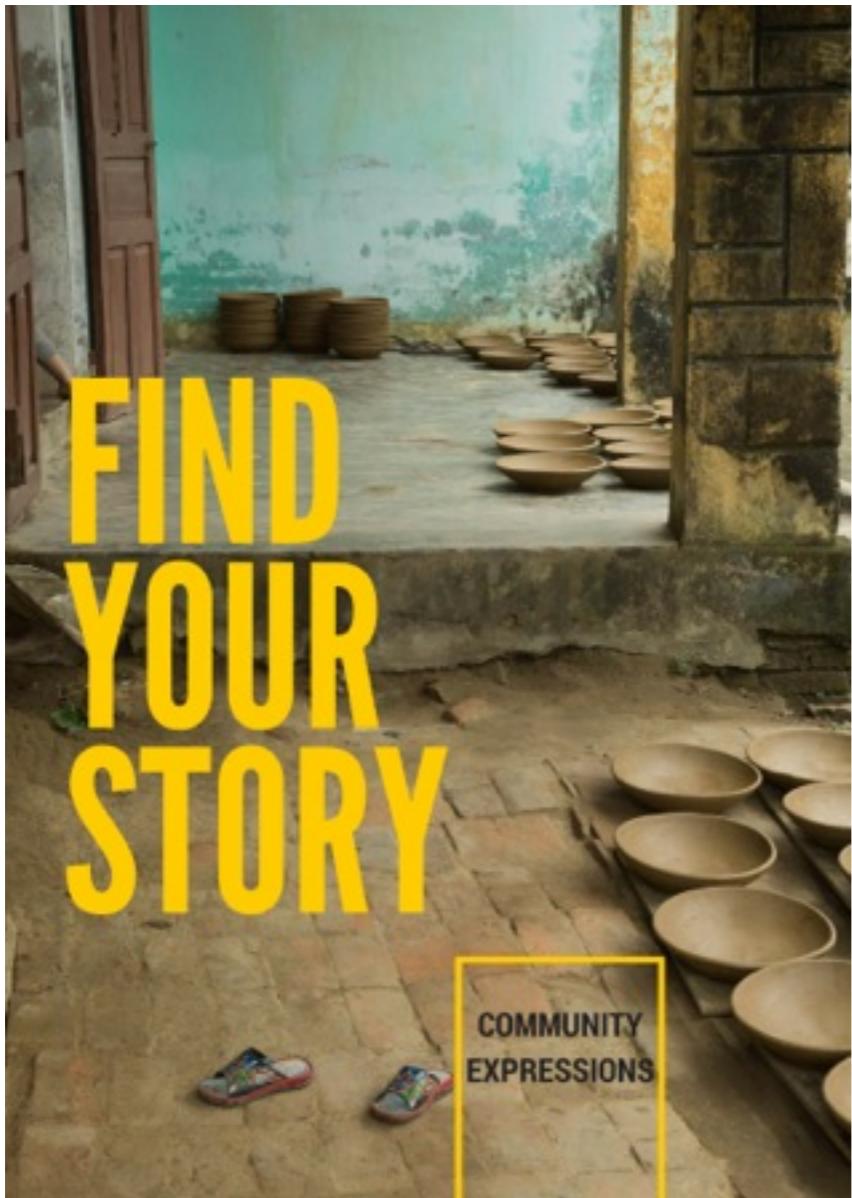


Photo by <https://www.flickr.com/photos/ccstb/>



Story Challenge: Image w/Text Overlay

1. A group exercise



canva.com



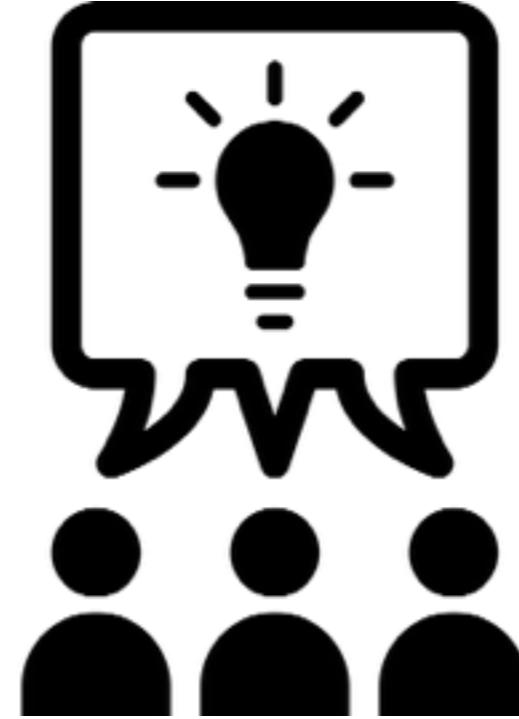
<https://pixlr.com/express/>

2. Take your images, add one line of text, share, get feedback, revise.



Project Kitchen: Getting Help with a Storytelling Project



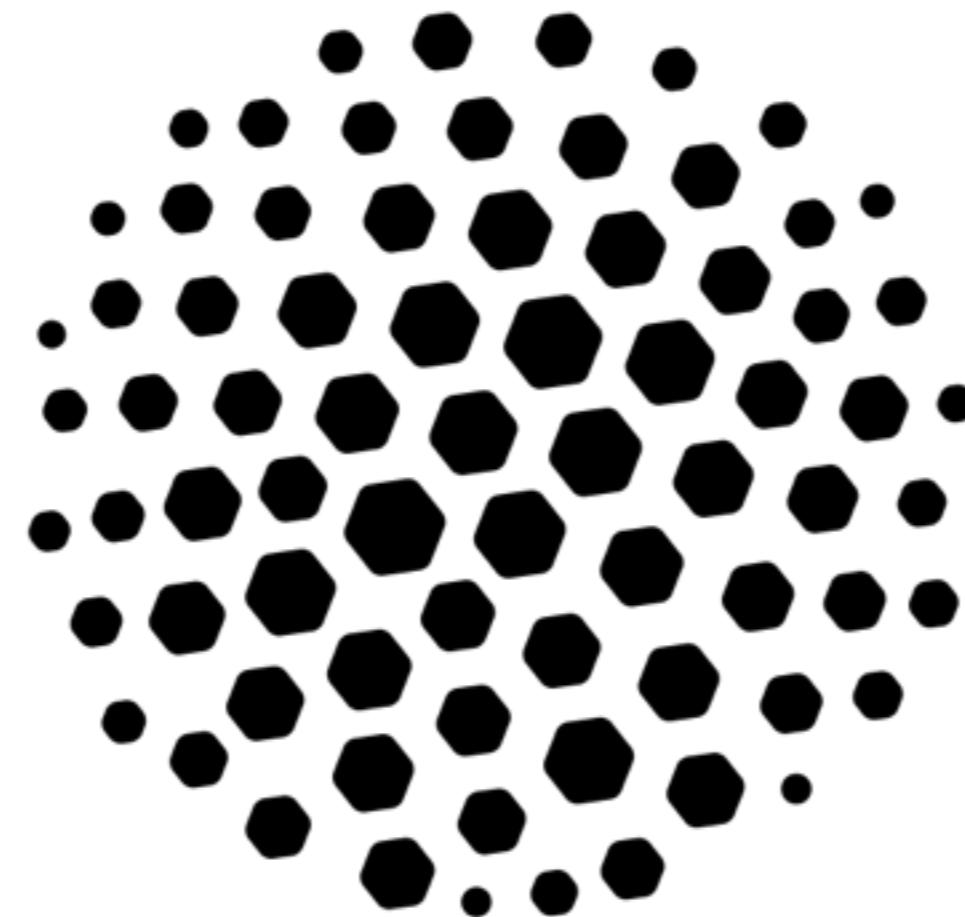


Project Kitchen

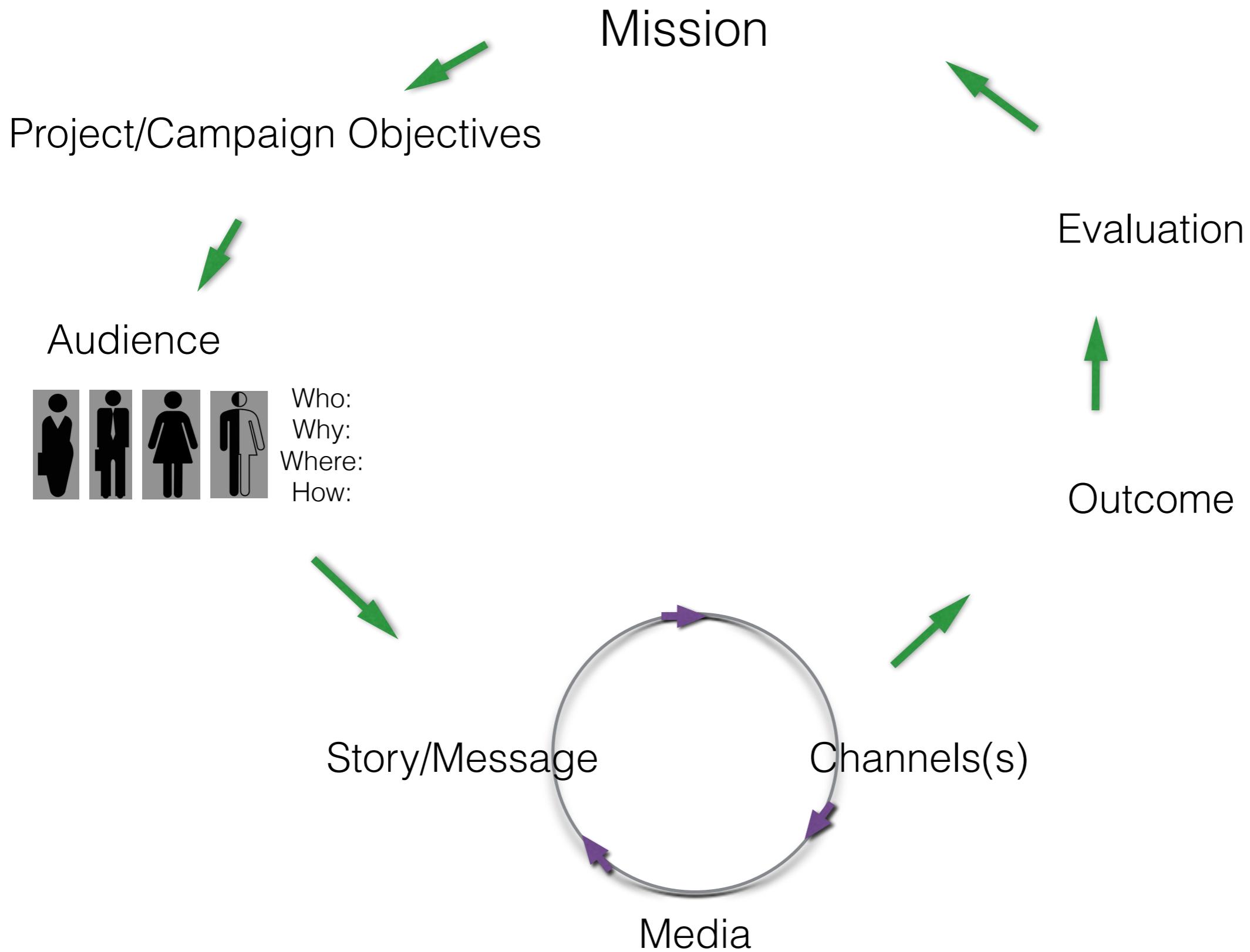
1. Sit in groups of three (w/folks from other orgs)
2. Round One: Person A presents their challenge (1 min)
3. Persons B & C ask clarifying questions (1 -2 mins)
4. A turns chair around to face away & listen
5. B & C generate ideas, suggestions, advice (4-5 mins)
6. A turns around & shares what was most helpful (1 min)
7. Switch to Person B & then C

Collecting & Documenting Stories for Impact

Samara 25th Anniversary Year Storytelling Project



Strategic Story Flow!



Whose stories? How will you gather them? Organize them? Share them?



SAGE STORY
Bring your story to life.

HOME ▶ NATIONAL PROGRAMS ▶ SAGE STORY

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

[SHARE YOUR STORY! ▶](#)

[STORIES ABOUT DISCRIMINATION ▶](#)

[STORIES ABOUT ECONOMIC SECURITY ▶](#)

[STORIES ABOUT SOCIAL ISOLATION ▶](#)

[ABOUT SAGE STORY ▶](#)

[ATTEND A SAGE STORY WORKSHOP ▶](#)

SEE THE STORIES

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



WATCH THE STORIES

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



LISTEN TO THE STORIES

Podcasts that amplify the voices of LGBT elders. ▶



READ THE STORIES

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

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

Will you gather stories through story interviews or ask people to share them?



Profiles

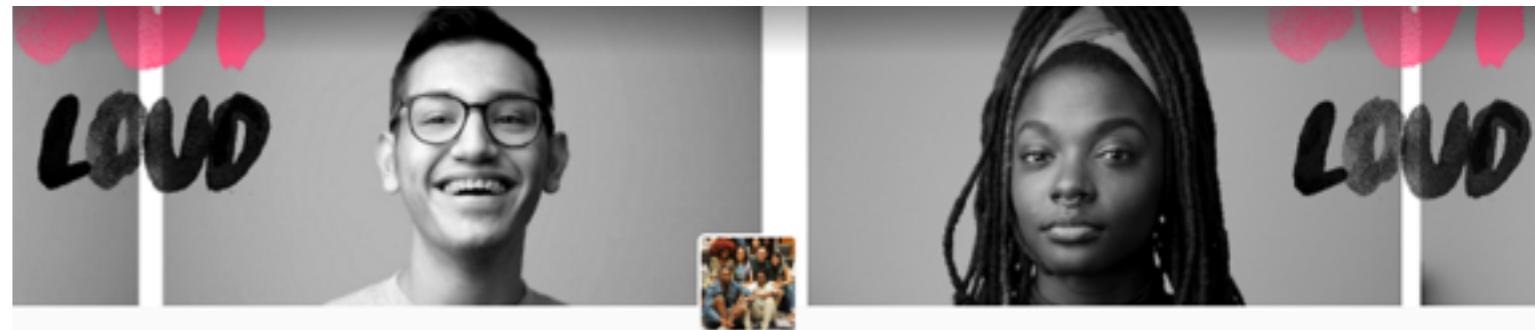
WHILE YOU WERE OUT RIDING, BIKE ADVOCACY BECAME COOL

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

By Kira Cross

GOOD STORIES ARE STRAIGHTFORWARD

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



YouthResource

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

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



"But I learned this from so many who came before me... 'It' doesn't get better.

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

What about a timeline or map of stories?



Jewish Women's Archive

Jeanne Manford marches with her son Morty.

1973 social milestone

PFLAG

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

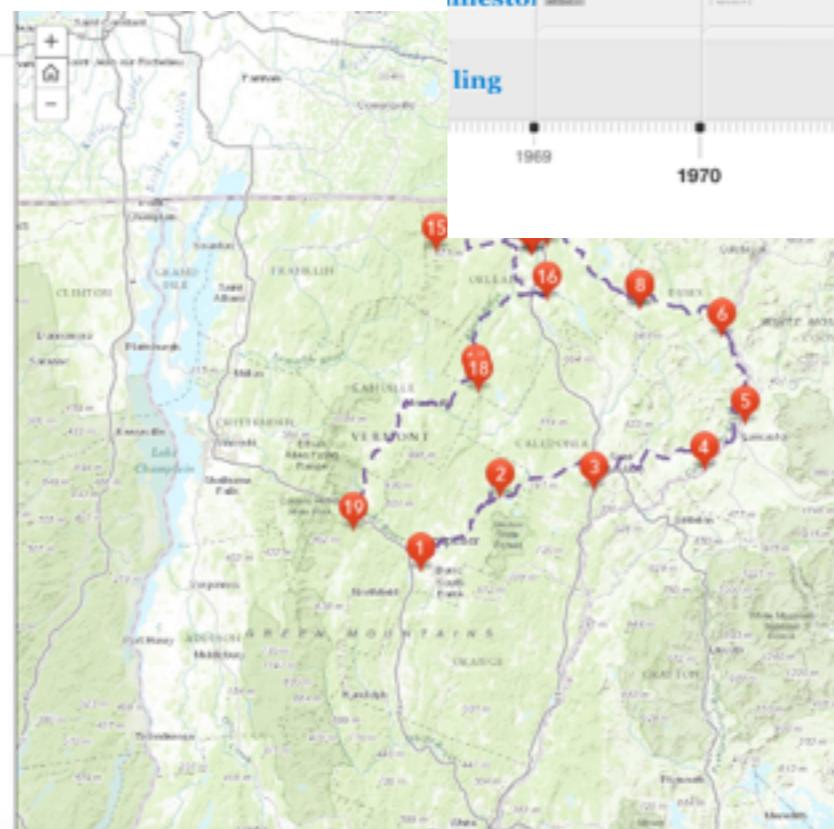
Preservation Trust of Vermont - www.ptvermont.org

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.

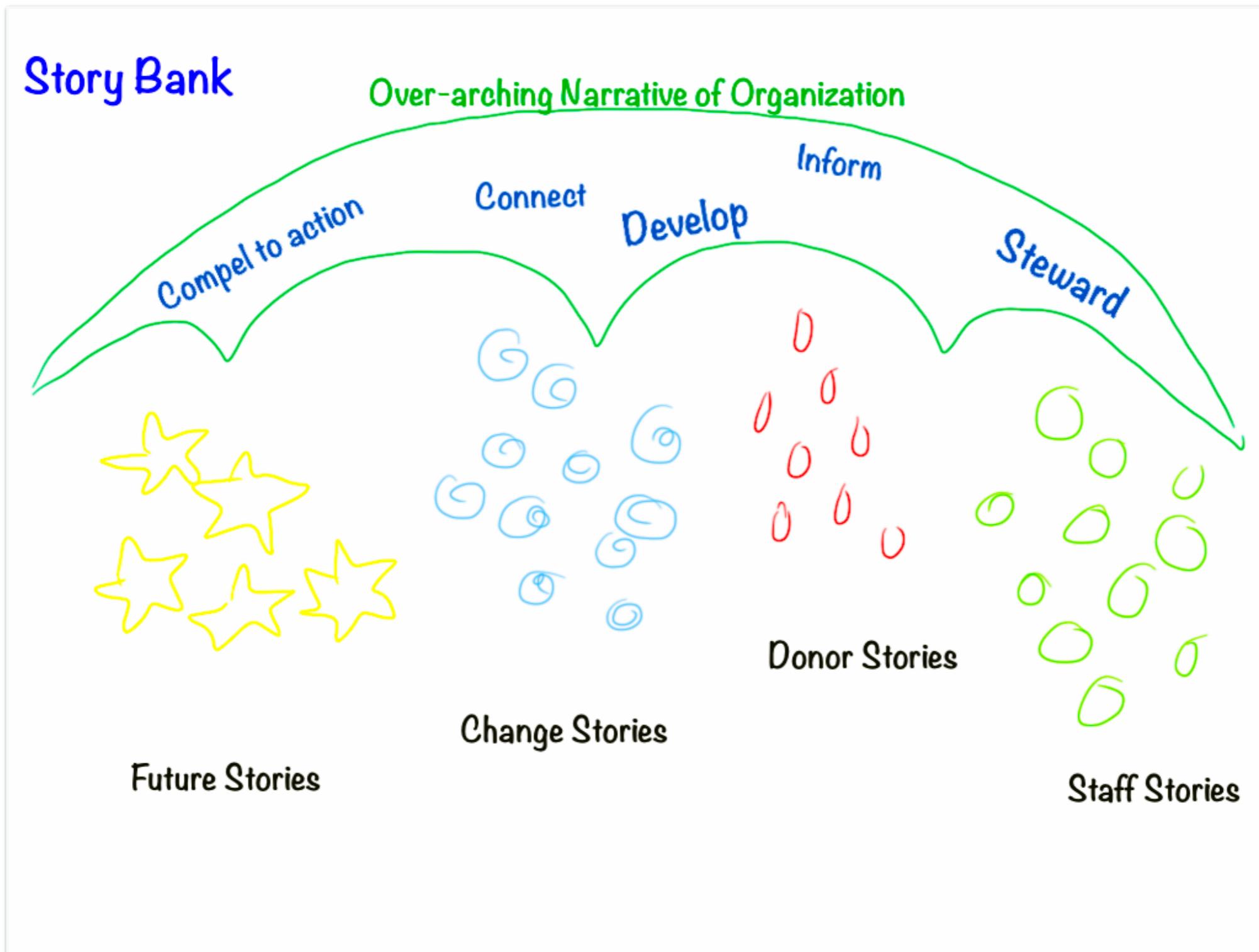
Join us on our journey by scrolling through the images below (and clicking for motion and sound when available).



<http://www.whatisaggregate.com/lgbtq-timeline/>

Preservation Trust Board Bus Tour

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



<https://www.hatchforgood.org/explore/85/setting-up-a-storybank>

<http://www.communitycatalyst.org/resources/tools/storybanking/getting-started>

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?



SHARE

1. 2 take-aways from today
2. 2 storytelling ideas you want put into action

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>

Slide deck and Hand-out for this Workshop: