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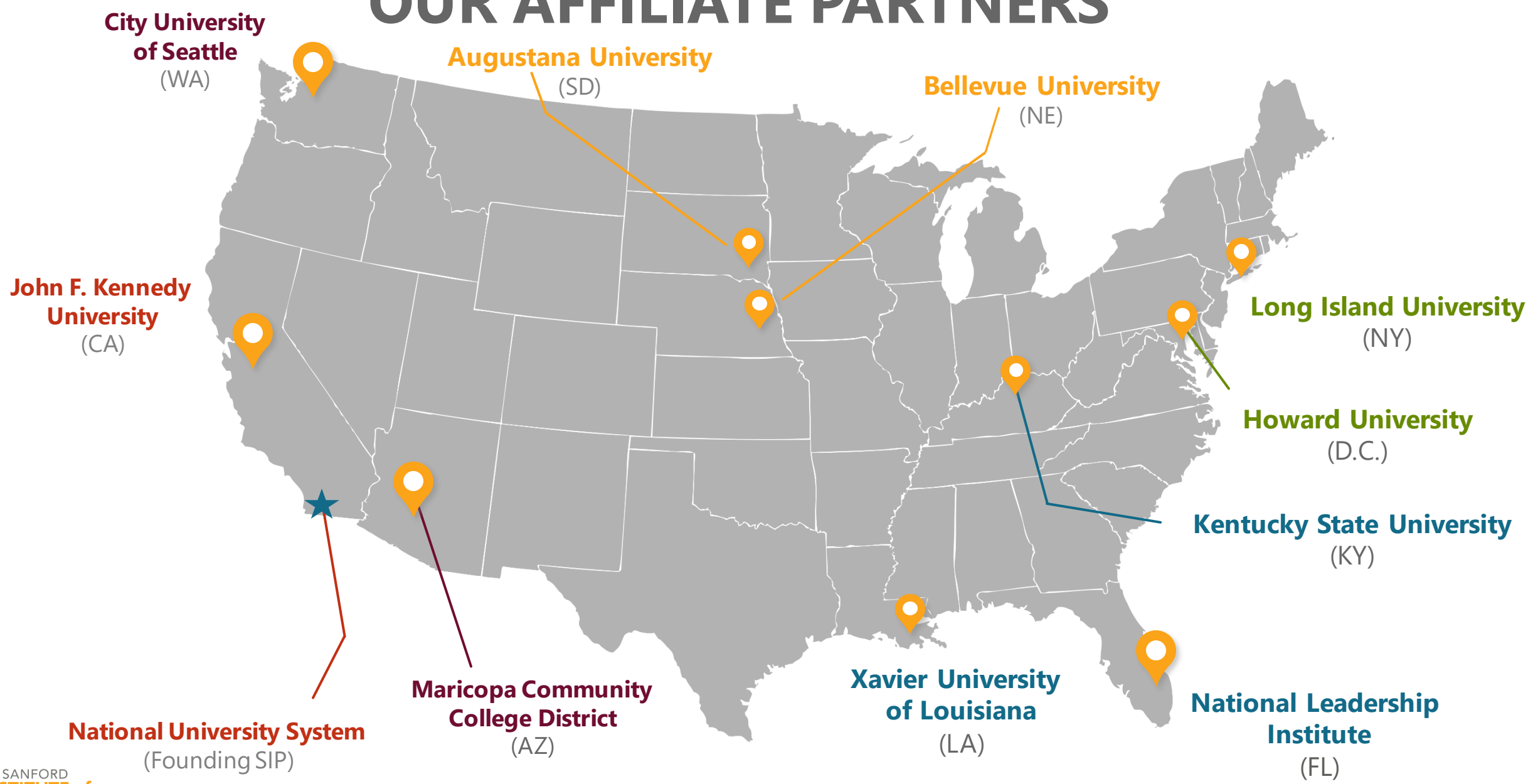
Make #Philanthropy Happen

Telling a Good Story: Changing Hearts, Minds and Actions

Wednesday, August 15, 2018

OUR AFFILIATE PARTNERS



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Tell us your role and where you are from!

Send it in the chat

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mis·sion state·ment

our aims and values

To help nonprofits significantly increase their fundraising capabilities and impact they have in their communities and society, through proven contemporary curriculum presented by world-class nonprofit leaders, best in class faculty and renowned philanthropists.

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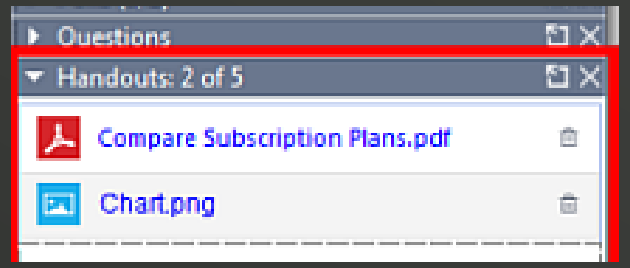
Don’t forget to download the handout!

Example:



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Meet Your Speaker

Michelle Jaramillo

Communications
and Narrative Change
Consultant

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Today, you will learn...

Components of Great Stories

What is Narrative?

Latest Research

How YOU can get started today

Special Announcement

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*Storytelling is the most **powerful** way*

to put ideas into the world

Robert McKee

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Stories…

Source: https://learn.networkforgood.com/storytelling-for-nonprofits-2017.html

Help us remember facts

Influence our decision making

Link us to our sense of generosity

Stories on social media were the **leading motivator** for donors to transition from online to offline giving!

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ONWARD!!!

Great Stories

What are they?

How do we find them and craft them?

How do we share them in powerful ways?

You're never going to kill storytelling because it's built into the human plan. We come with it.

Margaret Atwood

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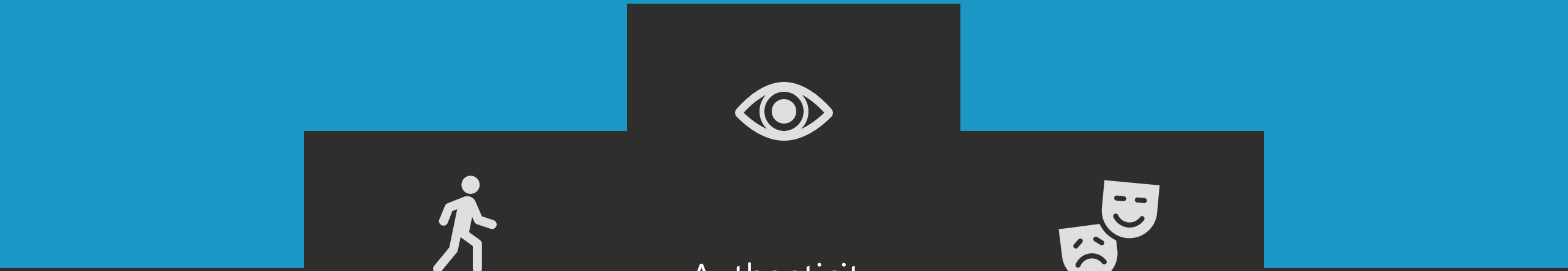
Five Building Blocks of Compelling Stories



Effective character – YOUR HERO

Clear Trajectory

Authenticity

Action-oriented Emotions

Hook (and fast!)

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Let's Take a Poll!

How do you source your great stories?

Staff
Board
Volunteers
Students
Other – submit via chat

A poll will launch on your screen

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BIG IDEA

It's **not** about your organization

The **most powerful** stories are about **people**

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YOU are Dory!

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Stories = the building blocks of narratives

Narratives:

Shift mindsets

Change the entire context of a debate

System of stories

Change the way people ***think***

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How do you shift the narrative?

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Let’s look at the research…

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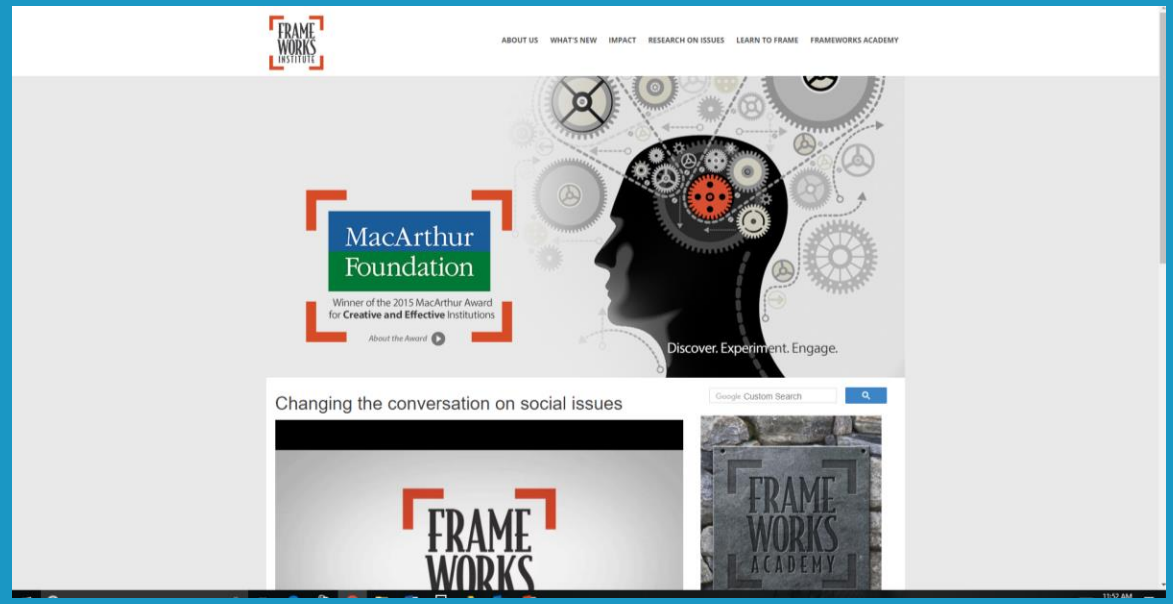
Framing your narrative

Framing is **critical** to shifting your narrative

Long-term framing strategy = changing the way people think

Objective: Prime people to think more expansively about structural or system-level solutions to your issue



http://www.frameworksinstitute.org/frameworks-academy.html

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The Latest in Narrative Research

BRAIN ARCHITECTURE

A term to describe how human brains develop in stages, highlighting the importance of early experiences.

HEAT-TRAPPING BLANKET

A metaphor aimed at helping listeners visualize how the buildup of carbon dioxide in the atmosphere contributes to climate change.

TOXIC STRESS

A phrase describing the damaging impact of childhood abuse and neglect on a developing brain.

BRAIN AIR TRAFFIC CONTROL

A way of describing the group of skills that allow us to plan ahead, pay attention, and regulate our emotions.

http://www.frameworksinstitute.org/frameworks-academy.html

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The Latest in Narrative Research

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What's YOUR story?

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Getting Started!

3 hours

3 days

3 weeks

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Getting Started!

Next 3 hours

- ✓ Read the **handout**!
- ✓ **Research** the resources provided to you.
- ✓ **Coffee** with a colleague. Learn about their program and explore story ideas.
- ✓ Develop a **short list** of 2-3 people to interview
- ✓ Share **importance of storytelling** with your organization. **Curate new stories!**

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Getting Started!

Next 3 days

- ✓ Schedule **interviews** (see Meyer's report)
- ✓ Sit down with a **colleague** from your sector. Talk about your **dominant narrative**.
- ✓ Check out existing **opinion research** on your issue.

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Getting Started!

Next 3 weeks

- ✓ Identify two **powerful** stories
- ✓ Use the storytelling craft to **develop those stories**
- ✓ Identify **two** channels – **share** your stories!

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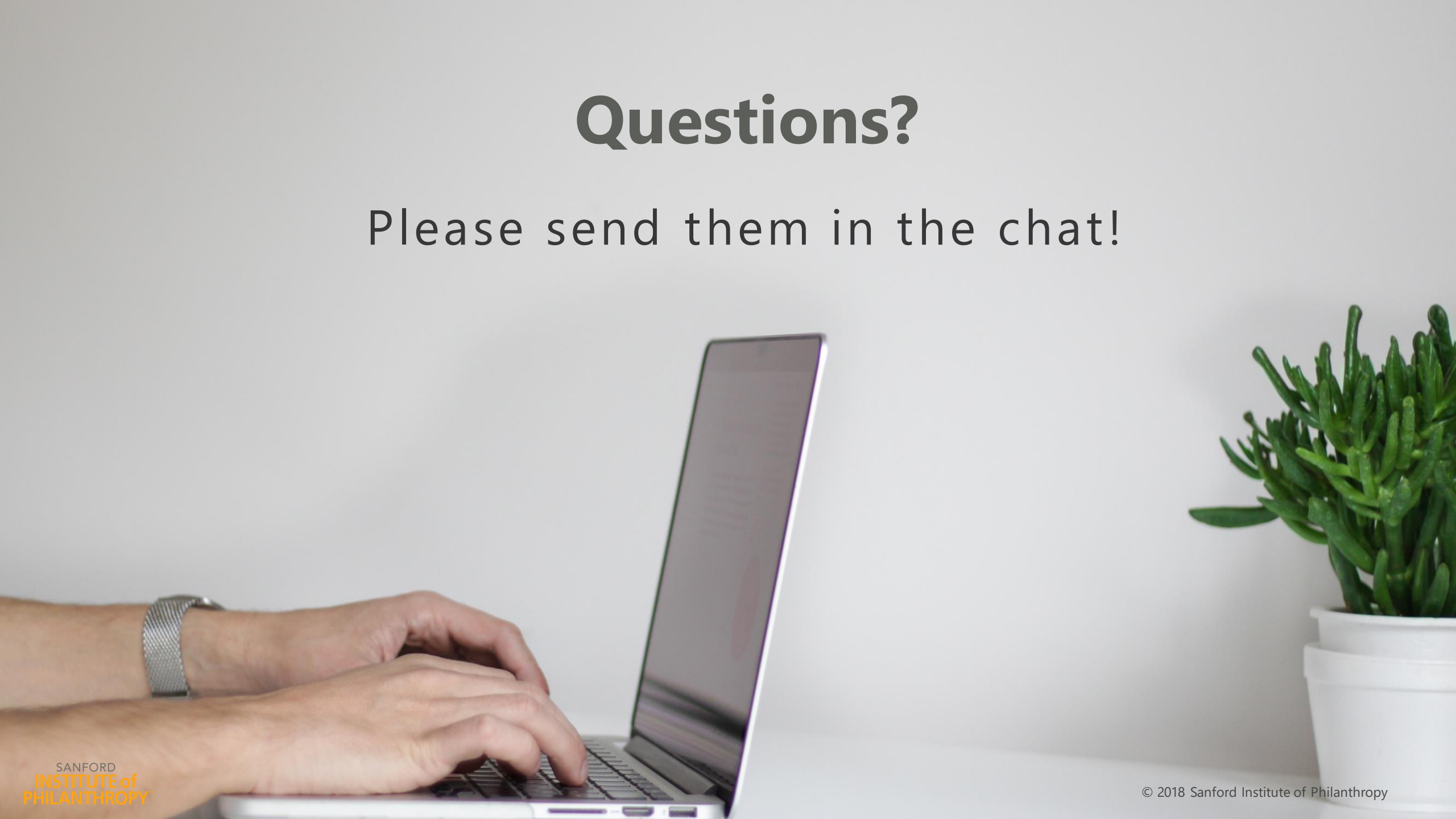
Questions?

Please send them in the chat!



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BONUS!

Virtual Workshop

Eight lucky webinar participants will be randomly selected to participate in a post-webinar workshop!

What's Coming!

- Virtual workshop with Michelle and seven other participants to craft and refine your nonprofit's story
- 1-on-1 pre-workshop conversation with Michelle
- Additional resources provided that you can use to continue to refine your story

Winners will be contacted via email within two weeks.

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Inbox
Edit
Search
me,customer (1)
Re : company info ...
customer no.249
Re : 2 new notifica ...
me,friends (6)
Re : company info ...
Join us
New Sign-in on Computer ...
me,customer (2)
Re : On 23 October at 09:00, ...
me,customer (2)
Re : company info ...
customer no.091
company info ...

Contact Our Presenter!

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THANK YOU!

We'd love to hear your feedback.

Please take our survey!!

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