

# Story Telling Principles

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# Storytelling Workshop

Introduction – Chris Anderson, Creator TEDx

Stories are all around us

Storytelling in a Community Development Context

What ? There's NO formula !! ?

Storytelling Objectives

Example of story telling in Fundraising – EXERCISE

Where to from here

‘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](https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking)

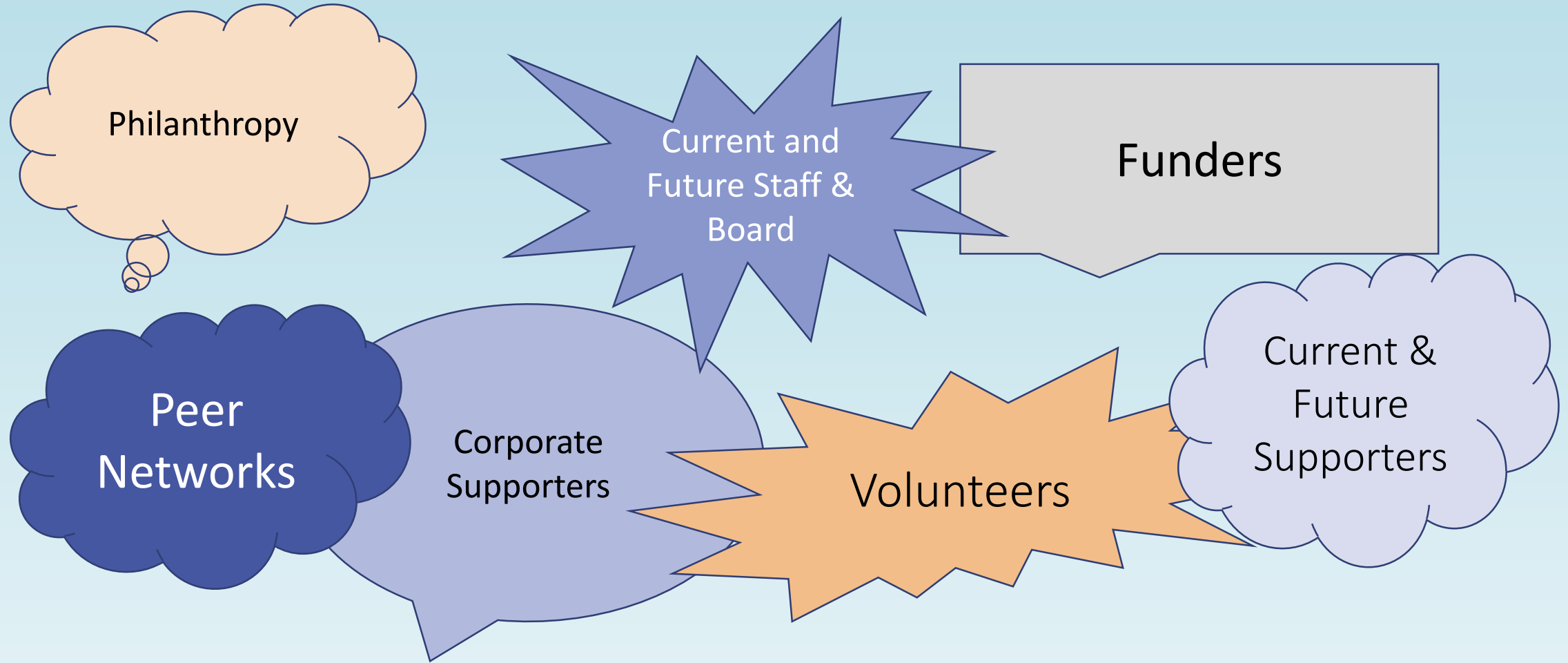


# Stories in Community Development

# Collecting & Telling Stories in CD 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

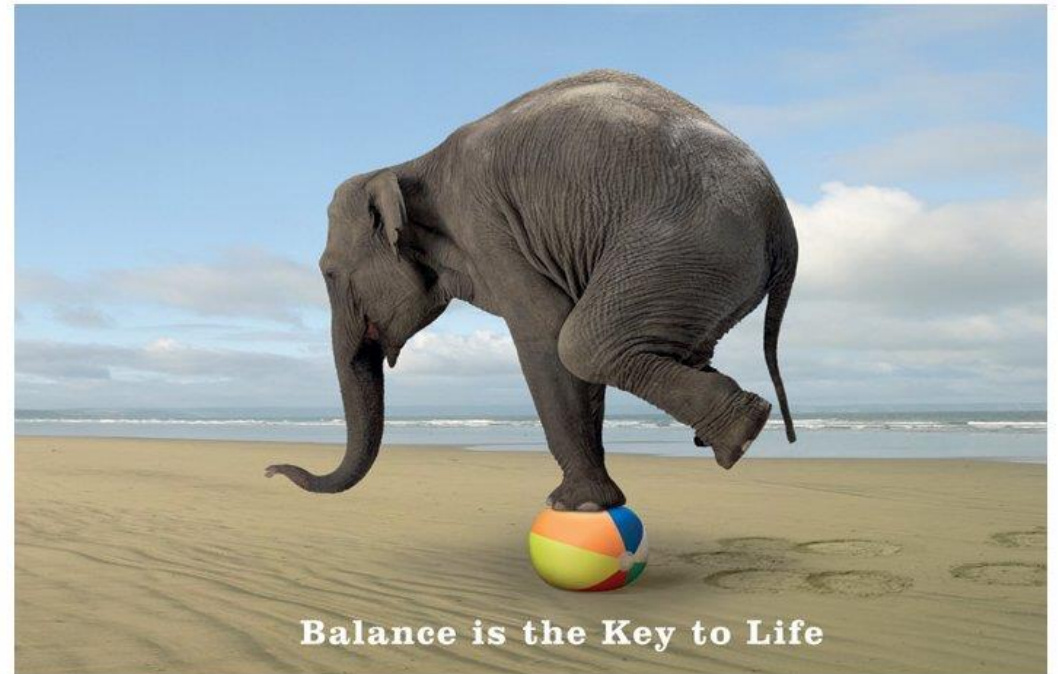
‘Stories are at once everywhere and  
also very hard to find’

Holly Minch Lightbox Collaborative

# Story telling in the context of Fundraising Case Expression

## Balance Emotion & Logic

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



## 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 (**WHAT**). We follow the progress of the projects we fund to learn about how our donations have made a difference.

Communities benefit when **women** are able to reach their **full potential**.

Capital Giving invites you to be **part of a giving relationship** that is about **more than the dollars invested**. Together we create grants and fund projects aimed to advance opportunities for women.

We **follow the progress** of the projects we fund to learn about how our donations have **made a difference**.



# 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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a thousand  
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Caption

# Recap

Stories are all around us

Storytelling in a Community Development Context

What ? There's NO formula !! ?

Storytelling Objectives

Who are our audience

Keep it Simple – One Theme – One Idea

Best way to illustrate your message ?

Images

Where to from here ?

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 ?

**Building our story-telling skills:**

Workshop #2 – ideas

Larger workshop in June

Student project – next steps?