

**Change the
Story**

**Change the
World**



Welcome!



Kirsten Farrell
Director
(she/her/hers)



**The Goodman Center is a
communications training and
coaching firm dedicated to
helping you reach more people
with more impact.**

Community Agreements

- We believe interaction makes for a better webinar, so we call on people occasionally. If your learning style is to observe and *not* be called on, please **direct message Kirsten Farrell** in the chat box.
- The ability to multitask while on Zoom can be tempting. We encourage you to stay strong. **Avoid temptation!**
- **Anything you'd like to add?** (Please use the chat box.)



1998



*What do you want
to do better?*

[TELL A STORY](#) [GIVE PRESENTATIONS](#) [LEARN VISUALLY](#) [PLAN CAMPAIGNS](#) [RUN MEETINGS](#) [DELIVER A PITCH](#)

Stories are your single most powerful communication tool.

They help us remember, shape our identity, and influence how we see the world. Learn how to use stories in advocacy, development, recruiting and every aspect of your internal and external communications.

2023

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**BILL & MELINDA
GATES** *foundation*

**Op PRINCETON
UNIVERSITY**

Bank of America

**AMERICAS PROMISE
ALLIANCE**



Robert Wood Johnson Foundation

USC
**UNIVERSITY
OF SOUTHERN
CALIFORNIA**



44¹¹⁵r'

FORD FOUNDATION



**American Heart (u)
Association®**



the David

Lucile **Packard**
FOUNDATION

**MICHIGAN STATE
UNIVERSITY**

G AIRBUS

CSH

supportive housing



COMMUNITY
FOUNDATIONS
OF CANADA

7& Penn



U S DEPARTMENT OF
ENERGY



Prudential







Why are stories a uniquely powerful form of communication?

What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?



Why are stories a uniquely powerful form of communication?

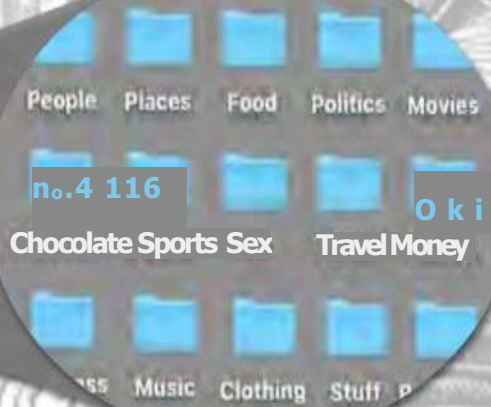
What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?

change
Stories

minds.

can



A person wearing green surgical scrubs and gloves is holding a white cooler with red text. The cooler is labeled "HUMAN ORGAN FOR TRANSPLANT". The background is a blurred operating room with another person in scrubs and a patient on a table.

**HUMAN
ORGAN**
FOR TRANSPLANT



100,000
people await lifesaving
organ transplants

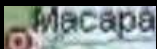
Every **9** minutes
another person is added
to the waiting list



17 people die
each day while waiting
for a transplant

Doctors work as hard as they can to save me
What

gainst
each people will jump the line.



Belém

Luis

titiarrearidi

Menaus

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Araquairia

Fortaleza

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Recife

Salvador

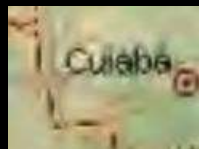
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Araçuaia

Salvador



Goiânia

Urussatuba

Belo

Horizonte

Celso:hoiro

BOLIVIA

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Cairipó ▶ ande

Rio de Janeiro

PARAGUAY

são Paulo

Curitiba

Asunción



DOADOR
SPORT

Zp

immortal
fans



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n•

Ken Walsh's Washington

Newsgram Washington Whispers At the Edge Data Mine The Run 20

Thousands of Brazilian Soccer Supporters Become 'Immortal Fans'

An organ donation campaign from one of Brazil's biggest soccer clubs is slashing transplant waiting lists.



THINKING,
FAST AND SLOW




DANIEL
KAHNEMAN

WINNER OF THE NORTHERN PRIZE IN ECONOMICS

“No one ever
made a decision
because of a
number.

They need a
story.”





If you are willing to work hard, you will be successful.

Racism is a thing of the past.

Your situation is determined by your individual choices.

The problems in our community are too big. There's nothing I can do.

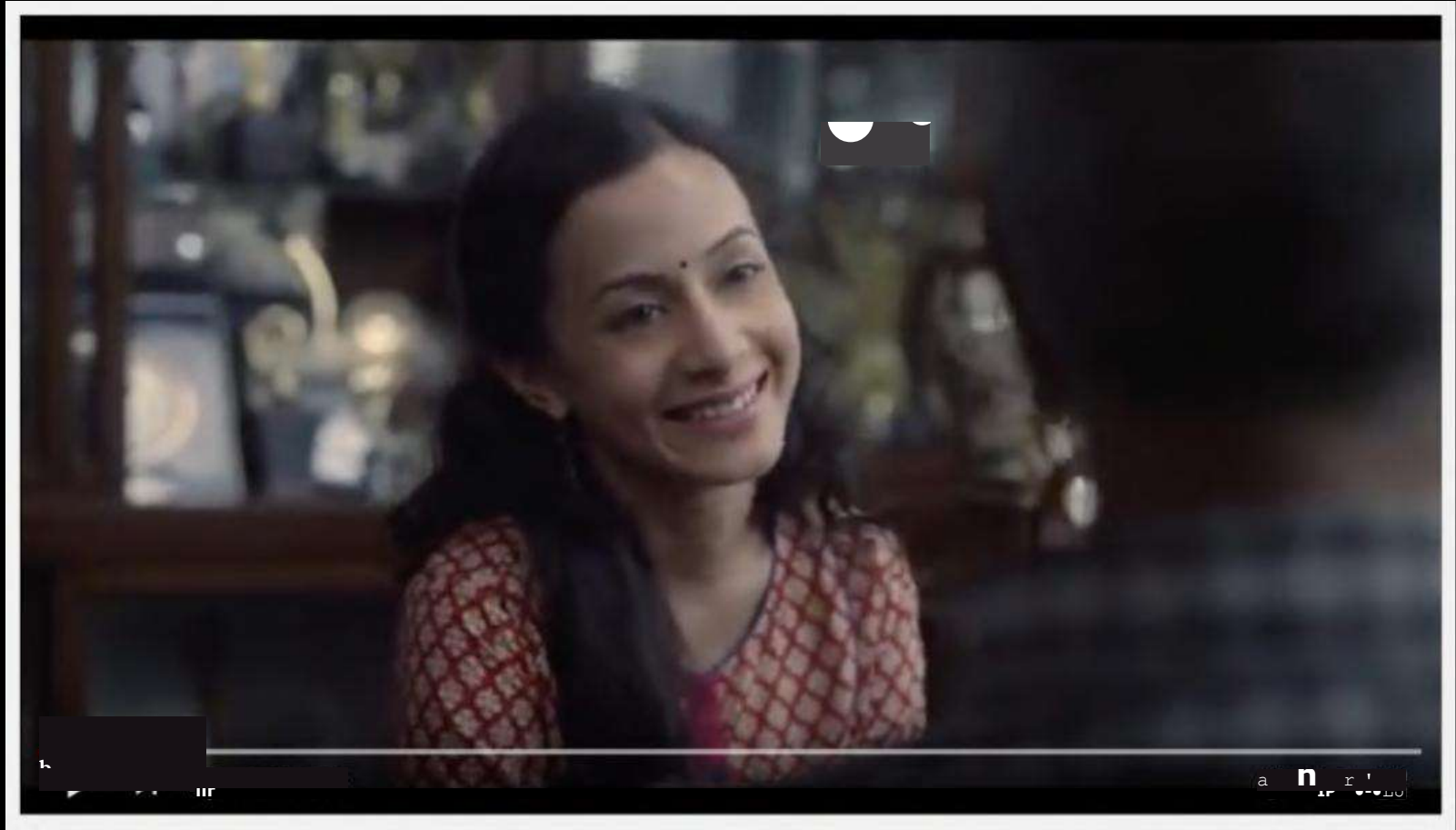


Why are stories a uniquely powerful form of communication?

What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?

“Reunion”



WHO BRINGS US INTO THE STORY?





WHO BRINGS US INTO THE STORY?

Suman

WHAT DOES SHE WANT?



WHO BRINGS US INTO THE STORY?

Suman

WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?



This is me, and this is my childhood friend Yusuf.



This is me, and this is my childhood friend Yusuf.



WHO BRINGS US INTO THE STORY?

Suman

WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?

Locating Yusuf, bringing him to India

HOW DOES SHE RESPOND?



WHO BRINGS US INTO THE STORY?

Suman

WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?

Locating Yusuf, bringing him to India

HOW DOES SHE RESPOND?

Uses Google

WHAT HAPPENS AND WHAT DOES IT MEAN?

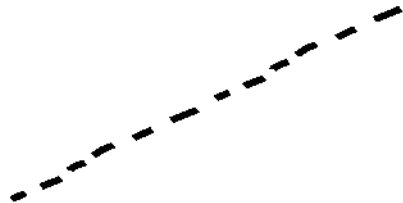
Reunion accomplished... Google is awesome

Story Structure



Story Structure

PROTAGONIST



BARRIER

Story Structure



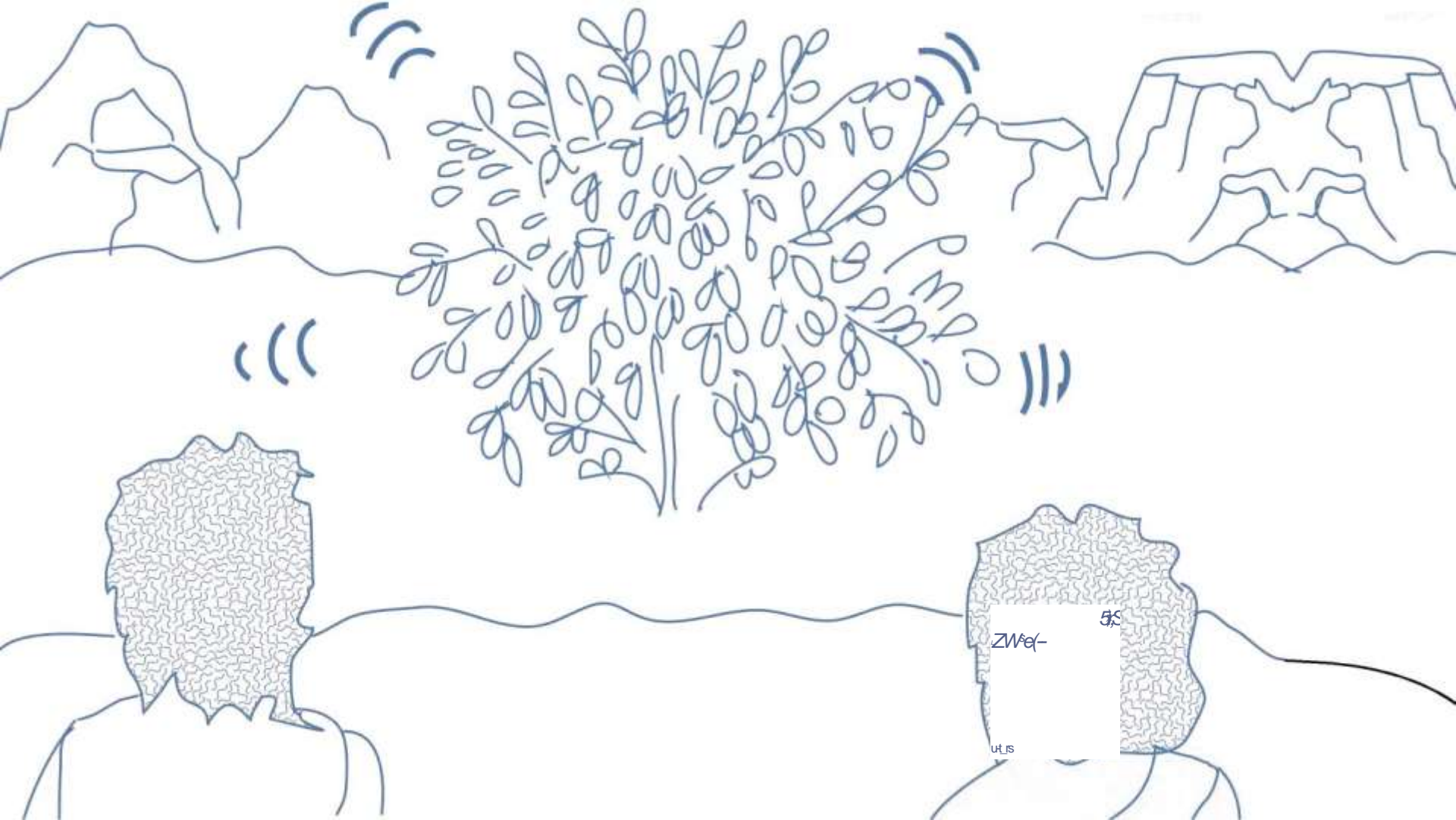
“I worship at the altar of intention and obstacle. Somebody wants something and something is standing in their way of getting it.

The obstacle...has to be formidable, and the tactics they use to overcome that obstacle are what shows us the character.

Aaron Sorkin

Story Structure: A Short Course in Human History

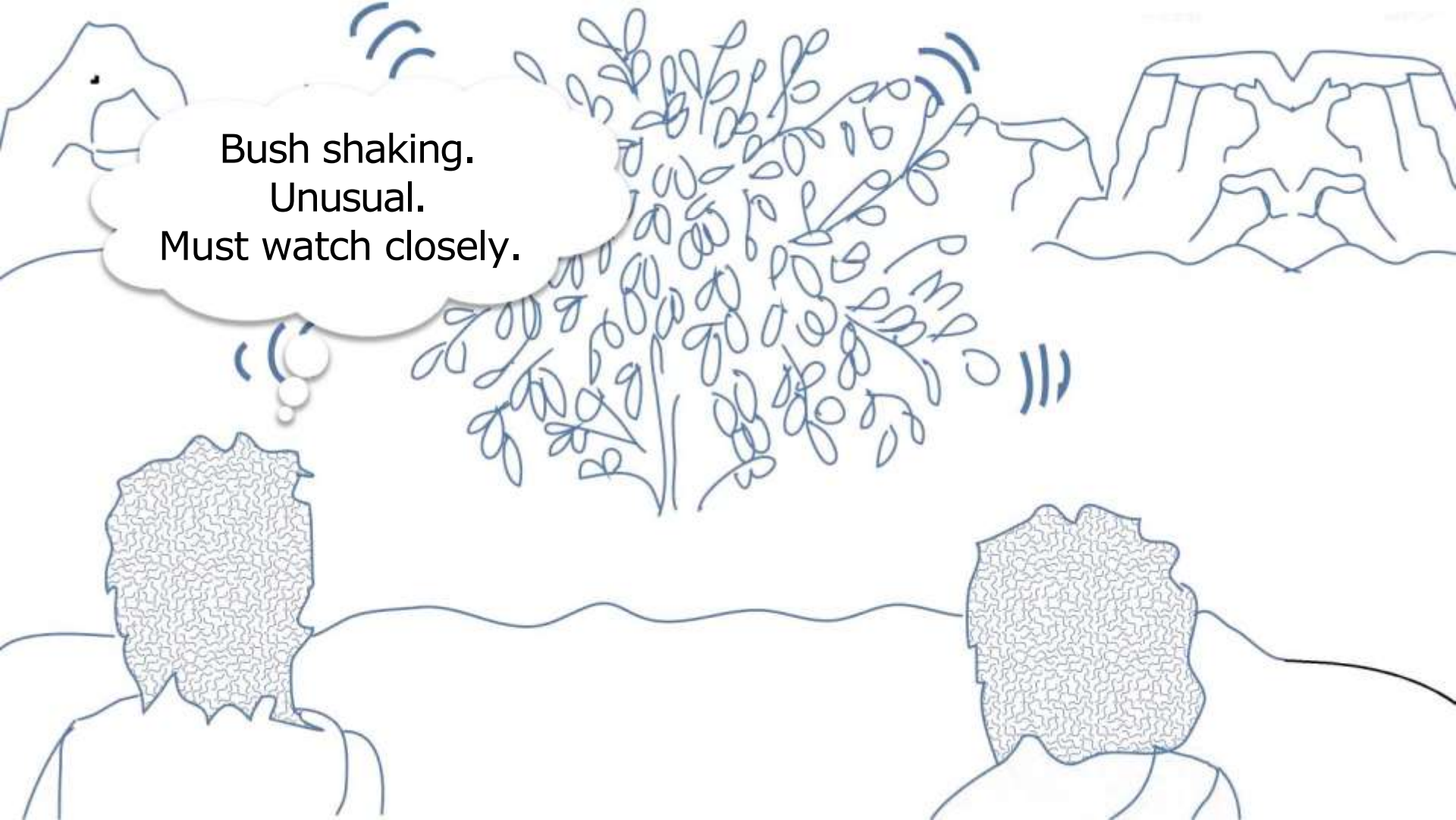




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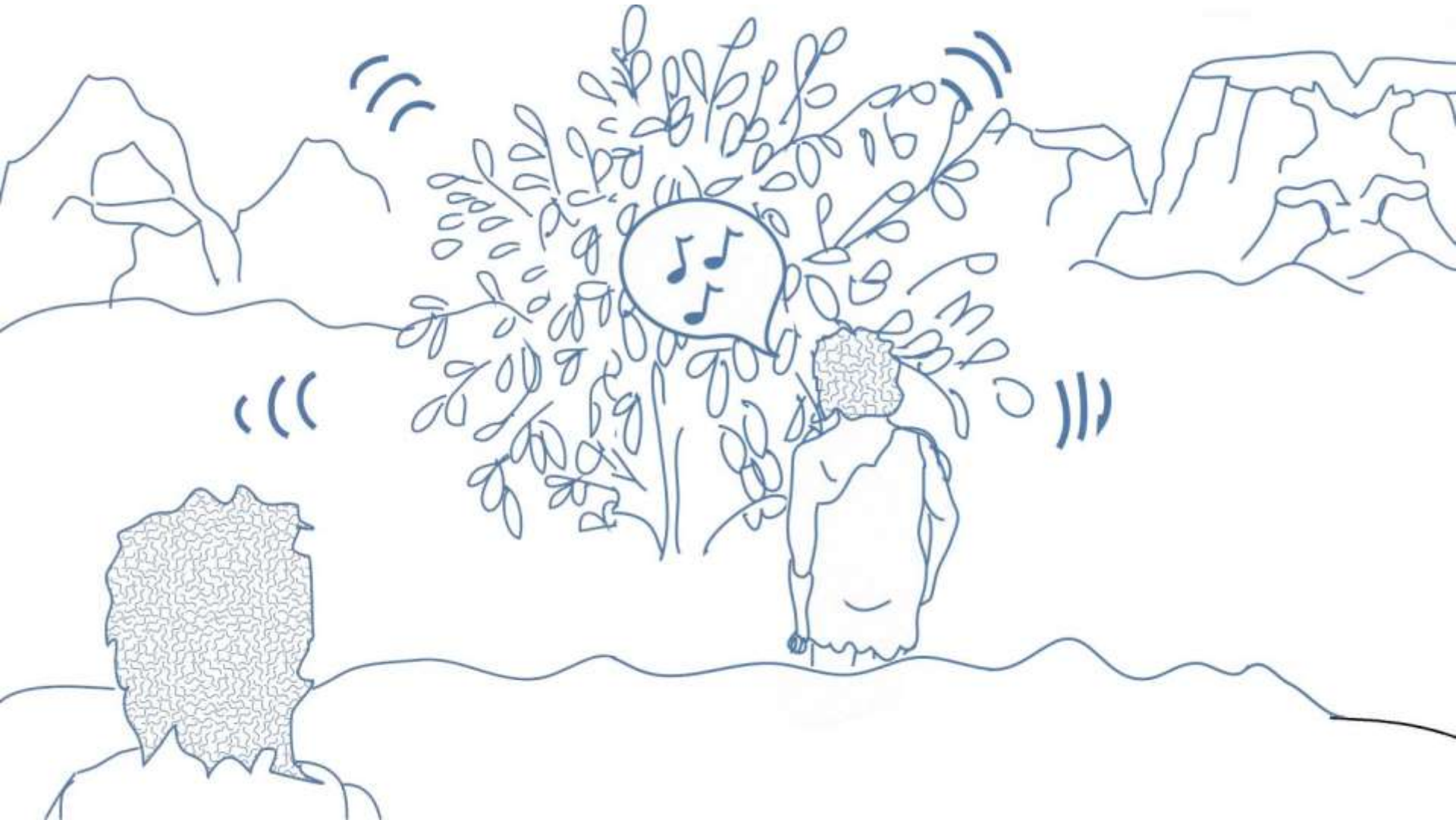
ut is



Bush shaking.
Unusual.
Must watch closely.



Whatever.



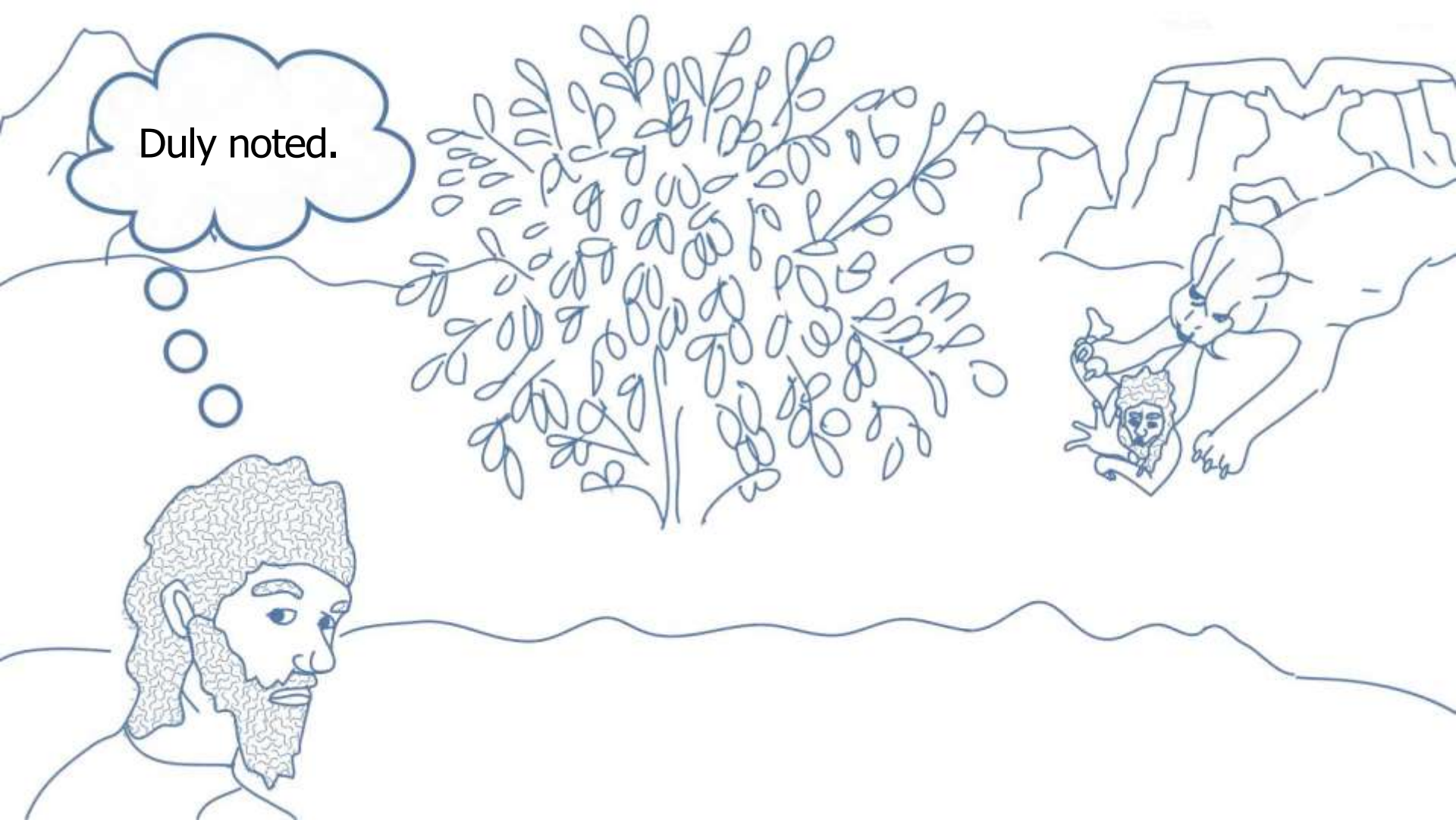


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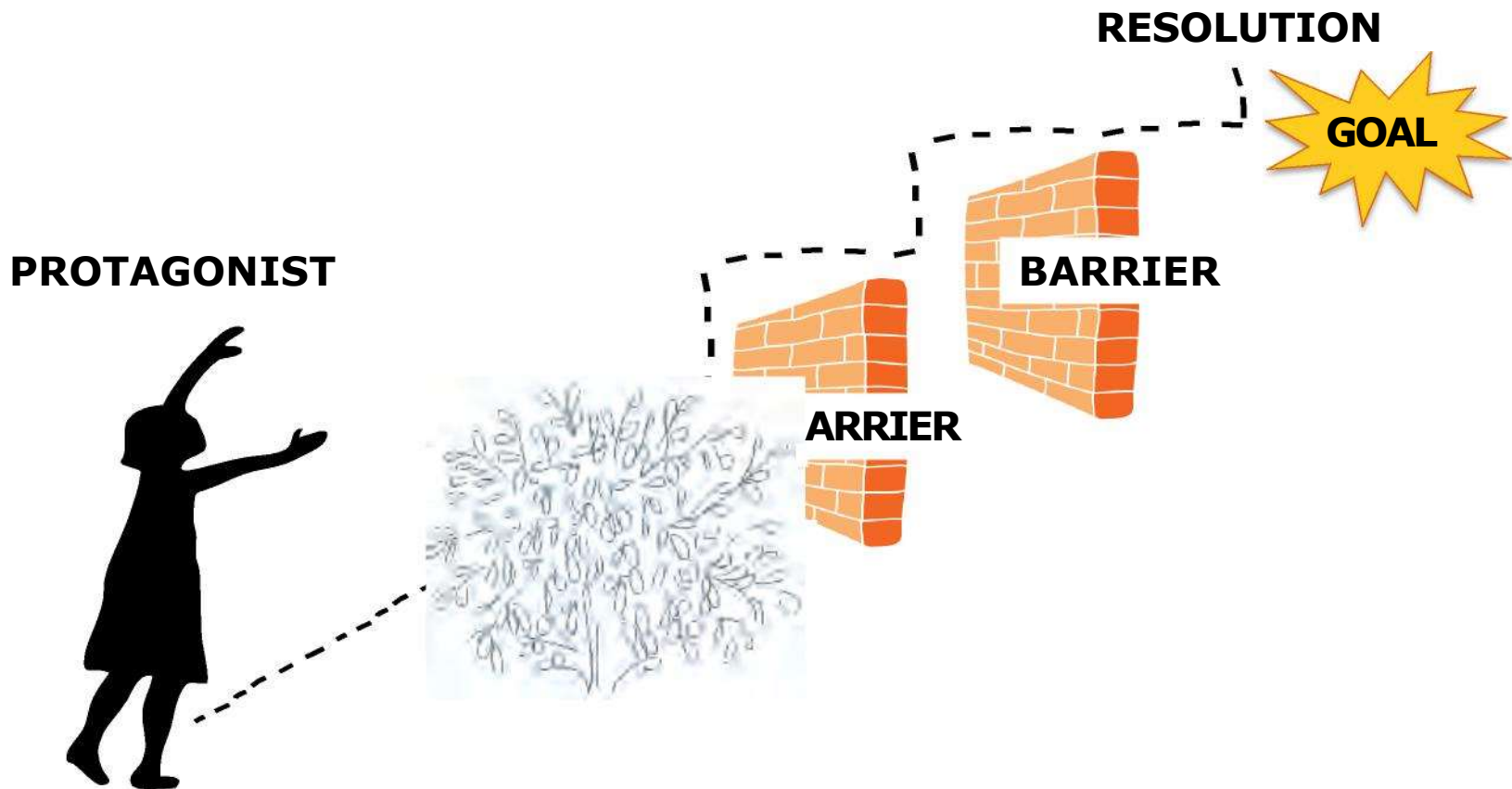
!?!

AW4-1

Duly noted.



Story Structure



Story Structure

RESOLUTION

ACT I

ACT II

ACT III

PROTAGONIST



**INCITING
INCIDENT**



BARRIER



BARRIER



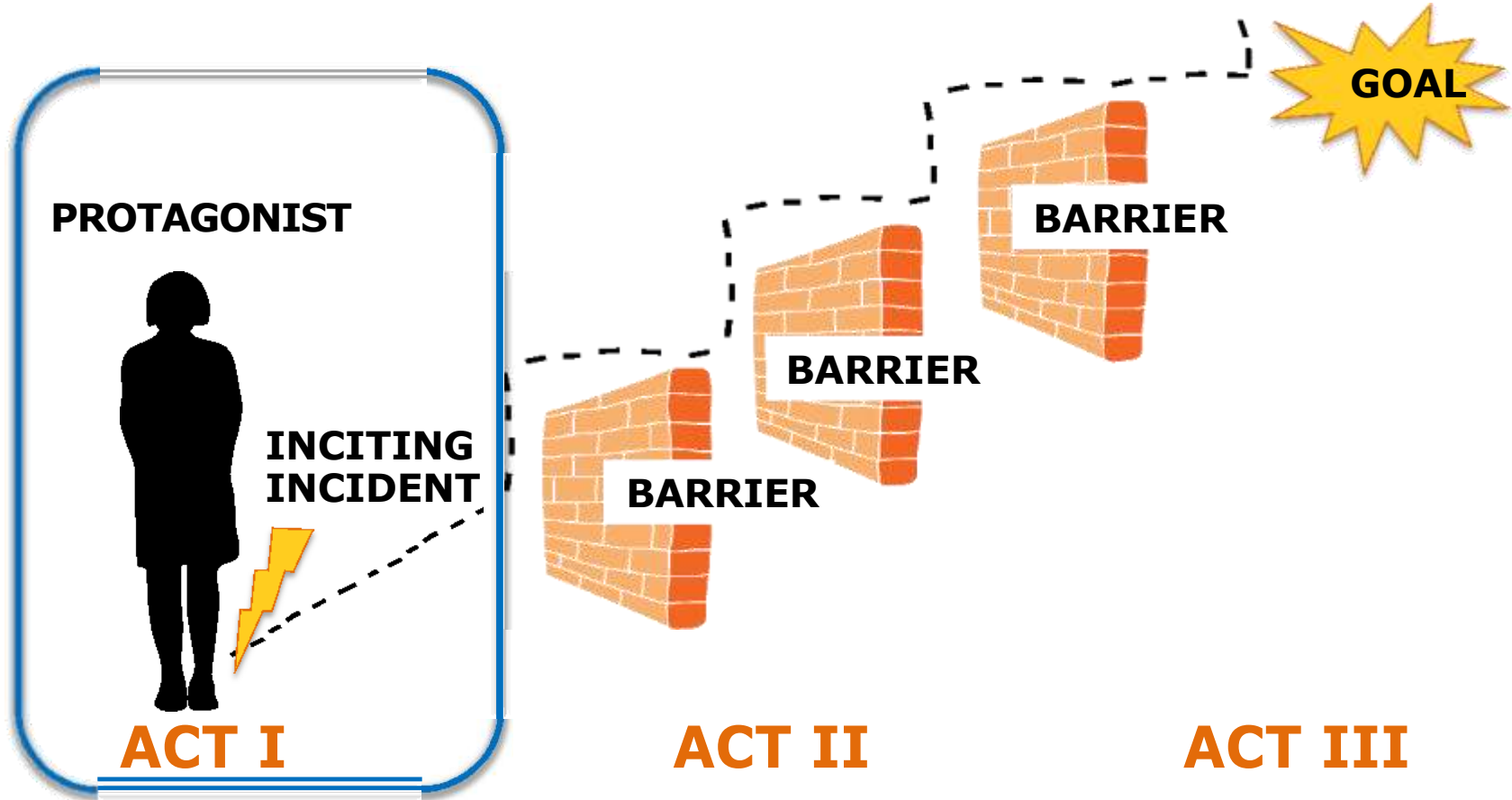
BARRIER



GOAL

Story Structure

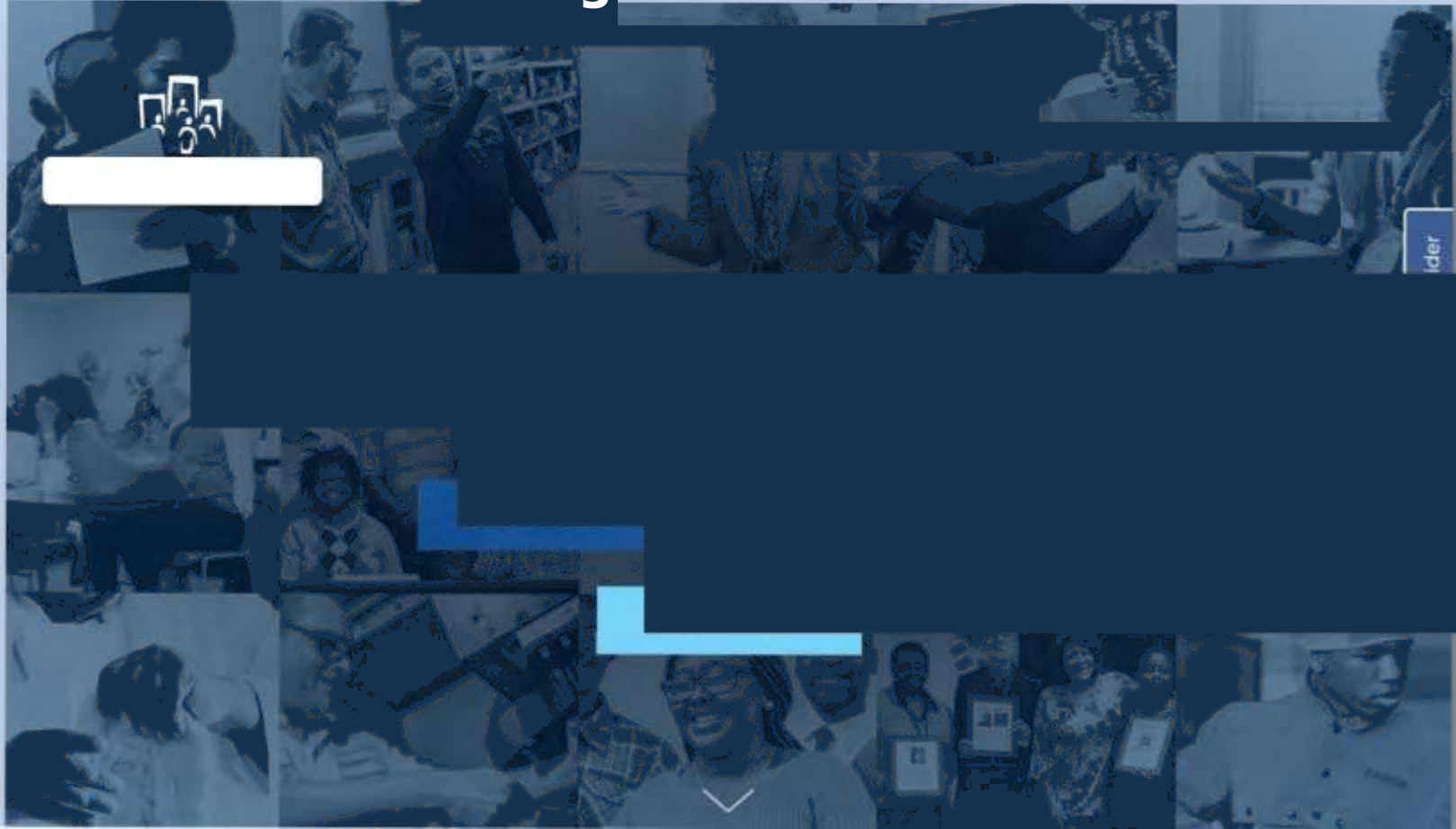
RESOLUTION



"Broken Person" model of storytelling



Telling



[Start Your Career](#)

[Hire Our Graduates](#)

[Annual Event](#)



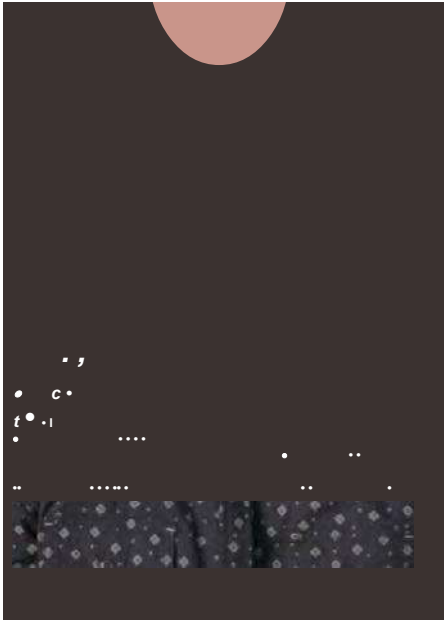
Telling Stories Ethically





What words do you remember as each person describes themselves? *(Please put your answer in the chat box.)*

“Broken Person” model of storytelling



What words do you remember as each person describes themselves? *(Please put your answer in the chat box.)*

Telling Stories Ethically



“prison, felon”



“bad cycle of
addiction”

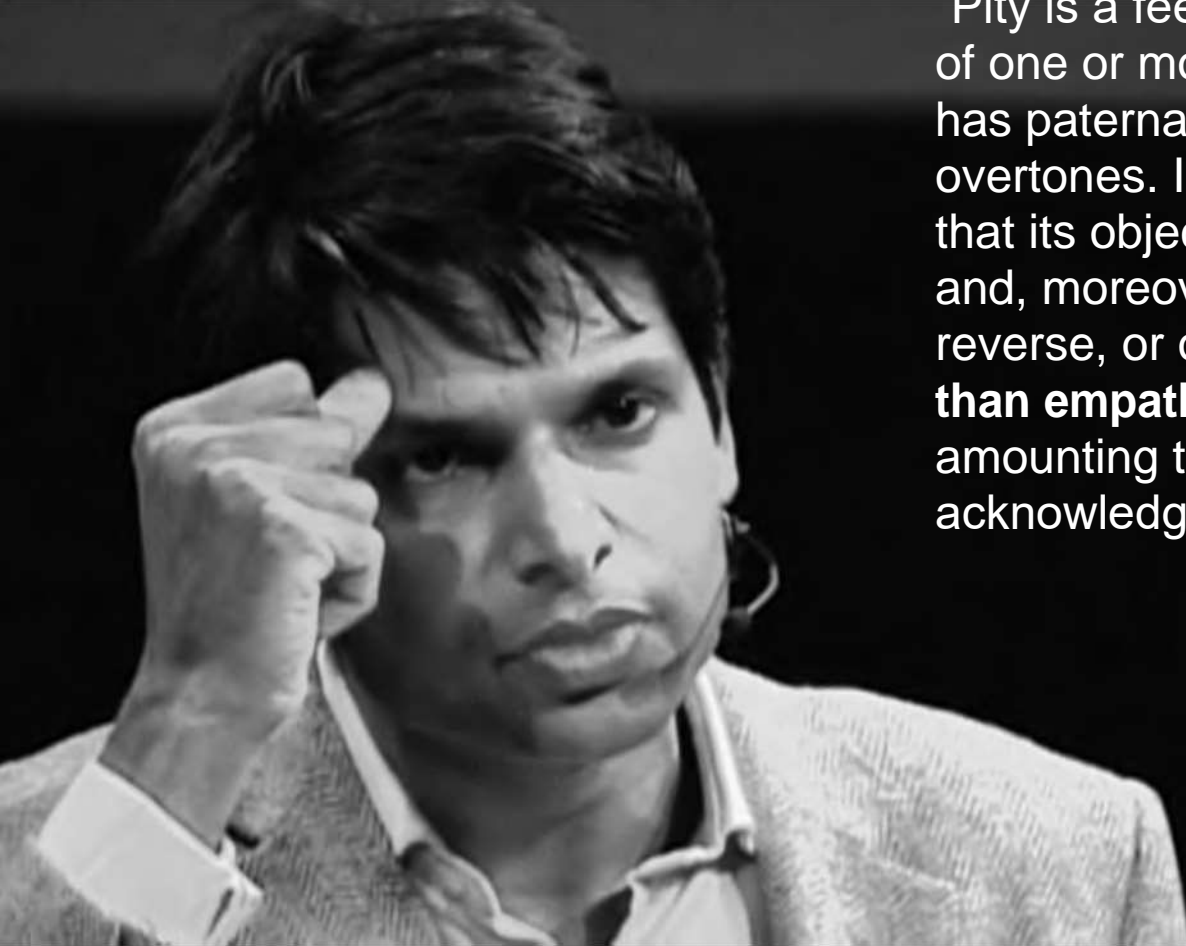


“truancy”



“horrible
person”

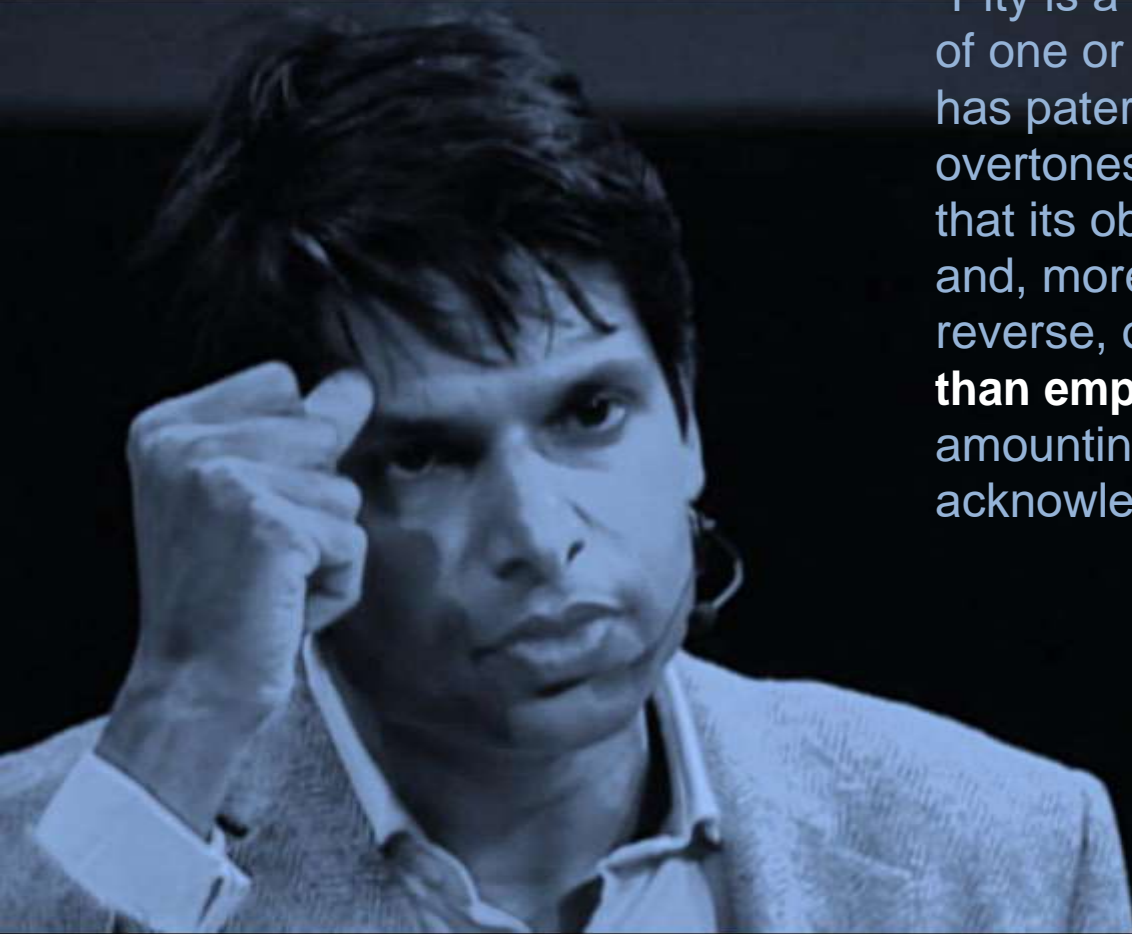
Telling Stories Ethically: Pity vs. Empathy



“Pity is a feeling of discomfort at the distress of one or more sentient beings, and often has paternalistic or condescending overtones. Implicit in the notion of pity is that its object does not deserve its plight, and, moreover, is unable to prevent, reverse, or overturn it. **Pity is less engaged than empathy, sympathy, or compassion,** amounting to little more than a conscious acknowledgement of the plight of its object.”

Neel Burton, MD
Psychology Today (5.22.15)

Telling Stories Ethically: Pity vs. Empathy



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Asset-based storytelling



Trabian Shorters
CEO & Co-Founder, BMe

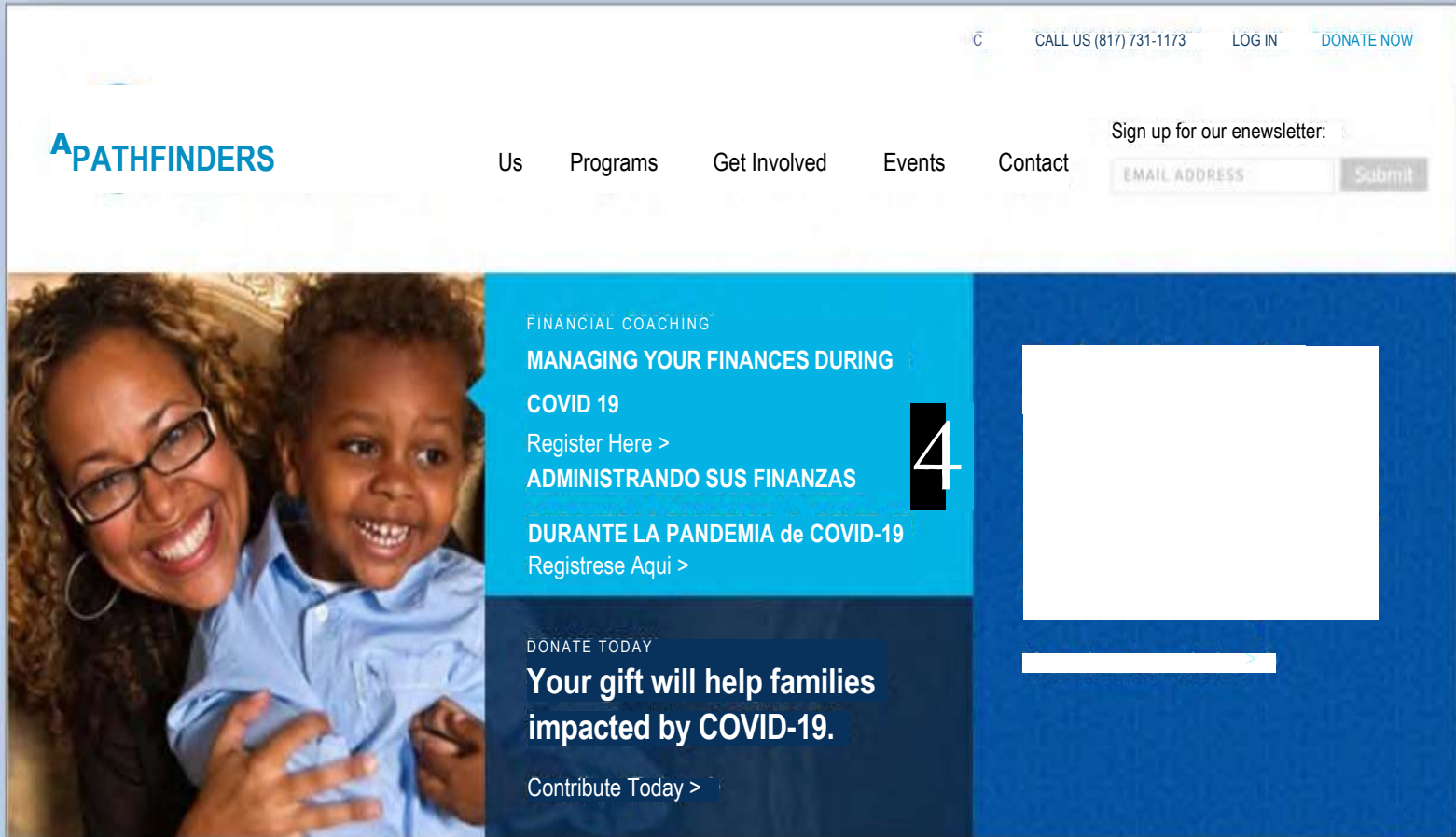
Asset-based storytelling



“**Asset framing** is not about ignoring problems. In fact, the working definition is to define people by their aspirations and contributions *before* noting their challenges.”

Trabian Shorters
CEO & Co-Founder, BMe

Asset-based storytelling



The screenshot shows the top portion of the APATHFINDERS website. At the top right, there are links for 'CALL US (817) 731-1173', 'LOG IN', and 'DONATE NOW'. The APATHFINDERS logo is on the left. A navigation menu includes 'Us', 'Programs', 'Get Involved', 'Events', and 'Contact'. A newsletter sign-up form is on the right with a 'Submit' button. The main content area features a large image of a smiling woman and child on the left. To their right, there are two promotional boxes: one for financial coaching in English and Spanish, and another for donations. A large white number '4' is overlaid on the right side of the page.

CALL US (817) 731-1173 LOG IN DONATE NOW

APATHFINDERS

Us Programs Get Involved Events Contact

Sign up for our newsletter:
EMAIL ADDRESS Submit

FINANCIAL COACHING
MANAGING YOUR FINANCES DURING COVID 19
Register Here >
ADMINISTRANDO SUS FINANZAS DURANTE LA PANDEMIA de COVID-19
Registrese Aqui >

DONATE TODAY
Your gift will help families impacted by COVID-19.
Contribute Today >

4

Asset-based storytelling

The image shows a screenshot of a website interface. At the top right, there are navigation links: "CALL US (817) 731-1173", "LOG IN", and "DONATE NOW". On the left side, there is a logo for "PA" with a blue circular icon. The central focus is a video player with a white border. The video title is "From Homelessness to Self-Sufficiency" in white text on a dark background, preceded by a purple circle containing a white letter "P". A large play button is centered over the video frame. Below the video player, there is a button that says "Contribute Today" with a right-pointing arrow. To the right of the video player, there is a partially visible "Newsletter" sign-up form with a "Subscribe" button. The background of the website is light blue and white.



What words do
you remember
as Yolanda tells
her story?

*(Please put
your answer in
the chat box.)*



hard worker tri-
athlete
honors student
scholarship
graduated
college served 8
years mother
never wanted
handouts



Asset-based storytelling

CALL US (817) 731-1173 LOG IN DONATE NOW

PA

letter:

P From Homelessness to Self-Sufficiency

self-

Contribute Today >

The image shows a screenshot of a website. At the top right, there are navigation links: 'CALL US (817) 731-1173', 'LOG IN', and 'DONATE NOW'. On the left side, there is a logo for 'PA' with a blue circular icon. The main content area features a video player with a white play button in the center. The video title is 'From Homelessness to Self-Sufficiency', preceded by a purple circle containing a white letter 'P'. To the right of the title is a vertical ellipsis menu icon. Below the video player, there is a button that says 'Contribute Today' with a right-pointing arrow. On the right side of the page, there is a newsletter sign-up form with the text 'letter:' followed by an input field and a 'Submit' button. Below this, there is a blue section with the text 'self-'.

Good Structure in Action

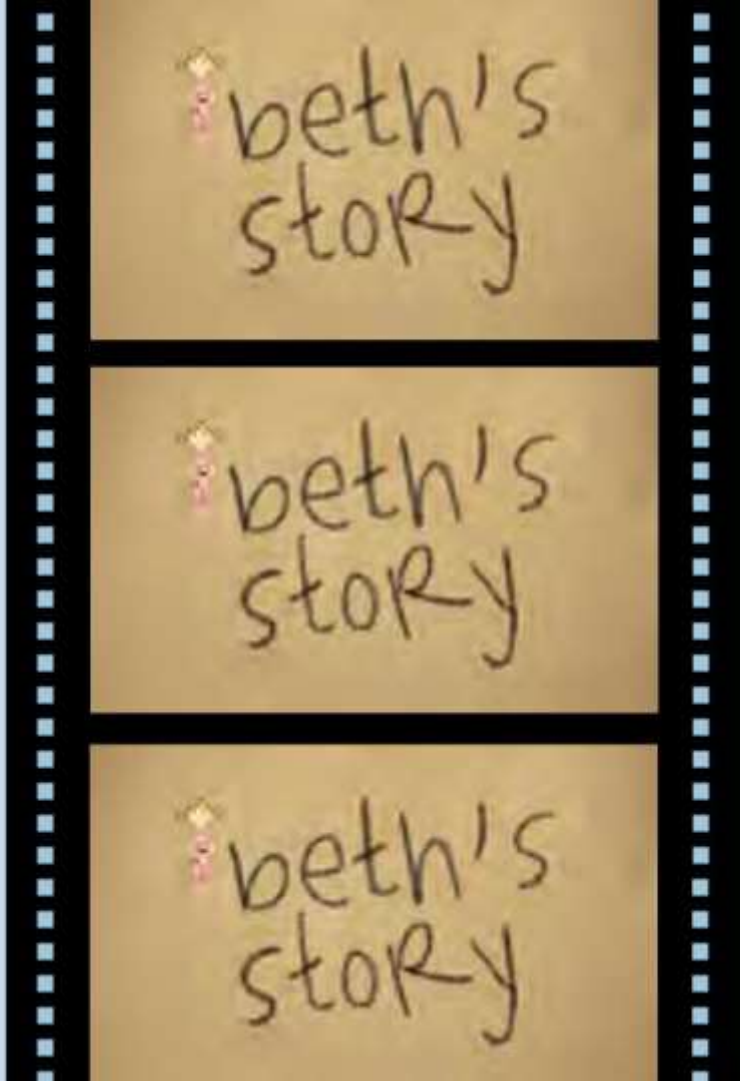


Beth's Story



beth's
story

WHO IS THE STORY ABOUT



beth's
story

beth's
story

beth's
story

WHO IS THE STORY ABOUT

Beth

WHAT DOES SHE WANT?





WHO IS THE STORY ABOUT

Beth

WHAT DOES SHE WANT?

To grow up and become a famous artist

WHAT STANDS IN HER WAY?



WHO IS THE STORY ABOUT

Beth

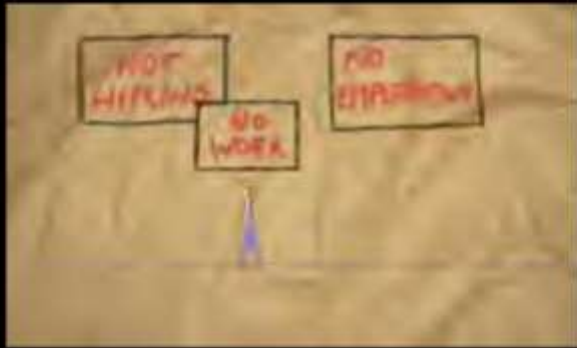
WHAT DOES SHE WANT?

To grow up and become a famous artist

WHAT STANDS IN HER WAY?

Becomes ill, loses her job and apartment

HOW DOES SHE RESPOND?



WHO IS THE STORY ABOUT

Beth

WHAT DOES SHE WANT?

To grow up and become a famous artist

WHAT STANDS IN HER WAY?

Becomes ill, loses her job and apartment

HOW DOES SHE RESPOND?

Looks for work but finds none

WHAT HAPPENS AND WHAT DOES IT MEAN?



WHO IS THE STORY ABOUT

Beth

WHAT DOES SHE WANT?

To grow up and become a famous artist

WHAT STANDS IN HER WAY?

Becomes ill, loses her job and apartment

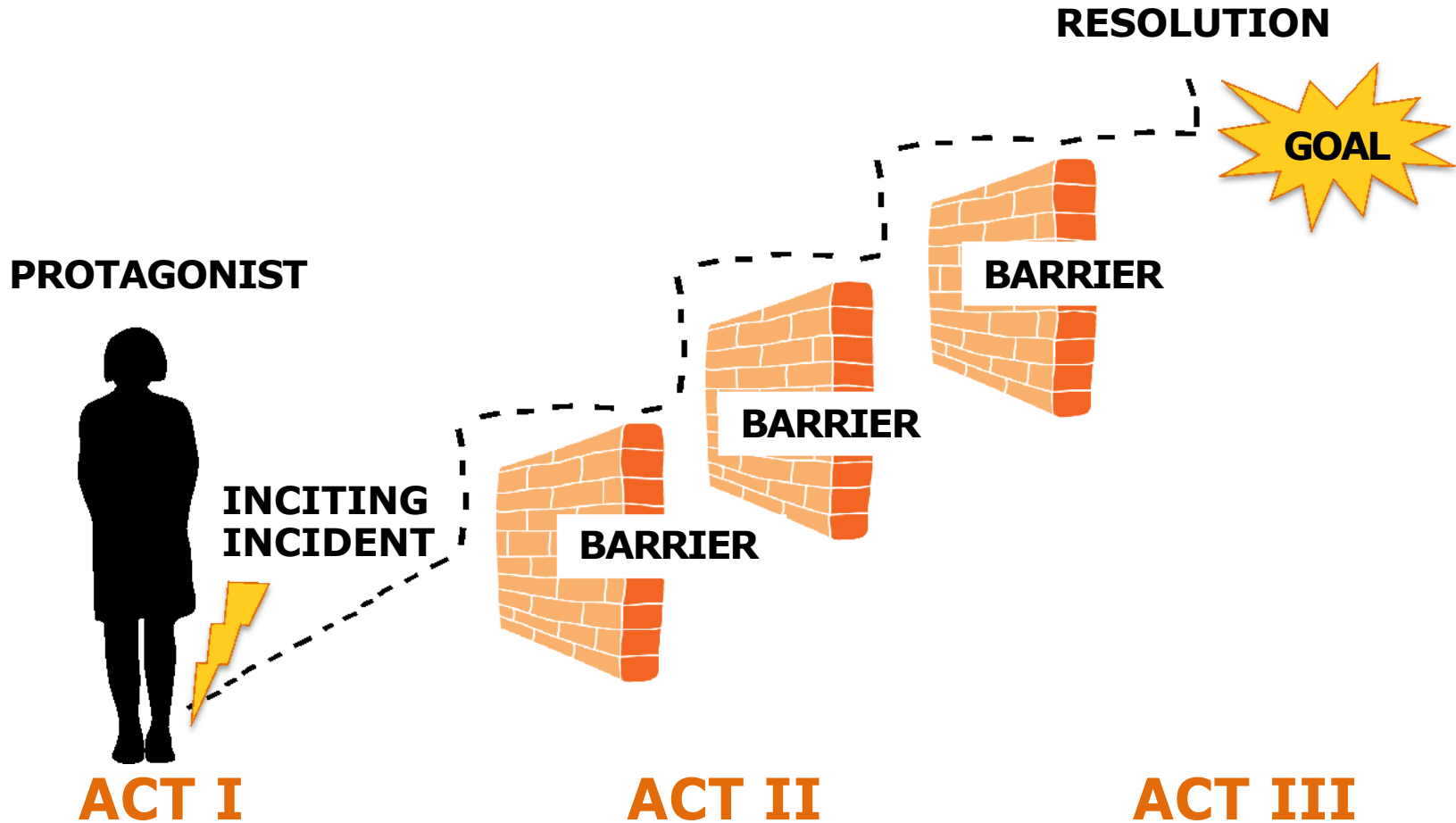
HOW DOES SHE RESPOND?

Looks for work but finds none

WHAT HAPPENS AND WHAT DOES IT MEAN?

Becomes homeless, stops seeking help. What will you do about it?

Asset-based storytelling is *better* storytelling!



Telling Stories Ethically



www.ethicalstorytelling.com

Telling Stories Ethically

MEDIA CONSENT FORM

_____ understand that my story, photo and voice is my own and hereby grant my permission to _____ to:

[*HEIDI, ALL THAT APPLY I

- Interview me Record my voice
 Take pictures of my image Videotape me

I understand that the information I provide may be edited and shared both immediately and in the future with organization's audiences on websites, in videos, and on other public online forums (email, social networking sites, newsletters, etc.) I consent under the condition that the following requirements are met

C-1E," ONE

- My image is used without being obscured. My real name can be used. My voice is used without masking.
 My image is obscured so as not to reveal my identity. A pseudonym is used to protect my identity My voice is masked to protect my

I understand that media shared on the internet is subject to sharing and is accessible globally. I have the right to retract my consent after the production of video, website, etc. My interview, picture, voice, or video can be used by [media outlet] for:

(01,01, ONE

- One time only for _____ Up to one year
11 Up to one month **U** Other: _____

OTHER CONDITIONS_

CLIENT SIGNATURE

DATE

GUARDIAN WITNESS

ORGANIZATION SIGNATURE

DATE

Telling Stories Ethically

N

I, _____
hereby grant my permission to _____
PI Interview me
Take pictures

I understand that the _____
organization's arrangements for
scab, newsletters, etc.

My image is not being recorded
 My image is not being used for PI
identity

I understand that I have the
right to retract a video recording
can be 11

One time on LF
Up to one more

OTHER CONDITIONS _____

MEDIA CONSENT FORM

I, _____ understand that my story, photo and

voice is my own and hereby grant my permission to _____ to:

[CHECK ALL THAT APPLY]

7 Interview me

Record my voice

Take pictures of my image

Videotape me

CLIENT SIGNATURE _____ DATE _____ WITNESS SIGNATURE _____

ORGANIZATION SIGNATURE _____ DATE _____

Telling Stories Ethically

MEDIA CONSENT FORM

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hereby grant my permission to _____ to:

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CLIENT SIGNATURE

DATE

GUARDIAN WITNESS

ORGANIZATION
SIGNATURE DATE

I understand that the information I provide may be edited and shared both immediately and in the future with organization's audiences on websites. in videos, and on other public online forums (email. social networking sites, newsletters, etc.). **I consent under the condition that the following requirements are met:**

[CHECK ONE]

My image is used without being obscured.

My image is obscured so as not to reveal my identity.

CHECK ONE]

n My real name can be used.

A pseudonym is used to protect my identity.

CHECK ONE]

My voice is used without masking.

My voice is masked to protect my identity.

Telling Stories Ethically

MEDIA CONSENT FORM

_____ understand that my story, photo and video is my own and
hereby grant my permission to _____ to _____

(*) MEL, FLL F-FF
 Interview me (i) Record my voice
 Take pictures of my image (V) Videotape me

organization's audiences on websites, videos, and on other public online forums (email, social networking I
understand that the information I provide may be edited and shared both immediately and in the future with
sides, newsletter_

I understand that media shared on the internet is subject to sharing and is accessible globally. I have the
right to retract my consent after the production of the video, website, etc. My interview, picture, voice, or
video can be used by [media outlet] for:
My image is
SO as not to II
Identity_

I understand that media shared on the internet is subject to sharing and is accessible globally. I have the
right to retract my consent after the production of the video, website, etc. My interview, picture, voice, or
video can be used by [media outlet] for:

I understand that me
right to retract my co
video can be used I

[CHECK ONE]

One time only
 Up to one month

One time only for _____ 17 Up to one year

OTHER CONDITION:

Up to one month

Other: _____

CLIENT SIGNATURE: _____ DATE _____

GUARDIAN WITNESS

ORGANIZATION SIGNATURE _____

DATE _____

Telling Stories Ethically

MEDIA CONSENT FORM

_____ understand that my story, photo and voice is my own and
hereby grant my permission to _____ to:

GREG, ALL -A,

- I Interview me III Retold my voice
 D Take pictures of my image [1] Videotape me

I understand that the information I provide may be edited and shared both immediately and in the future with organization's audiences on websites, in videos, and on other public online forums (email, social networking sites, newsletters, etc.) I consent under the condition that the following requirements be met:

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 My image

OTHER CONDITIONS:

I understand my
right to my con
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- ID One time only
 U Up to one mor

OTHER CONDITIONS

CLIENT SIGNATURE

DATE

GUARDIAN WITNESS

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ORGANIZATION SIGNATURE

DATE

ORGANIZATION 6161

Telling Stories Ethically



Ethical Storytelling is a community of nonprofit practitioners & storytellers learning how to integrate a new standard of storytelling.

www.ethicalstorytelling.com



Questions



Comments





Why are stories a uniquely powerful form of communication?

What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?

The 6 Stories Organizations Must Tell



The "Why We Do
What We Do"
Stories

ORG





Did You Know?

18K

Students enrolled in Hartford School District

60%

Teens who want to start their own businesses

100%

Teens **who deserve the opportunity!**



The 6 Stories Organizations Must Tell



24-Hour Hotline: 860-838-8467 English 1844-831-9200 Spanish

DONATE

QUICK ESCAPE



ENGLISH

DOMESTIC VIOLENCE v ABOUT v SERVICES v

EVENTS v GET INVOLVED v

RESOURCES v

,C)

ARE YOU BEING ABUSED?

**CALL OUR 24 HOUR HOTLINE:
860 838 8467 ENGLISH
844 831 9200 ESPAÑOL
EMERGENCY: 911**





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Founded in 1977, Interval House is the largest agency in the state of Connecticut dedicated to ending domestic violence. From its inception in the basement of a Hartford church by women who wanted to help those who were suffering in silence, Interval House has long been committed to empowering its clients, providing a nurturing and encouraging environment for victims to heal and acquire the tools to move on. Interval House offers immediate and compassionate support to about 6,500 victims of domestic violence per year in 24 cities and towns both East and West of the Connecticut River—all at no charge.

The hotline and Safe House provide a lifeline to those in urgent need of safety, and Interval House's advocates provide guidance for clients facing legal and financial obstacles as a result of leaving a violent home. Interval House's robust network of partnerships connects clients with community resources aimed at helping them pursue higher education, start careers and Live productive, self-sufficient lives in safety. Striving always to help all those in need, Interval House has reached nearly 250,000 people over four decades. [Download our brochure](#) for more information.

The 6 Stories Organizations Must Tell



[About](#)

[Programs](#)

*Justice
Dance
Performance
Project*

JDPP

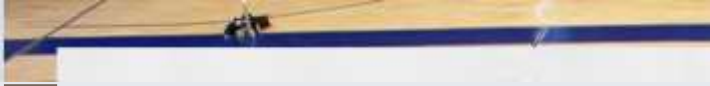
Moving for Change

[Get Involved](#)

[Donate](#)



Our Impact



5

5 Person Performances in 2022

7

7 Online Performances

1075

1075 Virtual Participants

1385

1385 in-person and virtual participants

6

6 Residencies in Schools and Prisons

3

3 Virtual Classes





NO PROGRESS CENTER

ABOUT

PROGRAMS

SERVICES s, CONTACT US

0 DONATE NOW

Change a life. Change the world

Changing
Making positive impact the community
CI Every day. / Nr

Q DONATE

O CONTACT



— Yazmin Perez

"My journey through the desert was just the beginning of my quest and my hopes of achieving the American Dream."

My name is Yazmin Perez. I was born in the town of Cardonal in central-eastern Mexico. With an intense desire to accomplish something in life, I decided to move to the United States, looking for a better economic opportunity I walked two hours to school and two to return home; there were no roads nor was there electricity in my town. To enter the United States, I, at the age of 15, walked four days and nights through the desert. For the first two days, we had no food or water. An abandoned cooler with sodas we found at a ranch gave us the strength to continue walking for another half day. It was very challenging, but because of my motivation to come to this country, I kept walking. A farmer then offered to help us on our journey. A group of 15 of us climbed into a van.

After arriving in Phoenix, we took a flight to Connecticut, where we have lived in South Windsor for four years. After my first child was born, I didn't have enough information about resources to meet his needs. I started studying on my own with inexpensive books my husband bought for me; I learned a little bit at a time. Someone connected me to the Hispanic Health Council, where I learned about other resources. Along with finding resources, I realized that as parents we had to remain involved and motivated if we were to help our children with schooling and other needs.

Having only completed eighth grade, I realized how much more I needed to learn. I decided to volunteer at my son's school, where I learned about programs offered at the Center for Latino Progress. There I completed both the ESL and Customer Service programs. At The Center, I learned that I qualified as a DREAMER and wasted no time. With The Center's guidance, I took the necessary steps to apply. At The Center learned about how to get my high school diploma. I needed a General Education Diploma (GED), which I completed in three months. Afterward, I continued learning English at the Adult Education Center, while working a full time job. In 2013, The Center recognized my achievements with the STARS (Student-Teacher Achievement Recognition Salute) award via VOCAL organization.

I have volunteered at my children's school for the last five years and currently am registered at Capital Community College in the hopes of earning an Associate's Degree in Child Development. I also am studying in preparation for my driver's license exam.



The 6 Stories Organizations Must Tell





Welcome to HGLHC

[Click for our latest MPox updates](#)

[Syphilis Alert: Read More Here](#)

[Be Well. Be Yourself.](#)

[Learn More](#)

Hartford Gay & Lesbian
Health Collective
Be Well. Be Yourself.



IIP



Values, Mission & Vision

Values

The
Hartford
Gay and Lesbian Health Collective will apply the following
values as it carries out its mission:

- We are committed to providing client centered quality services and programs consistent with professionally accepted standards of care.
- We celebrate and embrace the commonalities and differences of all persons touched by our organization.
- We treat all persons with dignity and respect.
- We encourage and support professional growth and development.
- We strive to create and maintain a physically and emotionally safe and inclusive environment that runs seamlessly through all aspects of our programs and services.
- We aspire to be a positive and influential leader in all aspects of our service to the community.
- We are advocates for mental and physical health in our community and encourage and support all in making healthy choices for their lives.

The 6 Stories Organizations Must Tell





United Way of Salt Lake City Fail Forward Fest Story



The 6 Stories Organizations Must Tell





We must make just and
liberated futures
irresistible.

-Tony Cade Bambara

HARTFORD *NEXT*



Neighbors • Empowerment • Economics • Together

Vision:

- We envision a city where residents are engaged in improving the quality of life in Hartford;
- We envision a city where residents participate in decisions that affect their neighborhoods;
- We aim to create an inclusive environment for all neighborhoods and all residents;
- We will build and expand on existing assets, working to benefit anyone who lives, works, worships, learns, or recreates in Hartford;
- We are a unified and collective voice and connector of the Hartford community;
- We represent all of Hartford's residents and neighborhoods; and,
- We tie together all of the diverse interests across the Hartford community.

Neighbors • Empowerment • Economics • Together

ADL®

FIGHTING HATE FOR GOOD

The 6 Stories Organizations Must Tell





Questions



Comments



Pre-Workshop Assignment



Telling Our Stories

The Hartford Foundation • Pre-Workshop Assignment

Please complete the information below and email this document to Kirsten Farrell (kirsten@thegoodmancenter.com) by **Friday, September 22nd**.

Your Name

Organization

To prepare for the storytelling session on September 29th, think about three major points you usually make when you talk about your organization. Here's an example: *"We help families in underserved communities access the health care they need."* Use the boxes below to list the points.

i

POINT #3

A librarian in Ridgefield felt overwhelmed and alone in her job organizing programming for adult patrons until she attended the CLC Adult Programming roundtable.

Ellen Paul

Connecticut Library Consortium

Maria had just received a shut off notice for her utilities when she came to us, worried and anxious, seeking assistance. Her eyes lit up and she breathed a deep sigh of relief when she learned that we would be able to help.

Elizabeth Pond Reza

The Salvation Army



Story Structure Worksheet

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The Hartford Foundation Storytelling Workshop

Structure Wort sh6st

Select one point about your organization's work and choose a story that will illustrate that point - *something that actually popped*, whether s an incident in which you were involved, something you observed. or simply a story you heard about from a colleague.

Follow the directions below and answer the questions in the spaces provided to outline your story. You do *not need to write out the entire story word for word.*

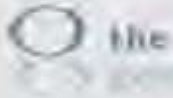
YOUR AUDIENCE

To whom would you tell this story? (*Your audience determines how you tell the story - i.e.. the wording you choose, the protagonist with whom they are likely to identify, and which parts you need to emphasize, so be clear on this first and foremost. Even if the story is appropriate for multiple audiences. pick one.*)

THE POINT

What one point do you want your audience to take away upon hearing this story? (*While this may not be evident to thorn until the end of the story you must be door on your intended message from the beginning. This is your "north star" as you work on your story.*)

Complete this worksheet to outline your story.



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The Hartford Foundation Storytelling Workshop 310ty SITUClint WilikShEFil

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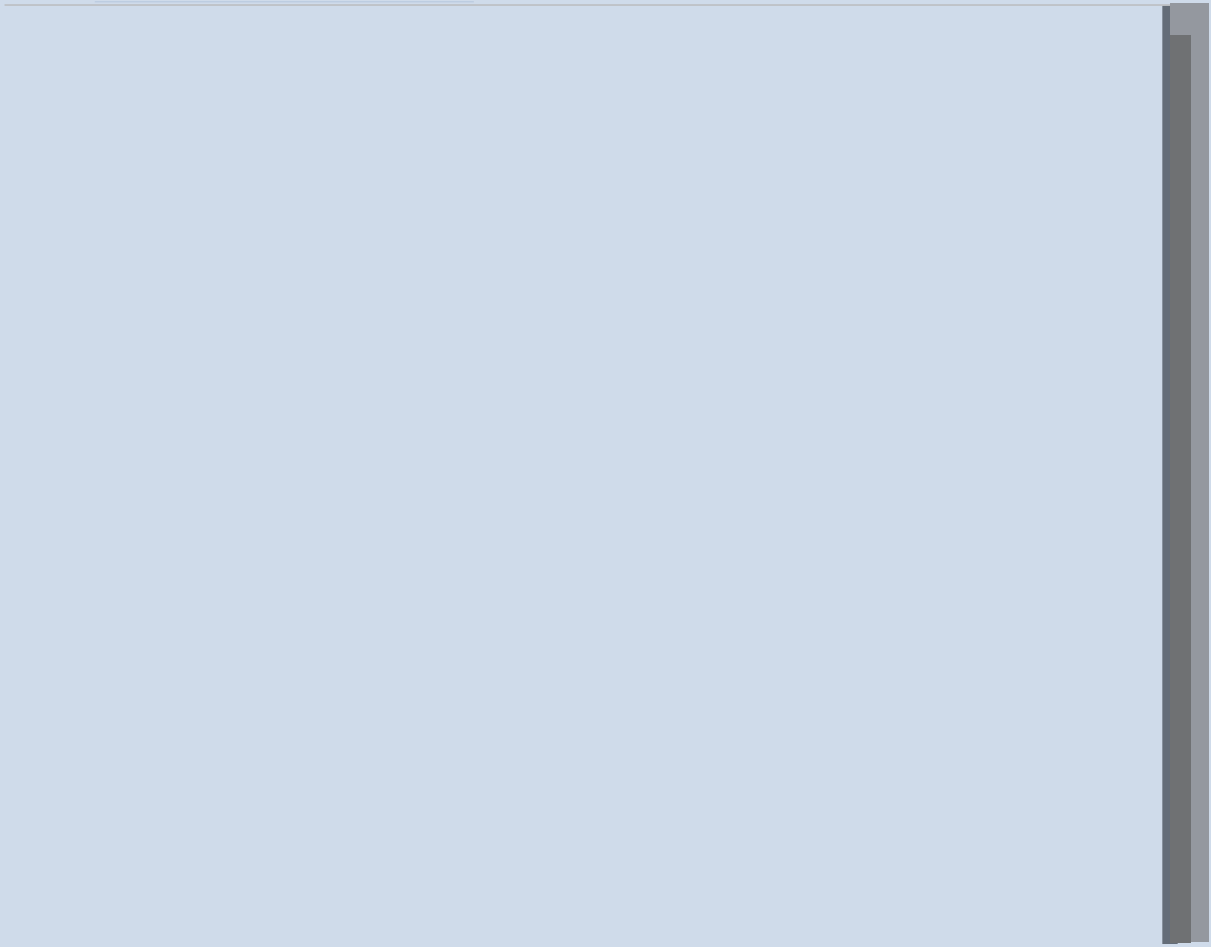
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POINT

What one point do you want listeners to take away upon hearing this story? (While this may not be evident to your audience until the end of the story, you must be clear on your intended message from the beginning.)

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Complete this worksheet to outline your story.



BEGINNING (Act Dnel)

Who is the protagonist of your story? *(Who is driving the action? With whom is your audience likely to identify? Remember. begin with one person and briefly describe them so the audience can "see" them as a whole person with aspirations and contributions)*

What is the setting for your story? *(Where and when does it take place? Any other important circumstances or conditions?)*

What is the inciting incident that sets the story in motion, giving the protagonist a goal?

What is the protagonist's goal? *(What do they want to do? What challenge or problem are they trying to overcome?)*

w r r

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*(While this **may** not be evident to them until the end of the story, you must two clear on your intended message from the beginning. This is your "north star" as you work on your story)*

Complete this worksheet to outline your story.

MIDDLE (Act Two)

What is the first barrier standing in the protagonist's way *(what are the internal or external barriers) and what do they do to overcome it?* *(highlight their agency in the story)*

How does your protagonist pursue the goal? *(What happens as the protagonist encounters subsequent barriers, and if there are no barriers, what is keeping the narrative interesting for the audience?)*

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beginning This is your "north star" as YOU work on your story)

Complete this worksheet to outline your story.

END (Act Three)

What is the resolution of the story? *(Does your protagonist achieve his/her/their goal or is there another outcome?)*

What is the meaning of the story? *(Go back to the question about the point you intend to make and confirm you have delivered on that promise.)*

not be evident to them until the end of the story. you must be clear on your intended message from tho

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**Change the
Story**

**Change the
World**

We're in a 20-minute independent work session. Raise your hand if you'd like some help from Kirsten.



The Hartford Foundation Storytelling Workshop

Story Structure Worksheet

Select one point about your organization's work and choose a story that will illustrate that point – *something that actually happened*, whether it's an incident in which you were involved, something you observed, or simply a story you heard about from a colleague.

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Use this outline to share your story

- V Identify your **audience**
- V **3 minutes** to tell your story
- V Refer to notes but **please don't read** verbatim
- V **2 minutes** of feedback from your group

Use this outline to share your story

PROMPTS FOR FEEDBACK

Were the essential structural elements (e.g., protagonist, goal, barriers, etc.) clear to you? If not, what was missing?

Were the people in the story introduced in an asset frame? Did they have agency in the story?

What parts of the story were most memorable or resonated most with you?

Was the meaning of the story clear?

What additions, deletions, or edits can you suggest that will make the next draft even better?

- ✓ Identify your **audience**
- ✓ **3 minutes** to tell your story
- ✓ Refer to notes but **please don't read** verbatim
- ✓ **2 minutes** of feedback from your group

**Change the
Story**

**Change the
World**

Just arriving (or rejoining)? We're all in breakout rooms. Please raise your hand to check in and to be sent to a room.



Questions



Comments



WHY BAD ADS Happen to GOOD CAUSES

AND HOW TO ENSURE THEY
WON'T HAPPEN TO YOURS.



*A guide for creating more effective public interest print advertising
featuring new data from an unprecedented 10-year study by PaperASAP.*

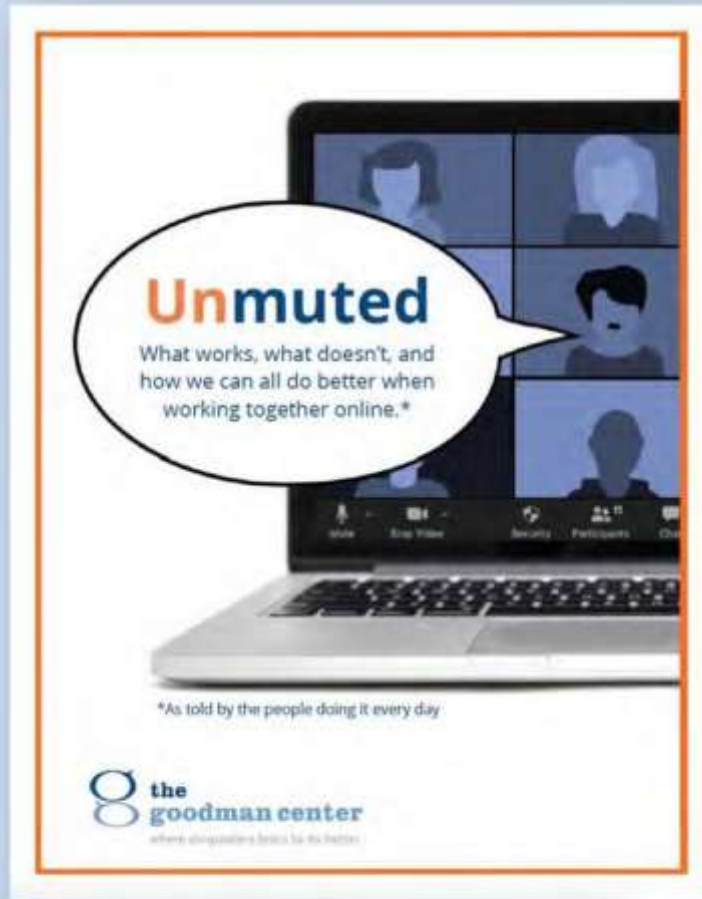
Written by
ANDY GOODMAN
Designed & Published by
CAUSE COMMUNICATIONS

WHY BAD PRESENTATIONS Happen to GOOD CAUSES

AND HOW TO ENSURE THEY
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Written, Designed and Published by
ANDY GOODMAN & CAUSE COMMUNICATIONS
Creators of *Why Bad Ads Happen to Good Causes*



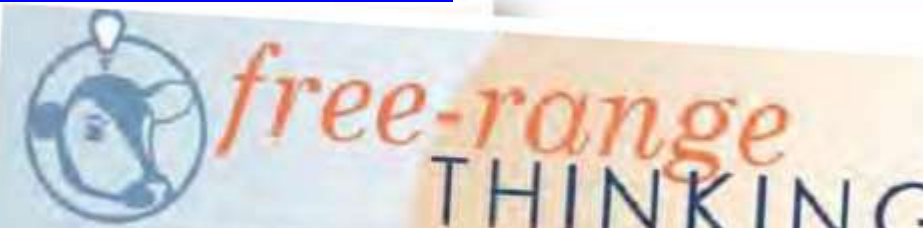
Based on a survey of 4,405 people at nonprofits and foundations, colleges and universities, and government agencies at all levels.



Free-range Thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators.



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Free-range Thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators who want to reach more people with more impact.



Brilliant Ideas to Build a Fundraising

As the Executive Director of Pinky Swear Foundation, her main role is fundraising, but she doesn't. It's Pinky Swear's "Storyteller in Chief," Erica, who has built a storytelling culture at the Foundation that has inspired interest and commitment with potential supporters.



The first story: talking about...



The 22nd Annual Summer Reading List

If you can find a spot in the shade (or a/c), there are three books that we recommend this August for upping your game as a communicator.



Letters to a Writer of Color (Random House © 2023) edited by Deepa Anappara and Taymour Soomro



* FEATURED STORY

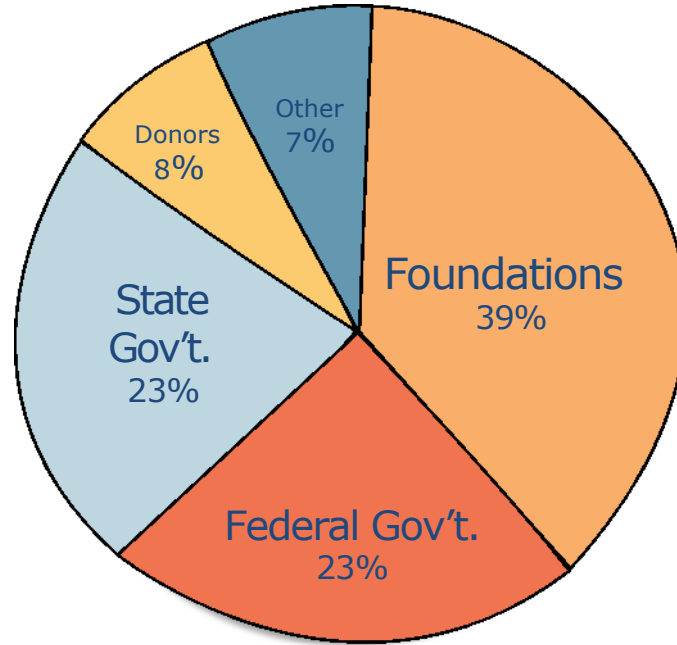


ICYMI: Five Questions to Build Your Message

September 21, 2023
7 MINUTE READ

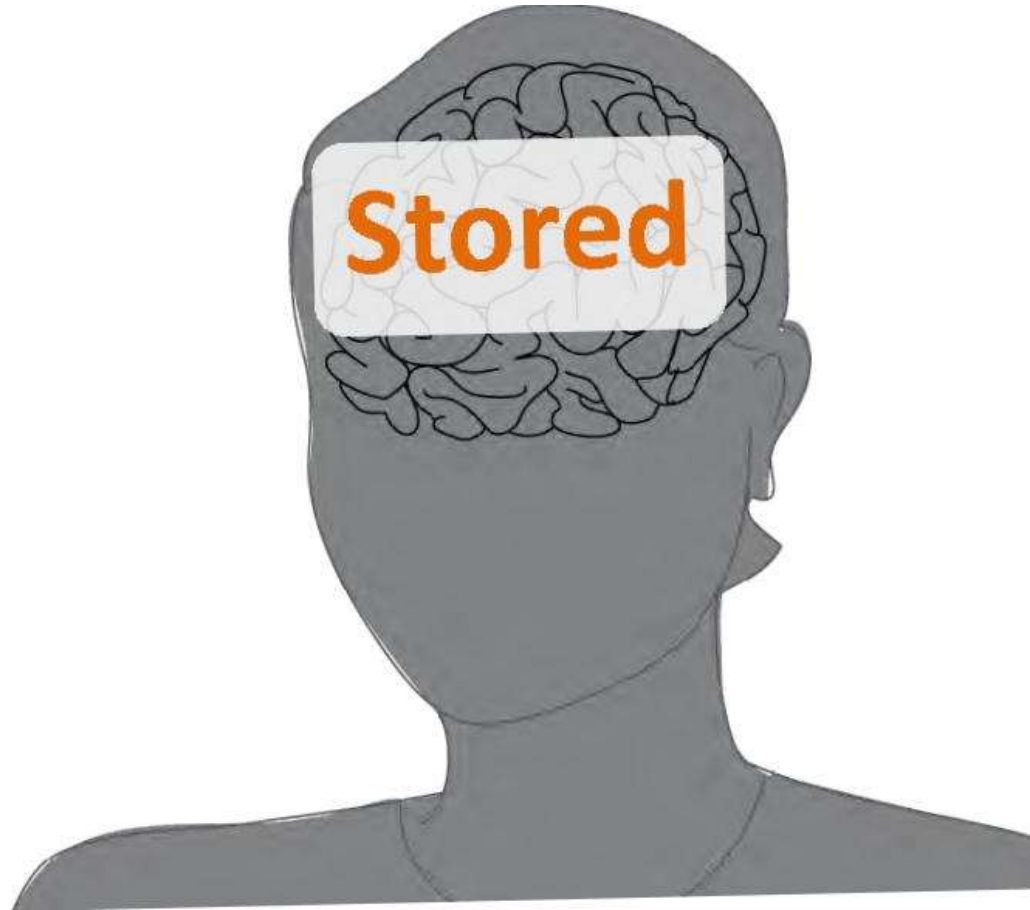
ICYMI ("in case you missed it!"): We dove into the archive of past Free-Range newsletters and found this article from October 2001 about a campaign that demonstrates how answering five questions...

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Stories



eDefinitely Not

The End



Hartford Foundation

FOR PUBLIC GIVING

Together for good:!

