

# STRATEGIC STORYTELLING FOR NONPROFITS



Ashley All, Kansas Common Sense Fund



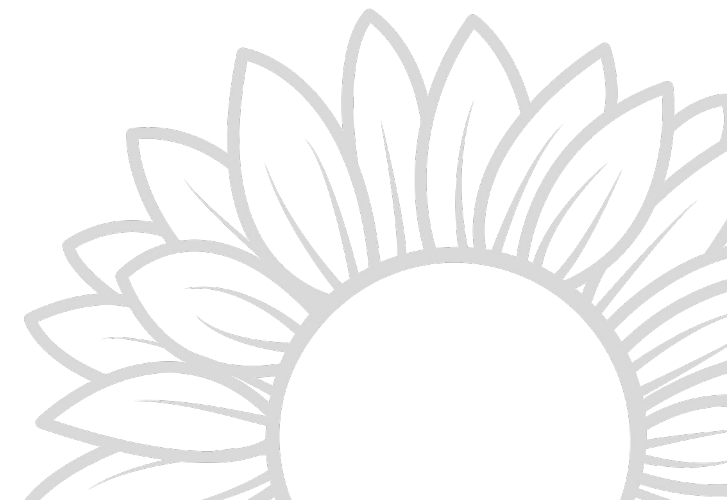


**WE ARE A  
COLLECTION OF  
STORIES**





**LOSS CAN  
TRANSFORM US**



# OUR STORIES SHAPE US





**MOTHER, DAUGHTER,  
WIFE, SISTER,  
FRIEND, FEMINIST**





**SHARED  
EXPERIENCES  
BUILD  
CONNECTION**





**PAST EXPERIENCES  
IMPACT OUR LIVES**



# COMMON STORIES AND UPBRINGING







**WE OFTEN SHARE  
POINTS SIMILARITY**



**STORIES OF FEAR  
JOY  
TRIUMPH  
AND WONDER**





# NARRATIVES DRIVE ACTION AMONG DONORS, PARTNERS





# THE POWER OF STORYTELLING

- Set Goals
- Identify Your Audience
- Choose Best Messenger
- Utilize Right Story





**IT IS OUR JOB TO  
TELL OUR  
AUTHENTIC STORY**

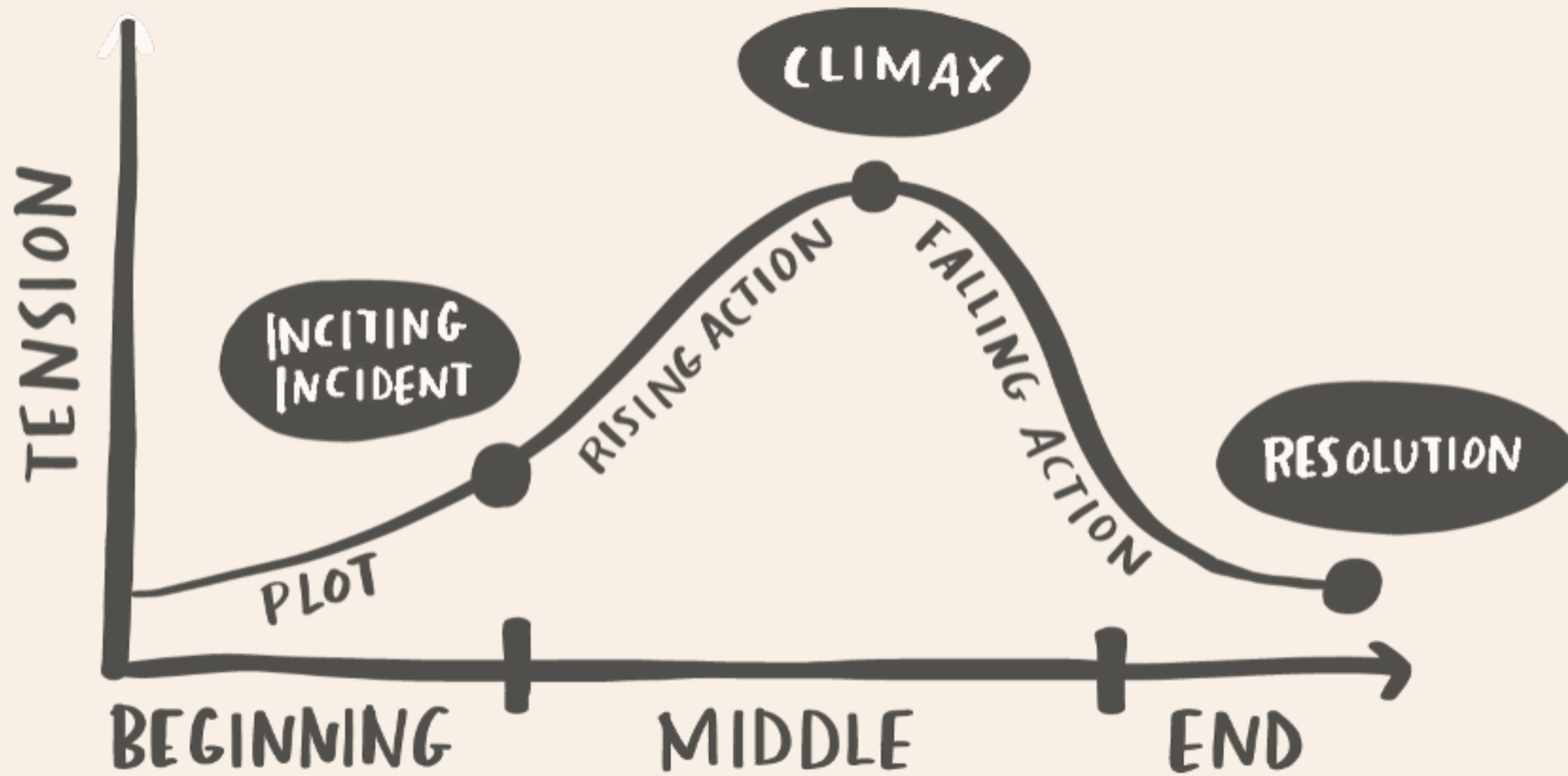


**STORYTELLING IS  
CENTRAL TO THE  
HUMAN  
EXPERIENCE**





# NARRATIVE ARC





# STORIES HELP EXPLAIN THE WORLD AROUND US



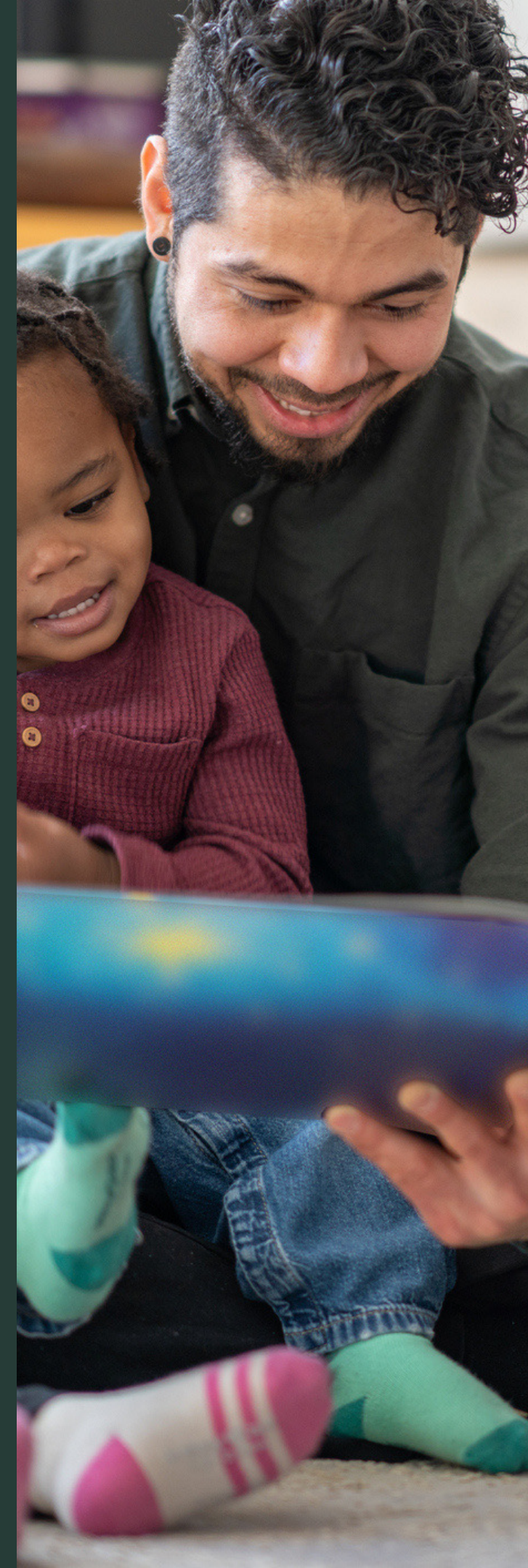
## FABLES FOR KIDS: WHY THEY MATTER







**WHEN  
UNDERSTANDING  
IS EASED,  
PERSUASION IS  
MORE LIKELY**



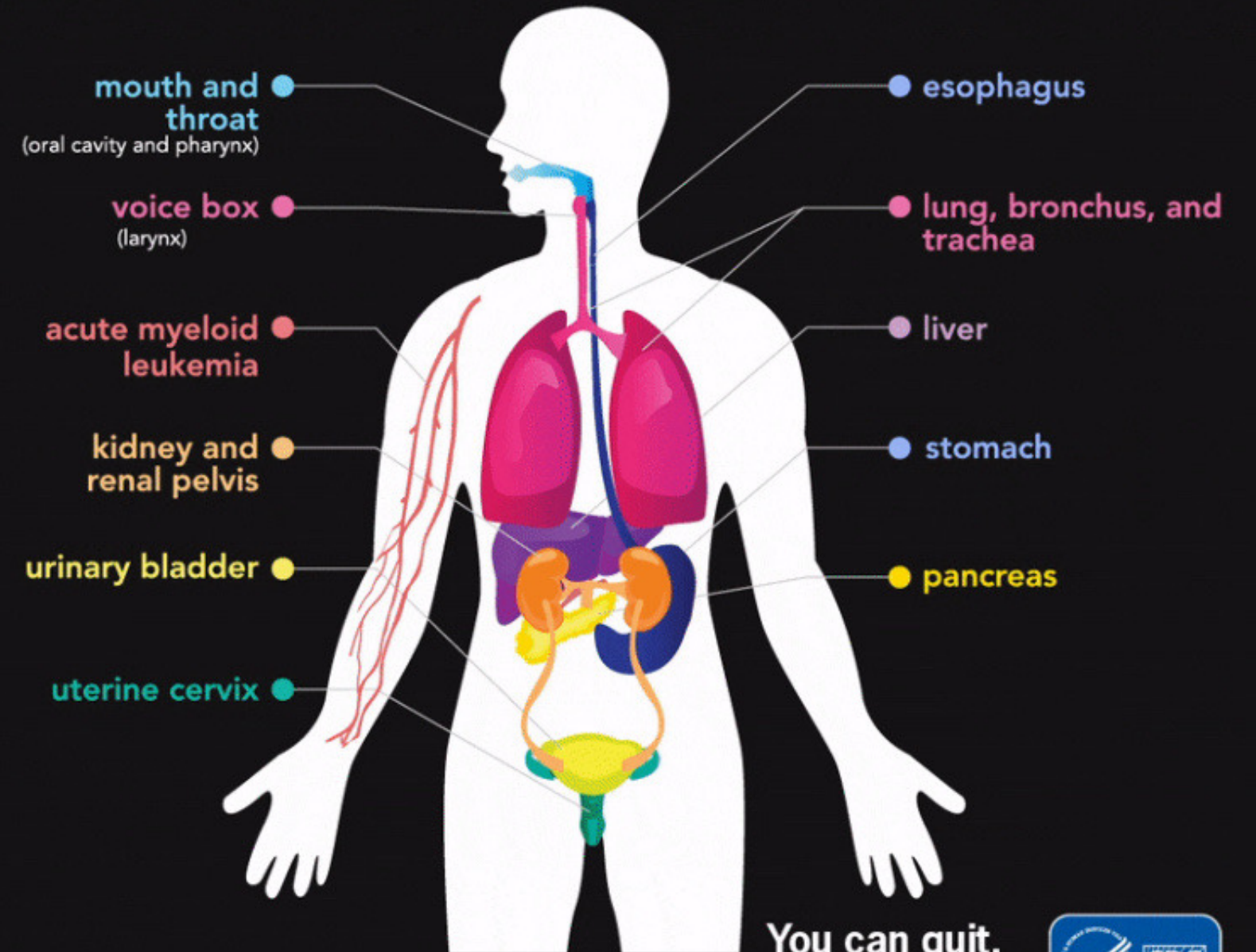


**CIGARETTE SMOKE**

**7,000 CHEMICALS**

**KILLS OVER 480,000  
AMERICANS EACH YEAR**

**Smoking can cause cancer almost  
anywhere in your body.**



**You can quit.  
For free help: 1-800-QUIT-NOW.**



[CDC.gov/quit](https://www.cdc.gov/quit)



**EMOTION**

**CAUSES ACTION**





# HOW STORYTELLING AFFECTS THE BRAIN

## NEURAL COUPLING

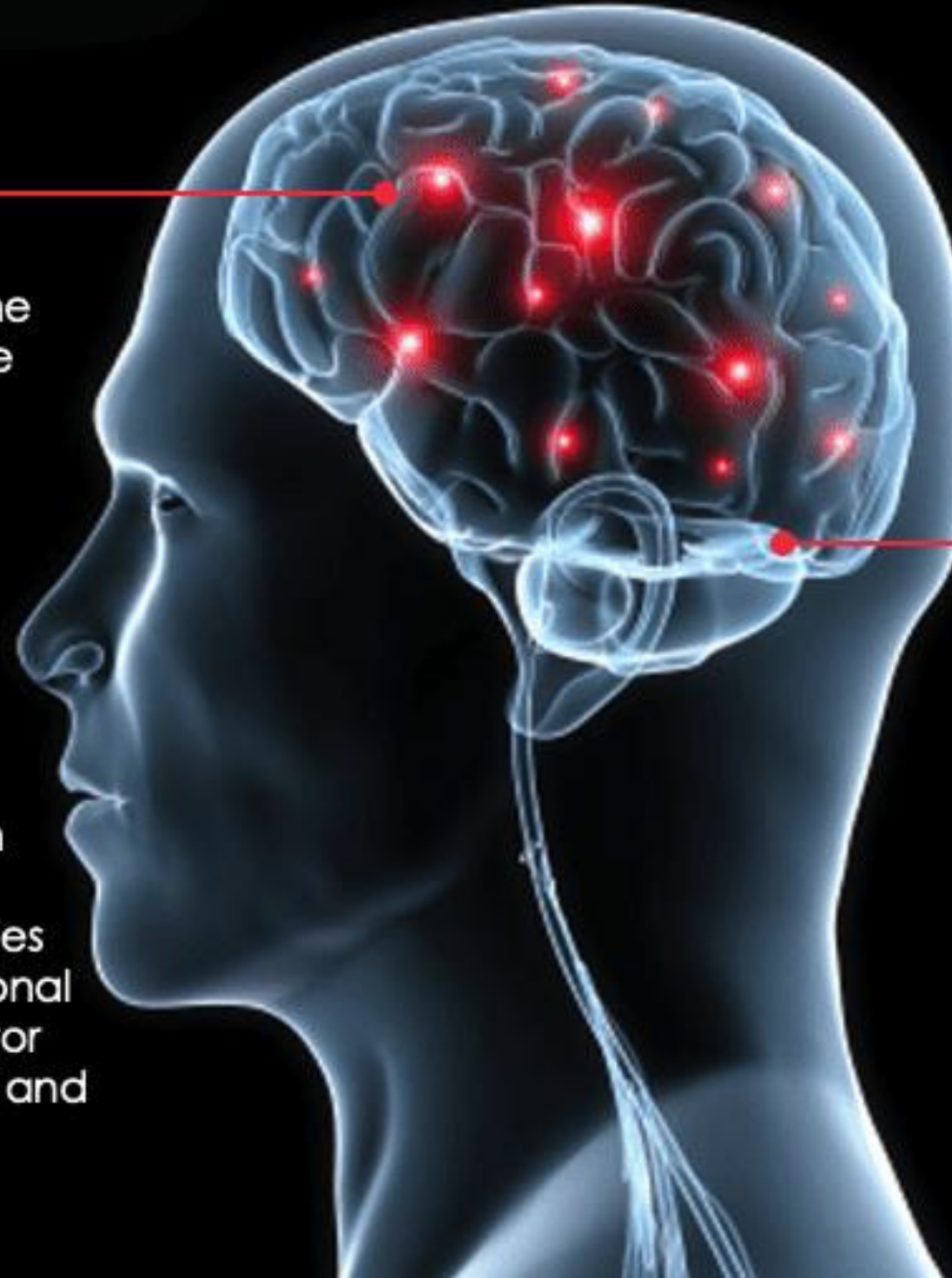
A story synchronizes the listener's brain with the teller's brain.

## MIRRORING

Mirror neurons enable listeners to mirror experience

## CORTICAL ACTIVITY

Two areas of the brain are activated when processing facts. Stories activate many additional areas such as the motor cortex, sensory cortex and frontal cortex.



## DOPAMINE

The brain releases dopamine in response to an emotionally-charged event, resolution of conflict, or even recognition of a pattern, creating a pleasurable response and ease of memory and recall

## CORTISOL

The brain releases cortisol when it experiences conflict which increases attention and memory

## OXYTOCIN

The brain releases oxytocin in response to characters that increases empathy and connection as well as compassion and trust

# STORIES IMPROVE INFORMATION RETENTION





LOGIC MAKES  
PEOPLE THINK;  
EMOTION MAKES  
THEM **ACT.**





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**DONATE**

# Don't Let Them Suffer Another Day

Give animals lifesaving rescue and relief  
now.

**DONATE**





# USING STORIES IN OUR WORK







**SET A  
COMMUNICATION  
GOAL**



# IDENTIFY THE AUDIENCE



**Secondary Audiences?**

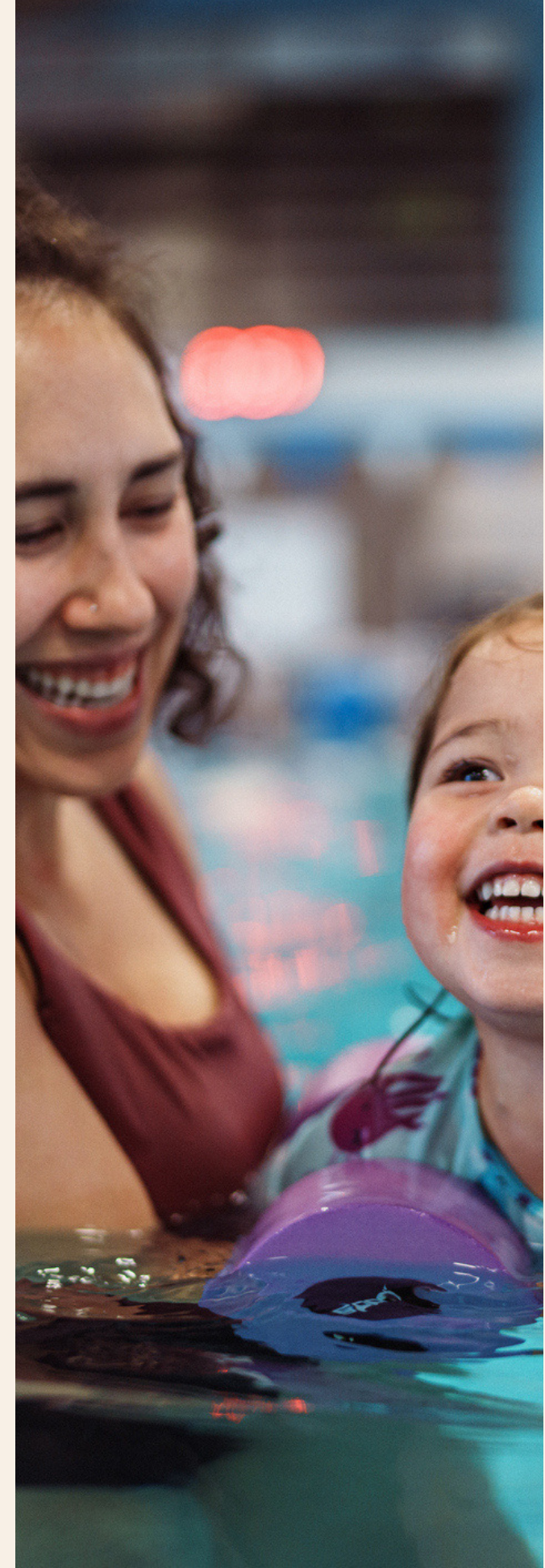


# KNOW YOUR AUDIENCE





# TRUSTED MESSENGERS





# **BUILDING YOUR STORYTELLING SKILLS**





# BERT NASH COMMUNITY BREAKFAST

**Storytellers Share the  
Importance of Services**





# BERT NASH COMMUNITY BREAKFAST

**Storytellers Share the  
Importance of Services**





**INSPIRE. ENGAGE.**  
**PERSUADE.**  
**CAUSE ACTION.**  
**BUILD BRIDGES.**







# ARE YOU READY TO TELL YOUR STORY?



Thank you for attending, and don't  
forget to turn in your evaluation!

**COMING SOON!**

Capacity Building Learning  
Collaborative Web Page

