

Strategic Storytelling for Non-Profits

Lessons from the Likes of W. Shakespeare and J.K. Rowling

A Bit About Michael

- ◆ Community College – Print Journalism
- ◆ UW – B.A. in Rhetoric & Professional Writing
- ◆ UW – M.A. in Language & Professional Writing

- ◆ Temiskaming Speaker & Northern Daily News
- ◆ CTV – CKCO-TV & Canada A.M.
- ◆ Media Relations at UW & Laurier
- ◆ Teach & Workshop in Journalism, PR & Science Popularization

- ◆ ACCKWA, Rainbow Chorus, CCAE & CASE
- ◆ Volunteer Centre & Learning Alliance

Classical Persuasion

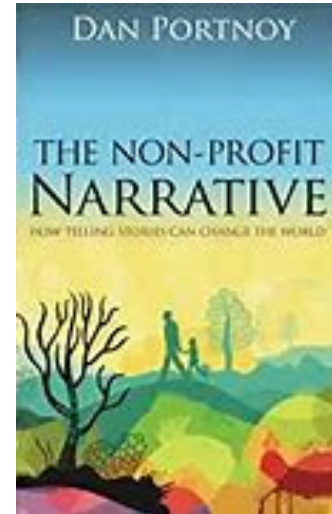
- ◆ Ethos
- ◆ Logos
- ◆ Pathos

Our Agenda

- ◆ The Power of Storytelling
- ◆ The Story Versus the many stories
- ◆ Story Types, Formulas & Elements
- ◆ The Science of Storytelling
- ◆ Sharing Your Stories
- ◆ Finding Your Stories
- ◆ Crafting Your Story

Power of Story

- ◆ Help Us Remember
- ◆ Support Claims
- ◆ Spark Emotions
- ◆ Influence How We Decide
- ◆ Help Us Learn
- ◆ Arm Evangelists
- ◆ Link Us to Our Sense of Generosity



“Our Story” -- ???

Waterloo Brewing came into being long before the craft beer hysteria that grips our culture today.

We are, quite simply, the result of a thirst for terrific tasting beer, which we had in common with our friends and neighbours. Back then, we took to brewing small batches, by hand, from four simple ingredients. Today, we humbly lay claim to the honour of being not only Ontario’s first craft brewer but also its largest. Though our recipe – fresh, handmade, simple ingredients – hasn’t budged.

As the thirst for exceptional craft beers has spread, we’ve kept our heads down and stayed true to what we believe are deeply shared K-W values of quality, craftsmanship and a spirit of innovation.

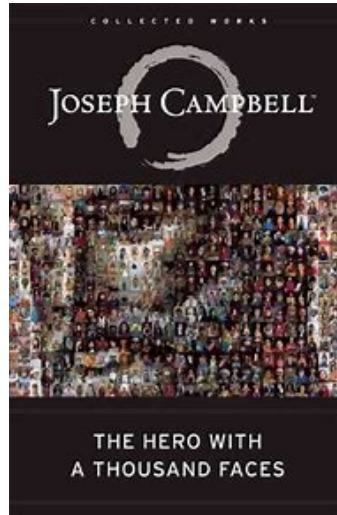
That’s meant having to sort through how we can continue to pioneer craft beer culture, while also finding ways to brew responsibly to the environment and a community that we’re as fond of as we are fond of beer.

Today, we still create balanced, thoughtful beers that riff on traditional styles. We just happen to have grown bigger, and we hope a little wiser, in how we brew.

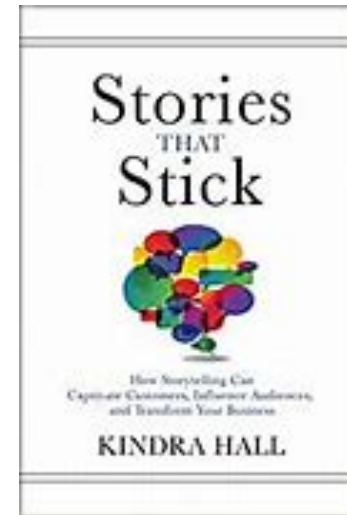
Five Standard Story Elements

- ◆ Characters
- ◆ Setting
- ◆ Inciting Incident
- ◆ Specific Details
- ◆ Transformational Change

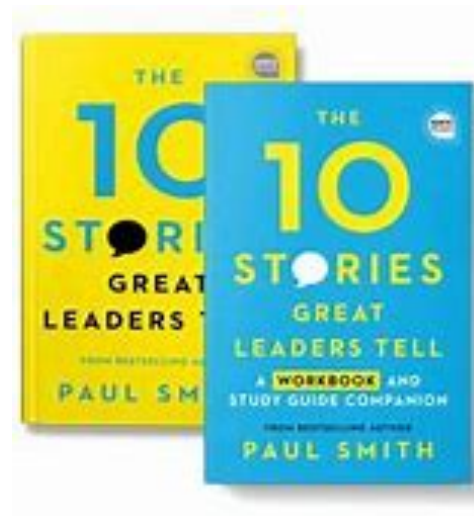
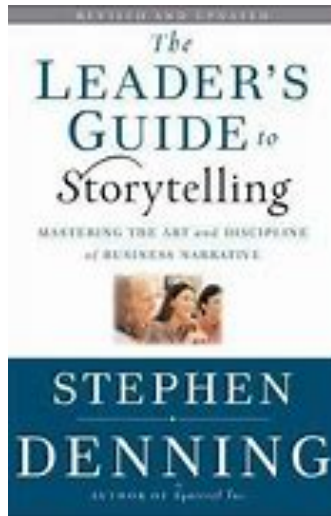
Campbell's Hero's Journey



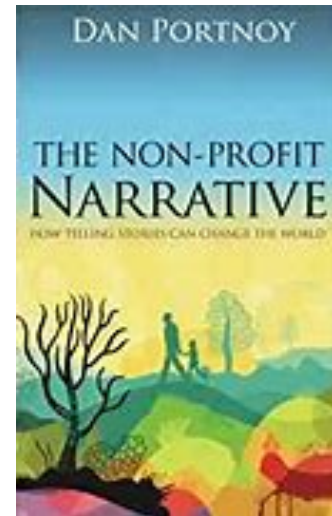
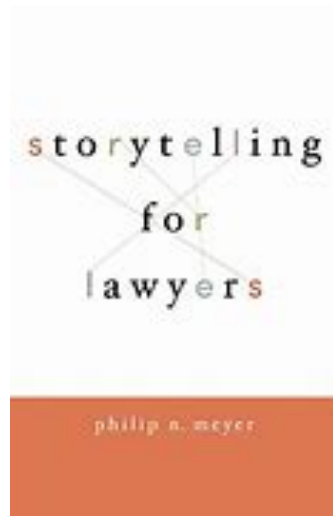
Storytelling for Success



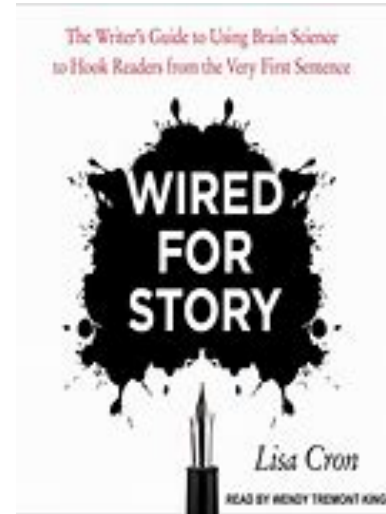
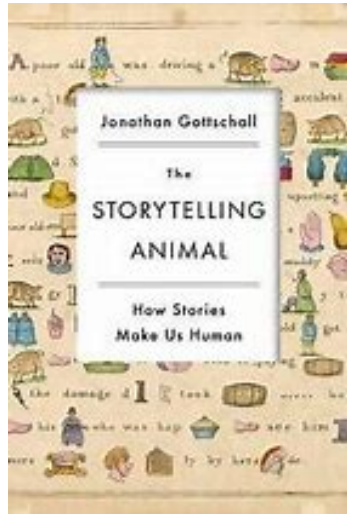
Leadership Storytelling



Specific Purpose Storytelling



Wired or In Our DNA



Storr's Science of Storytelling



- ◆ Will Storr -- long-form essayist, novelist, science writer
- ◆ Story is what brain does. If you possess a normal brain, then you're the plucky hero in your life's story.
- ◆ Story starts with character and a sacred belief. Plot's job is to plot against the hero.

Plots A-Plenty

- ◆ Quest
- ◆ Adventure
- ◆ Pursuit
- ◆ Rescue
- ◆ Escape
- ◆ Revenge
- ◆ The Riddle
- ◆ Rivalry
- ◆ Underdog
- ◆ Temptation
- ◆ Metamorphosis
- ◆ Transformation
- ◆ Maturation
- ◆ Love
- ◆ Forbidden Love
- ◆ Sacrifice
- ◆ Discovery
- ◆ Wretched Excess
- ◆ Ascension
- ◆ Descension

Seven Basic Plots

- ◆ Overcoming the Monster
- ◆ Rags to Riches
- ◆ The Quest
- ◆ Voyage & Return
- ◆ Comedy
- ◆ Tragedy
- ◆ Rebirth

Harry Potter + the Philosopher's Stone

Star Wars: A New Hope; synopsis

Harry Potter

Luke Skywalker is an orphan living with his uncle and aunt in the remote wilderness of Tatooine. *suburbia*

He is rescued from ~~aliens~~ *muggles* by wise, bearded ~~Ben Kenobi~~ *Hagrid*, who turns out to be a Jedi Knight. *wizard*

Hagrid *Harry* *Harry* *wizard*
~~Ben~~ reveals to ~~Luke~~ *Luke* that ~~Luke's~~ *Luke's* father was also a Jedi Knight, and was the best pilot he had ever seen.

Quidditch player
~~Luke~~ *Harry* is also instructed in how to use ~~the Jedi light sabre~~ *a magic wand* as he too trains to become a Jedi. *wizard.*

Harry *Hogwarts*
~~Luke~~ has many adventures in ~~the galaxy~~ *Hogwarts* and makes new friends, such as ~~Han Solo~~ *Hermione* and ~~Princess Leia~~ *Ron*.

Quidditch seeker
In the course of these adventures, he distinguishes himself as a top X-wing pilot in the ~~battle of the Death Star~~ *Quidditch match*, making the ~~direct hit~~ *catch* that secures the Rebels victory against the forces of evil. *Slytherin*

Gryffindor
~~Luke~~ *Harry* also sees the threat of ~~Darth Vader~~ *Lord Voldemort*, who we know murdered his ~~uncle and aunt~~ *parents*.

Harry
In the finale, ~~Luke~~ *Harry* and his new friends ~~receive medals of valour~~ *win the House Cup*.

All of this will be set to an orchestral score composed by John Williams

Leadership Stories

- ◆ Where we came from
- ◆ Why we can't stay here
- ◆ Where we're going
- ◆ How we're going to get there
- ◆ What we believe in
- ◆ Who we serve
- ◆ What we do for our customers
- ◆ How we're different from our competitors
- ◆ Why I lead the way I do
- ◆ Why you should want to work here

Stories that Stick

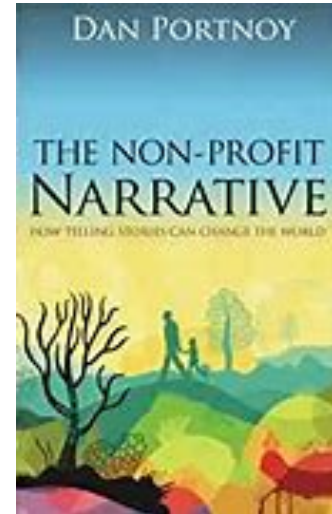
- 💧 The Value Story
- 💧 The Founder Story
- 💧 The Purpose Story
- 💧 The Customer Story

The Four-Story Cheat Sheet

	Value Story	Founder Story	Purpose Story	Customer Story
Purpose	More effective sales and marketing	Increased confidence in investors, partners, and employees	Team, organization alignment	Sales and marketing, fostering excellence
Primary Audience	Prospect / Customer	Stakeholders	Employees, teams	Prospect / Customer
Who Should Tell It	Marketers and salespeople	Entrepreneurs	Leaders, executives, and managers	Customers and companies

The Non-Profit Narrative

- ◆ The Nature of Our Challenge Story
- ◆ The Creation Story
- ◆ The Emblematic Success Story
- ◆ The Values Story
- ◆ The Striving to Improve Story
- ◆ The Where Are We Going Story

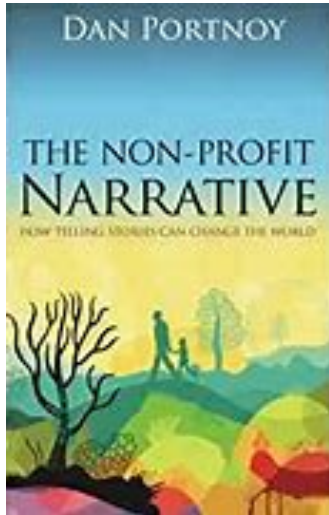


Storr's Science of Storytelling



- ◆ The Brain as Change Detector
- ◆ Our Tribal Brains
- ◆ Moral Outrage
- ◆ Cause and Effect
- ◆ Eudaimonic Happiness
- ◆ The Moment of Perfect Control

NFP Story Elements



- ◆ Setting
- ◆ Protagonist
- ◆ Antagonist
- ◆ Inciting Incident
- ◆ Transformational Change

Stellar Story Formula

- ◆ Normal
- ◆ Explosion
- ◆ New Normal

- ◆ Identifiable Character
- ◆ Emotion
- ◆ Moment
- ◆ Specific Detail

Opportunities to LEND *a* HELPING *hand*

STORY BY MICHAEL STRICKLAND | PHOTOGRAPHY BY MEG DIETRICH

CATHY Bojeczko still gets a catch in her voice when she talks about the unexpected knock at her door, one fateful day, about a week before Christmas.

Then a single mother of two, living on mothers' allowance and in assisted housing, she was luckier than others. Her parents made sure there was a nice dinner and "the big Santa gift under the tree." Still, it was less of a Christmas than she wanted for eight-year-old Vicki and six-year-old son Chris.

The knock was from a group of high school students. "There must have been eight of them, and they just brought in boxes of food and boxes of toys. Most of the toys were used, but that didn't matter – they were so excited. And they just kept bringing it in and bringing it in."

"The happiness of giving never left me," she continues. "And the fact that somehow they got my name, probably from a case worker of the time, it was just incredible to watch them."

More than three

decades later, Bojeczko is a happily married mother of four, and gainfully employed. She is also one of the countless volunteers who make the holiday season a little brighter for others in so many ways – in her case, through Adopt-A-Family.

The program, run by The Children's Foundation of Guelph and Wellington, allows individuals, families or groups to 'adopt' a local family. It costs as little as \$200 to adopt a single parent with one child, with the amount growing per child.

That base amount provides a \$75 food hamper; \$100 for the child's presents, split between wants and needs; and a \$25 gift for mom, so the child doesn't feel bad that the caregiver has nothing to open. This year a woman raising her grandchildren asked for a carbon monoxide detector.

Families are identified by caseworkers with 30 agencies, who provide such specifics as left-handed hockey stick for a nine-year-old or pink winter boots for a six-year-old. The identity of the family remains confidential, but the specific nature



A Stellar Story Xmas

- ◆ **Normal:** A not-so-merry Xmas, all too common for many single-parent families
- ◆ **Explosion:** A knock on the door, with volunteers donating to a Merry Christmas
- ◆ **New Normal:** A more normal Xmas, at least that one time. And we know that families fortune improved.
- ◆ **Identifiable Character:** Single mother, kids and volunteers
- ◆ **Emotion:** Heartbreak followed by Christmas Cheer
- ◆ **Moment:** The knock on the door
- ◆ **Specific Detail:** Light on detail, but is anymore needed?

Pixar Story Formula

- ◆ Once upon a time...
- ◆ Every day,...
- ◆ One day...
- ◆ Because of that,...
- ◆ Because of that,...
- ◆ Until finally,...

Pixar's Finding Nemo

- ◆ **Once upon a time** there was a widowed fish named Marlin who was extremely protective of his only son, Nemo.
- ◆ **Every day**, Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.
- ◆ **One day** in an act of defiance, Nemo ignores his father's warnings and swims into the open water.
- ◆ **Because of that**, he is captured by a diver and ends up as a pet in the fish tank of a dentist in Sydney.
- ◆ **Because of that**, Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.
- ◆ **Until finally** Marlin and Nemo find each other, reunite, and learn that love depends on trust.

Syrian Refugee Crisis

- ◆ **Once upon a time** there was a Syrian refugee crisis
- ◆ **Every day**, thousands of people would flee for their lives, and be lucky to find safety in an overcrowded refugee camp.
- ◆ **One day**, Canada decided to admit 25,000 Syrian families within a matter of months.
- ◆ **Because of that**, Canadians mobilized the needed resources.
- ◆ **Because of that**, communities like Waterloo Region and Guelph were able to successfully welcome an unprecedented number of needy people.
- ◆ **Until finally**, 25,000 once-desperate families found homes and ways contribute across Canada.

Sharing Your Stories -- Storybanking

- ◆ Volunteer Match – <https://www.volunteermatch.org/nonprofits/stories/>
- ◆ United Way -- <https://unitedwayguelph.com/stories-videos/>
- ◆ University of Waterloo Research Success -- <https://uwaterloo.ca/research/research-excellence/research-success-stories>

Family to Family

In fall 2002, *The New York Times* ran a series of articles highlighting poverty in the U.S. [One article](#) described the town of Pembroke, Illinois as a community so poor that “some still live in crumbling shacks with caked--dirt floors and no running water.” Pam Koner — a mom and entrepreneur from Westchester, New York — read that article and immediately felt compelled to help.

Pam contacted an outreach worker in Pembroke with the simple idea of linking families she knew who had enough food and other basic life necessities with families who were struggling to get by. The outreach worker supplied Pam with the names of 17 of the neediest families in Pembroke. Pam then convinced 17 of her friends and neighbors to join her cause. Each family agreed, and shortly thereafter, began sending monthly boxes of food donations and letters to each of the Pembroke families.

17 families soon grew to 60, and after a flurry of media exposure, 60 families grew to over 900. Thus, [Family-to-Family](#) was born — a national hunger and poverty relief organization dedicated to connecting families who have enough to share with impoverished American families who have profoundly less.

UW Fire Research

When firefighters enter an energy-efficient home during a fire, they're prepared for a large surge of flame that can be caused by the burst of oxygen flowing in. Understanding scenarios like this helps firefighters predict how a fire will behave and the safest way to get everyone—including themselves—out.

This understanding, as well as the most effective way to combat fire, is the premise behind the University of Waterloo's [Fire Research Facility](#). Founded 15 years ago by Elizabeth Weckman and Allan Strong, professors in the Department of Mechanical and Mechatronics Engineering, it's the only academic facility in Canada with a wind generation system to support fire research, including collaborative research with industry partners, while answering questions like, "how do various materials react in different fire conditions?"

"The performance of materials during fires and how firefighters approach each situation could mean the difference between life and death," Weckman says. "If firefighters understand how a structure and its contents will behave while engulfed in flames, they'll know how much time they have before the blaze escalates and can choose the best approach to get the fire under control."

A \$2-million contribution from the Canada Foundation for Innovation (CFI) was fundamental in developing the facility and has played a major role in advancing fire safety practices.

Hospice Wellington

Every week for the last ten years, Gerard Luyckx has brought solace to people in their last moments of life. As a volunteer with Hospice Wellington, Gerard “works quietly to bring comfort to people when needed.”

Before he began to volunteer with Hospice, Gerard’s wife fought and lost a battle with cancer. Although at the time it was hard to accept help, Gerard realized he needed support and began to receive two visits every day from caring people in his community. After his wife passed away, Gerard reflected on all the help and support he had received during the last months of his wife’s life.

“I realized I had been given so much, I wanted to pay back,” says Gerard.

Some people he visits just want to talk about what is on their mind. For others, Gerard brings an opportunity to get out of the house for a walk or a drive in the country. Others reminisce about the past and share stories about the happy and sad times in their lives.

Non-Profit Heroes

- ◆ The Nature of Our Challenge Story
- ◆ The Creation Story
- ◆ The Emblematic Success Story
- ◆ The Values Story
- ◆ The Striving to Improve Story
- ◆ The Where Are We Going Story



Finding Stories

- ◆ Start With the End In Mind
- ◆ Ask Lots of Questions
- ◆ Consider Every Nook & Cranny
- ◆ Develop an Editorial Calendar
- ◆ Make It A Team Sport
- ◆ Invite Stakeholders to Share Their Stories
- ◆ Create a Storybank

Newsworthiness??

- Who?
- What?
- Where?
- When?
- Why?
- How?
- Relevance
- Timeliness
- Conflict
- Uniqueness
- Human Interest
- Entertainment – Celebrity

Story Building Blocks

- ◆ Facts
- ◆ Anecdotes
- ◆ Quotes
- ◆ Characterization
- ◆ Description

CAMPAIGNING to make our COMMUNITY BETTER

STORY BY MICHAEL STRICKLAND | PHOTOGRAPHY BY TEIGAN BAKER

Police Chief Bryan Larkin is the first to suggest he can be a tad irreverent. Anyone who's seen his imitation of a Tyrannosaurus rex is likely to agree. Casually mentioning that some people remind him of the king of the dinosaurs, Larkin tucks his elbows in at his waist. He extends his much-shortened arms in front of his torso, curls his fingers into claws, and rocks his six-foot-four-inch frame back and forth like the star of every bad Godzilla movie.

Then, leaning in conspiratorially, he delivers the punch line: "We all know people like this. I certainly know a few. Try as they might, they just can't ever seem to reach their wallets."

The bit gets him a genuine laugh from the three-dozen or so Linamar employees who run the company's United Way workplace campaign. They'd gathered for a training session in late July and Larkin – chair of the 2014 campaign – joined them with a few goals in mind.

First, he wanted to thank them. They are, after all, among the 1200 volunteers who manage campaigns in 250

workplaces. Last year, they helped raise \$3.42-million in support of 86 programs run by 53 local agencies.

"My concept at Linamar was to really thank them," he explains. "They're great people. They have busy jobs, they all have other responsibilities, but there's something unique in those 30 to 40 people in that room.

"And what's unique about them is they've volunteered to take time away from their own job – which they know they have to make up and still do the task, because nobody is going to do it for them – to chip away at making society

just a little bit better."

Larkin was also there to motivate. Last year's campaign chair was Linamar president and chief operating officer Jim Jarrell, and the company raised a record \$584,000. Larkin hopes they can break \$600,000. He offers to shave his head and, if it helps, he's prepared to 'arrest' Jarrell.

"What I think we need to do there is set up a situation where Jim needs to get bail," explains Larkin. "And the only way he can get bail, and get out of my office, is for people to donate money to United Way. >>

Fourteen Story Leads

- ◆ Anecdote
- ◆ Striking Facts/Figures
- ◆ Atmosphere/Description
- ◆ Quote
- ◆ Vivid/Shocking Claim
- ◆ Question
- ◆ Topical Peg
- ◆ Digging Behind News
- ◆ Celebrity
- ◆ Humour/Irony
- ◆ Personal Experience
- ◆ Cryptic/Intrigue
- ◆ Contrast
- ◆ Teaser-Bridge-Text

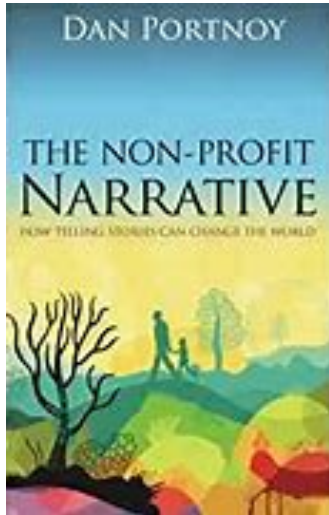
Six Story Endings

- ◆ Summary Circle
- ◆ Anecdote
- ◆ Quote
- ◆ Unexpected Sting
- ◆ Call to Action
- ◆ Prospects & Possibilities

Writing Tips

- ◆ Concision
- ◆ Clarity
- ◆ Verbs over Nouns
- ◆ Tense
- ◆ Remember the 5 Senses
- ◆ Quotations & Dialogue
- ◆ Rhythm

The Power of Story



<http://youtu.be/z0Kdncv6plM>

Dan Portnoy