

Story Telling Principles

‘We are programmed through
our evolutionary biology to be
both consumers and creators
of story’

Jonah Sachs, CEO Free Range Studios

Chris Anderson TED's secret to great public speaking

https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking

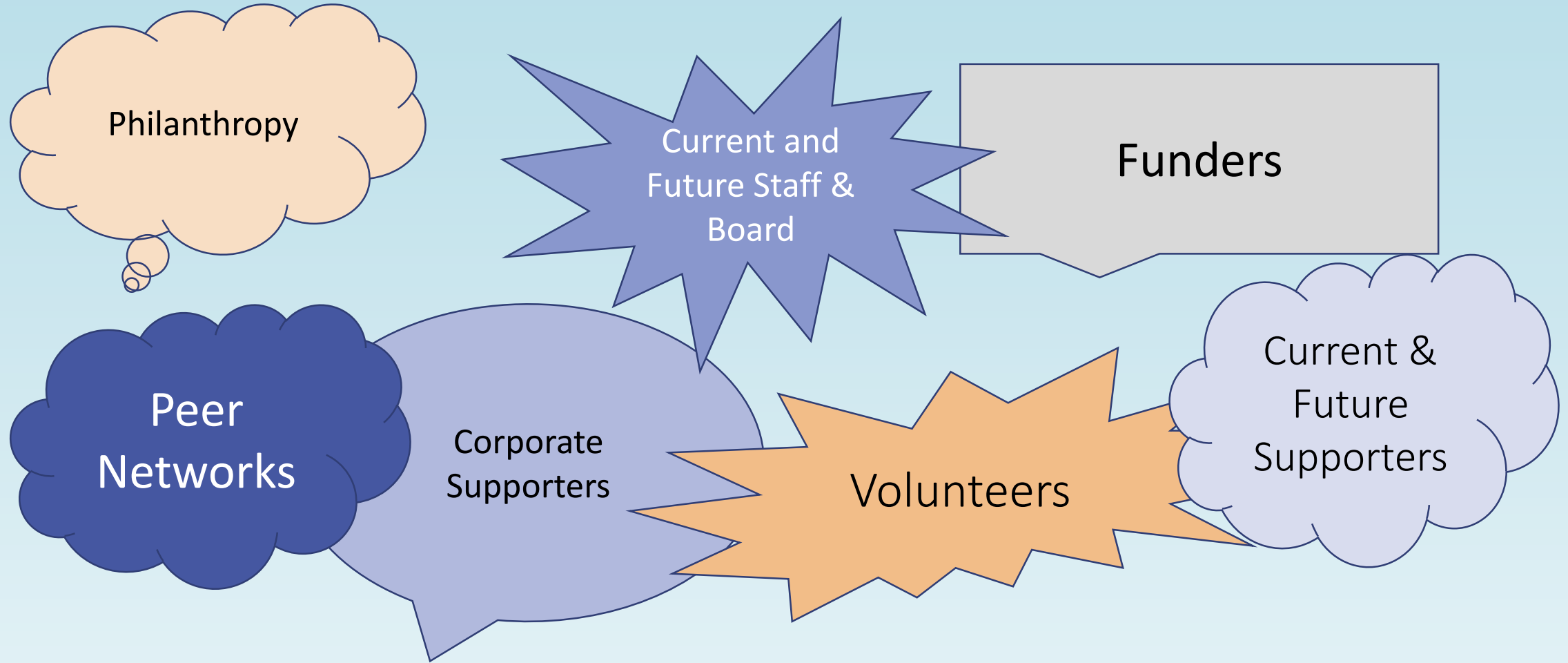


Stories in Community Development

Collecting & Telling Stories in a Community Development Context

- Conversations
- Interviews
- Feedback/Evaluation Forms
- Testimonials
- Focus Groups
- Qualitative & Quantitative
- Grant proposals & acquittals
- Case Studies
- Presentations, Podcasts
- Promotion & Fundraising
- Advocacy
- Pitch – Elevator Statement
- Case Expression
- Annual Reports
- Blogs – Newsletters - Website

Who are our stakeholders, our audience ?



What are the steps if there's no formula ?



What is the OBJECTIVE of your storytelling project ?

Raise Awareness about XXXXXXXX

Create Change in attitudes about XXXXXXXX

Fundraising for XXXXXXXX

- WHAT – Define your storytelling objective
- WHY – Why are you using stories to achieve your objective
- WHO – Where will your stories come from
- HOW – Define how you will invite support and participation, risks, ethics
- ASSESS – Where objectives met

‘Stories are at once everywhere and
also very hard to find’

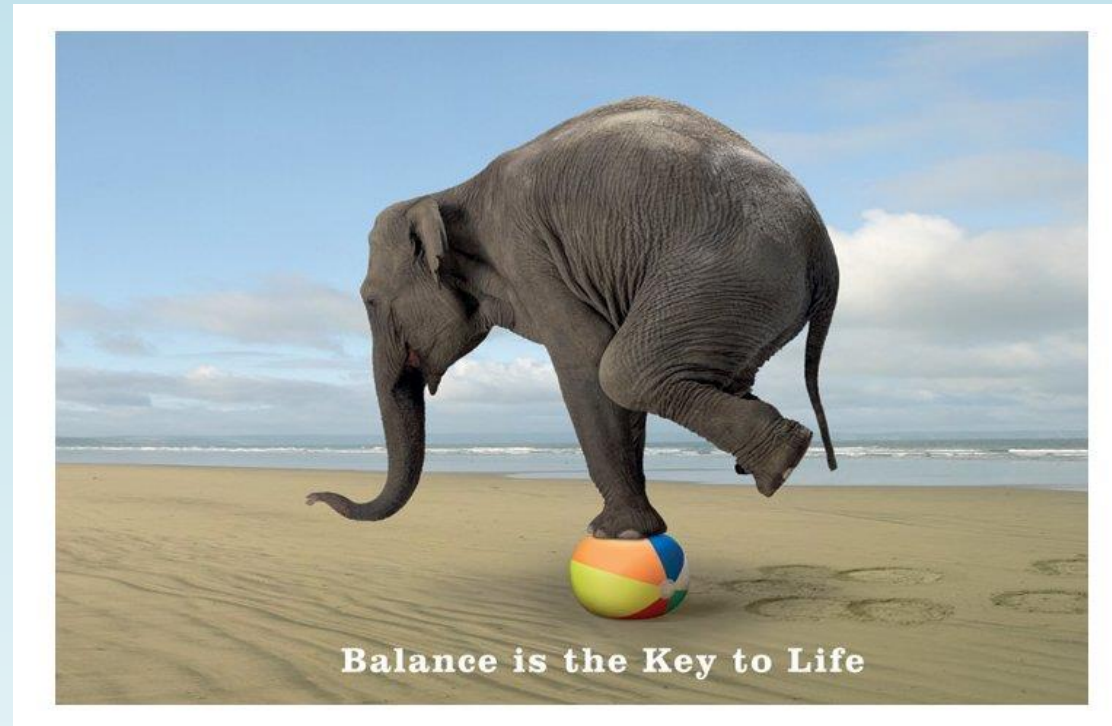
Holly Minch Lightbox Collaborative

Story telling in the context of Fundraising

Case Expression

Balance Emotion & Logic

- *Who*
- *What*
- *Why*
- *Why Now*



Example of a Case Expression

Communities benefit when women are able to reach their full potential (**WHY**). Capital Giving has created a platform that invites you to be part of a giving relationship that is about more than the dollars invested (**WHO**). Together we create grants and fund projects aimed to advance opportunities for women, assisting them along their journey to become the **best** they can be (**WHAT**). We remain connected with the projects we fund as we follow their progress.

A case expression must inspire

TOMORROW, ADVANTAGE, FUTURE, RECOVERY, CONNECTION, HOPE, THRIVE, WELLNESS,
PARTICIPATION, ACTIVATE, EXCITEMENT, OPTIMISM, RESTORE





A picture paints
a thousand
words

Caption



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Caption

Where to from here ?

- What's your story ?

How will you gather your stories ?

What might your organisation have already that can be developed into a short story ?

What's your main idea/message?

Building our story-telling skills:
Workshop #2 – ideas

Homework?

Larger workshop in June

Student project – next steps?