



Change
the Story

**Change
the World**

How often do you tell stories as part of your work?

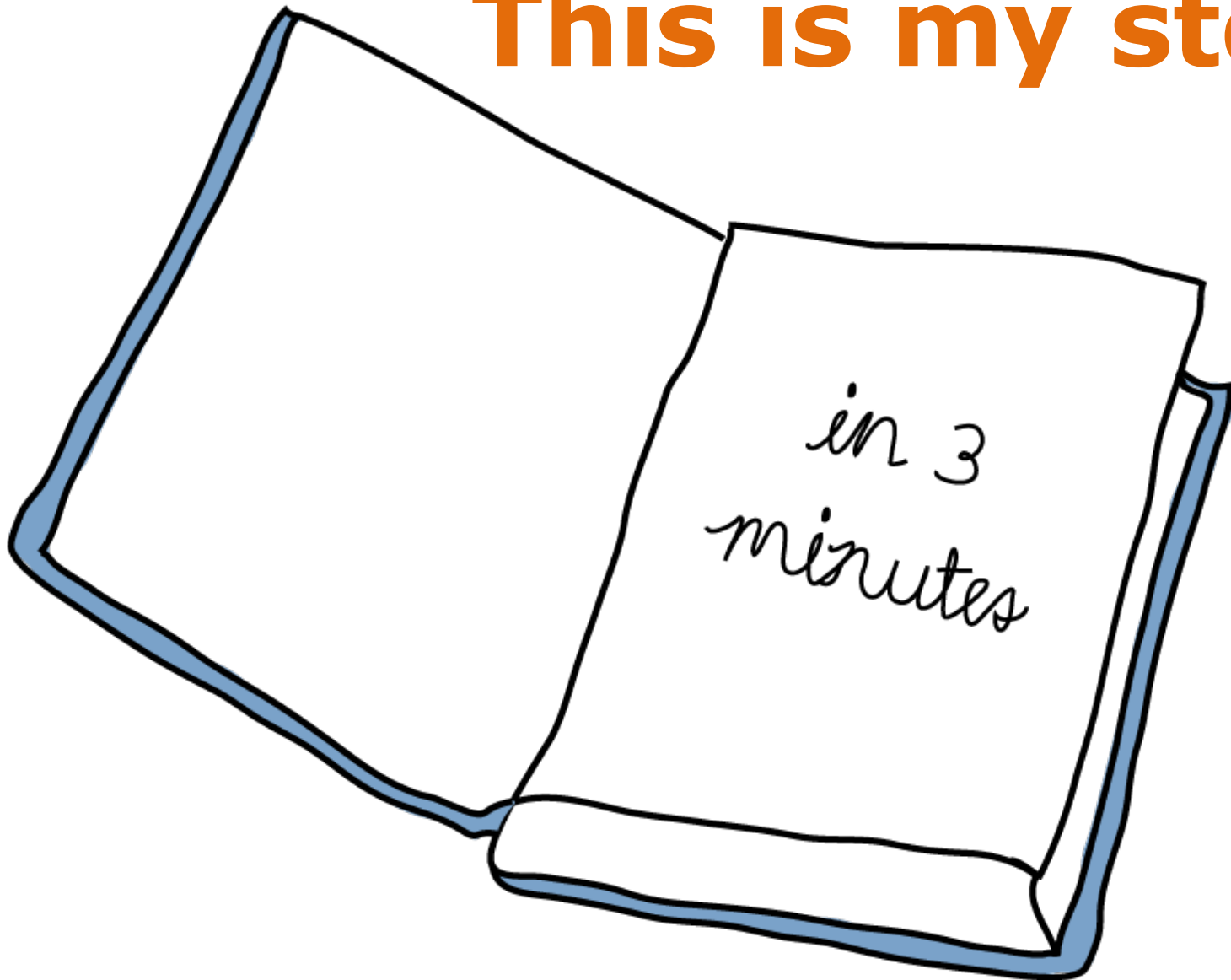
- A. Rarely or Never** (I love data. There, I said it.)
- B. Occasionally** (I'm story-curious.)
- C. Frequently** (Sipped the Kool-Aid. Almost ready to drink.)
- D. All the Time** (Do I have to stay?)



This is my story.



This is my story.



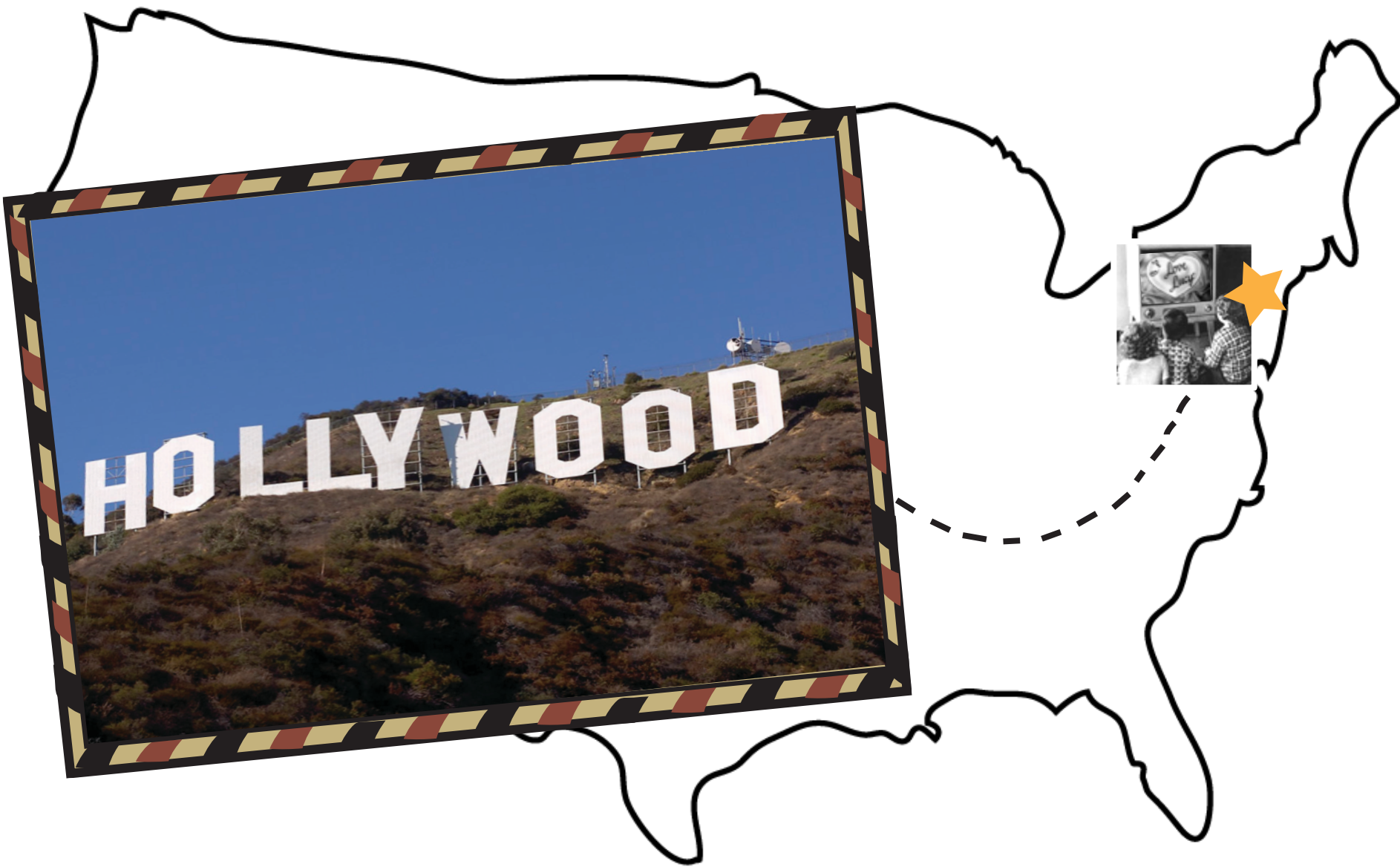


White Plains, NY



Me

Dick & Jane
(not their real names)

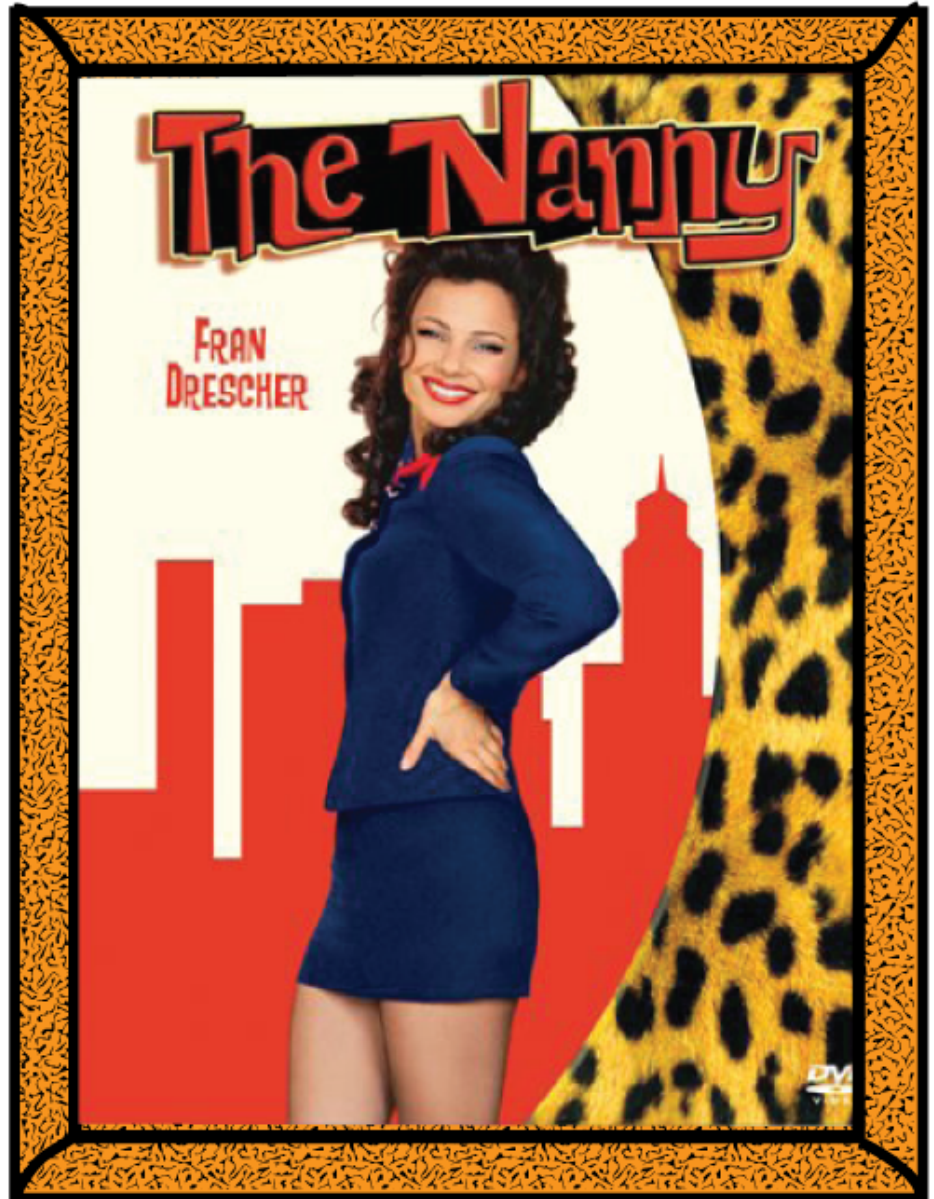


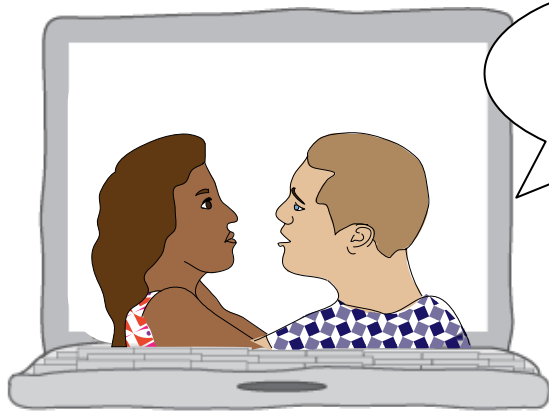




**Fun, creative work
environment**

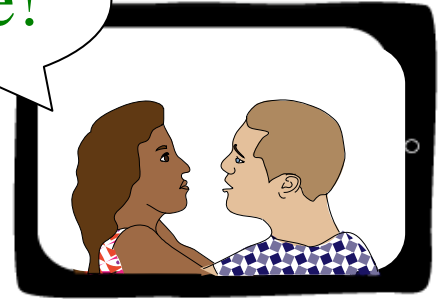
**Swirling, sucking
vortex of despair**





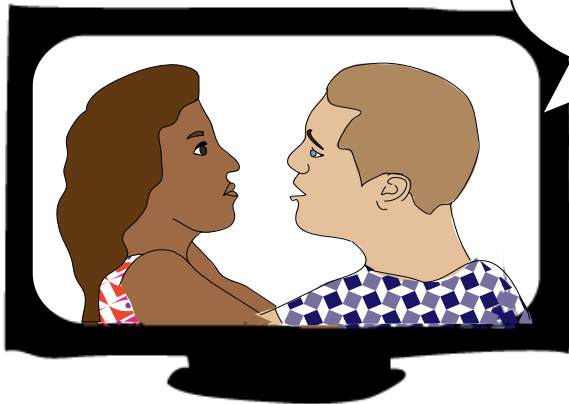
Reduce!

Reuse!



ENVIRONMENTAL MEDIA ASSOCIATION

Recycle!






the
goodman center

where do-gooders learn to do better




**Typical Nonprofit
Client**




A stylized illustration of a person in silhouette, wearing a black suit and holding a yellow telephone receiver to their ear. A large, white speech bubble with a black outline extends from the phone, containing orange text. The background is plain white.

Y'know, we're real good
at what we do. We're just
not so good at talking
about it.

A stylized illustration of a person's silhouette in black, holding a yellow telephone receiver to their ear. A large, white speech bubble with a black outline extends from the person's head, containing orange text. The background is plain white.

Oh, well, we work with
at-risk youth from under
served communities with
multiple risk factors and
blah, blah, blah...



A story? Oh, you
should talk to Jill who runs
our communications.
She's got plenty of
stories...I think.

Executive Director

Program Manager

Board Member



**They couldn't tell me
a good story.**









The Nature
Conservancy



Bank of America



BILL & MELINDA
GATES *foundation*



Robert Wood Johnson Foundation



FORD FOUNDATION



PRINCETON
UNIVERSITY





Princeton Area
COMMUNITY
FOUNDATION





Why is narrative so powerful?

What makes a good story?

**What kinds of stories
should you tell?**



Why is narrative so powerful?



Why is narrative so powerful?



I don't know any stories.

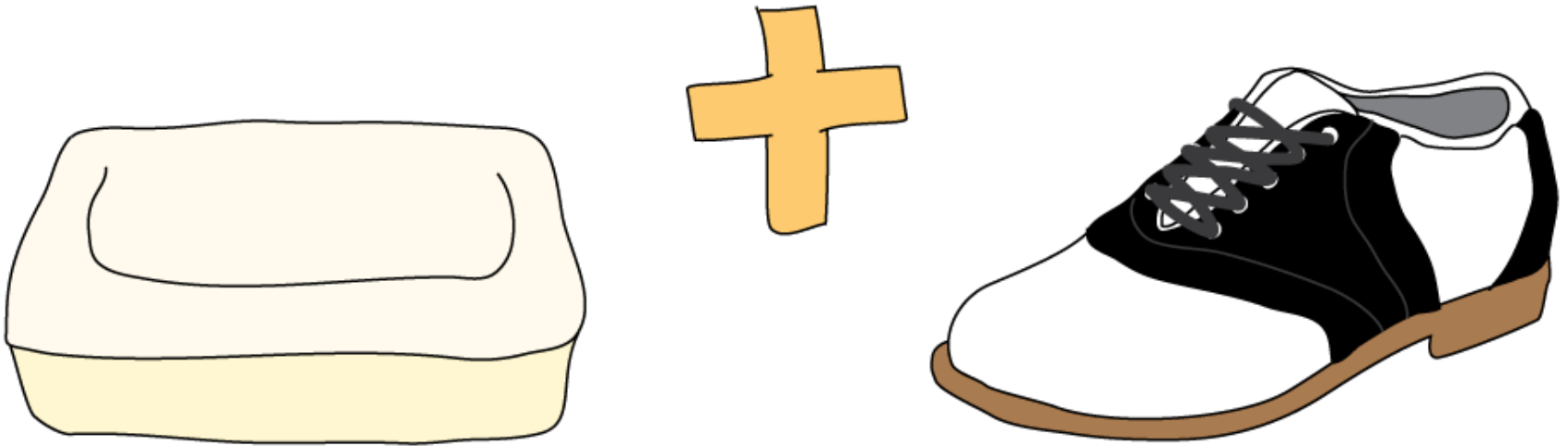
Why is narrative so powerful?



MEMORY

Memory Study (1976)
5-year olds

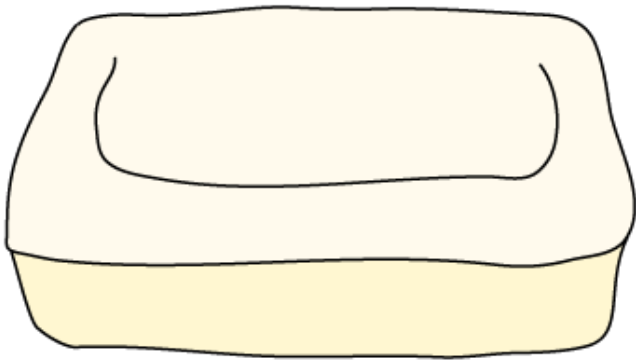
Why is narrative so powerful?



soap and shoe

1 out of 21

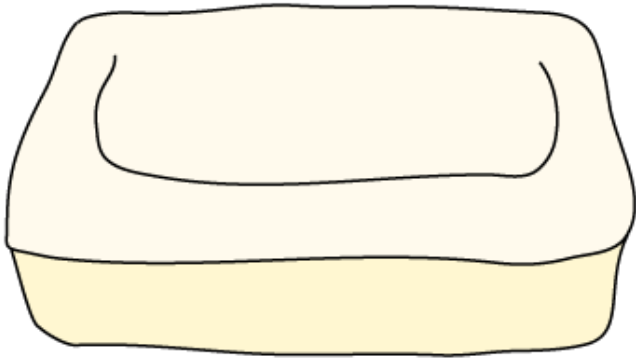
Why is narrative so powerful?



soap and shoe in a sentence

8 out of 21

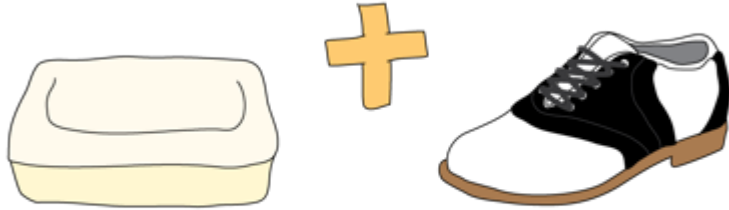
Why is narrative so powerful?



soap and shoe in a question

16 out of 21

Why is narrative so powerful?



1 out of 21

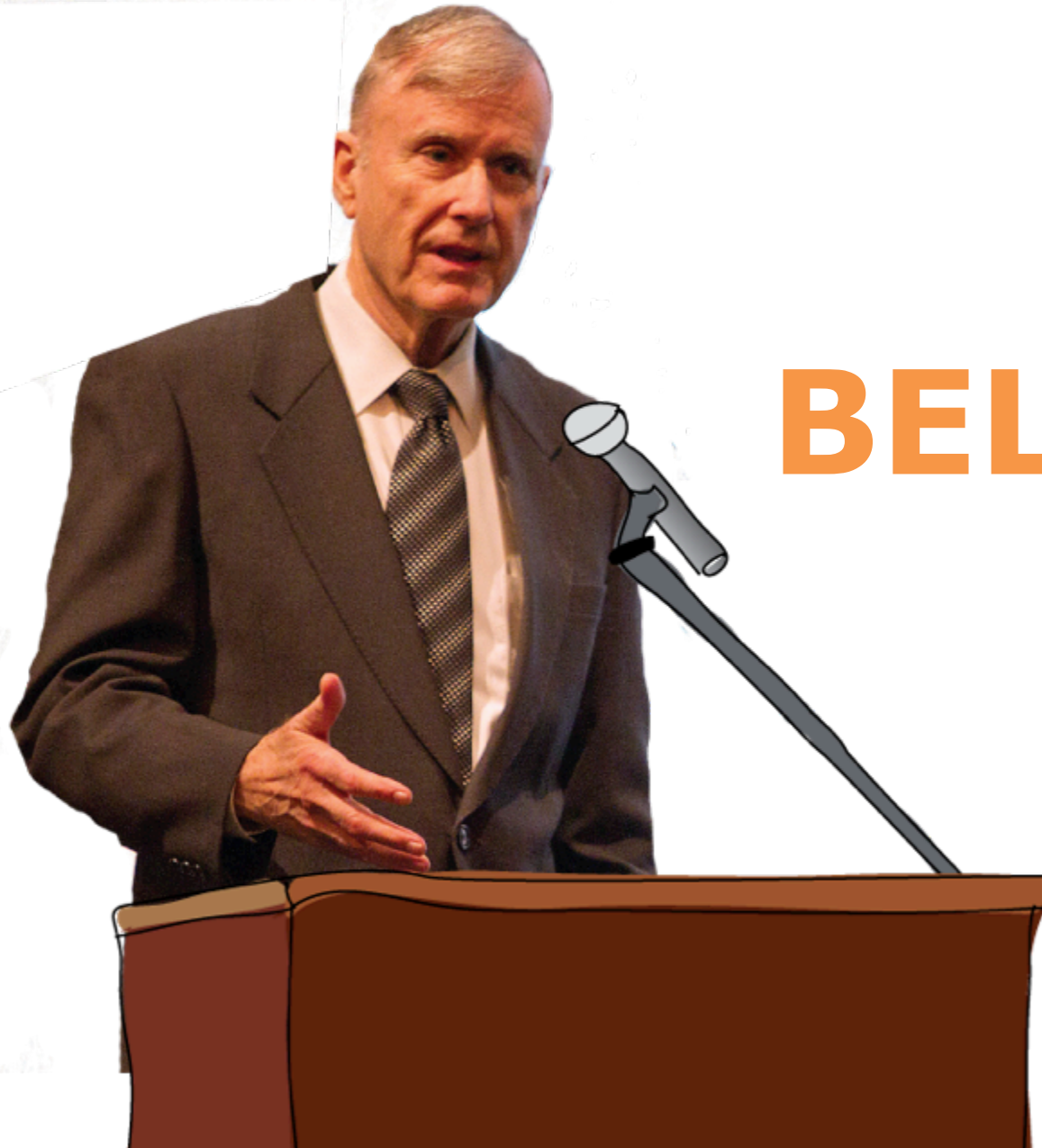


8 out of 21



16 out of 21

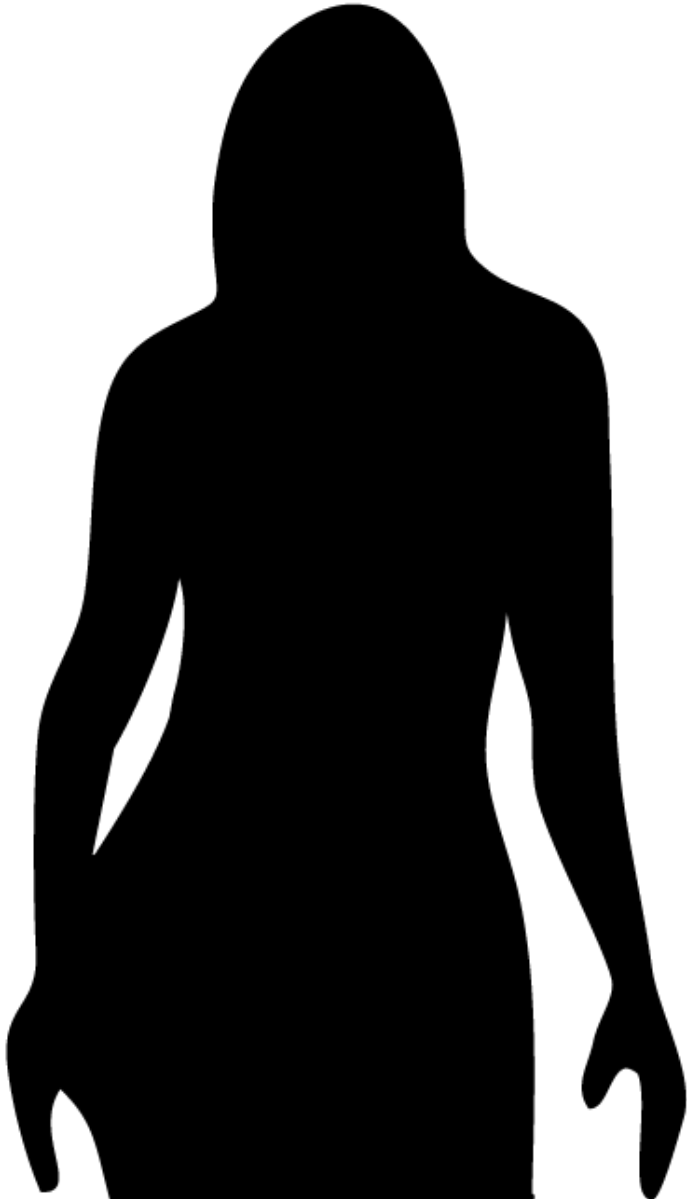
Why is narrative so powerful?



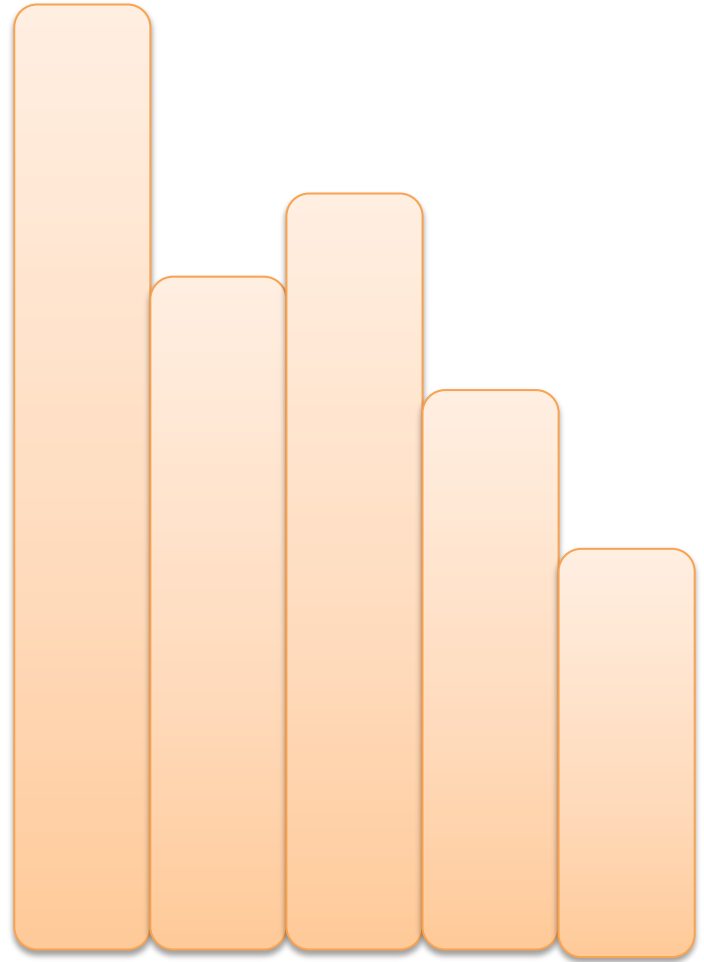
BELIEFS




story



data

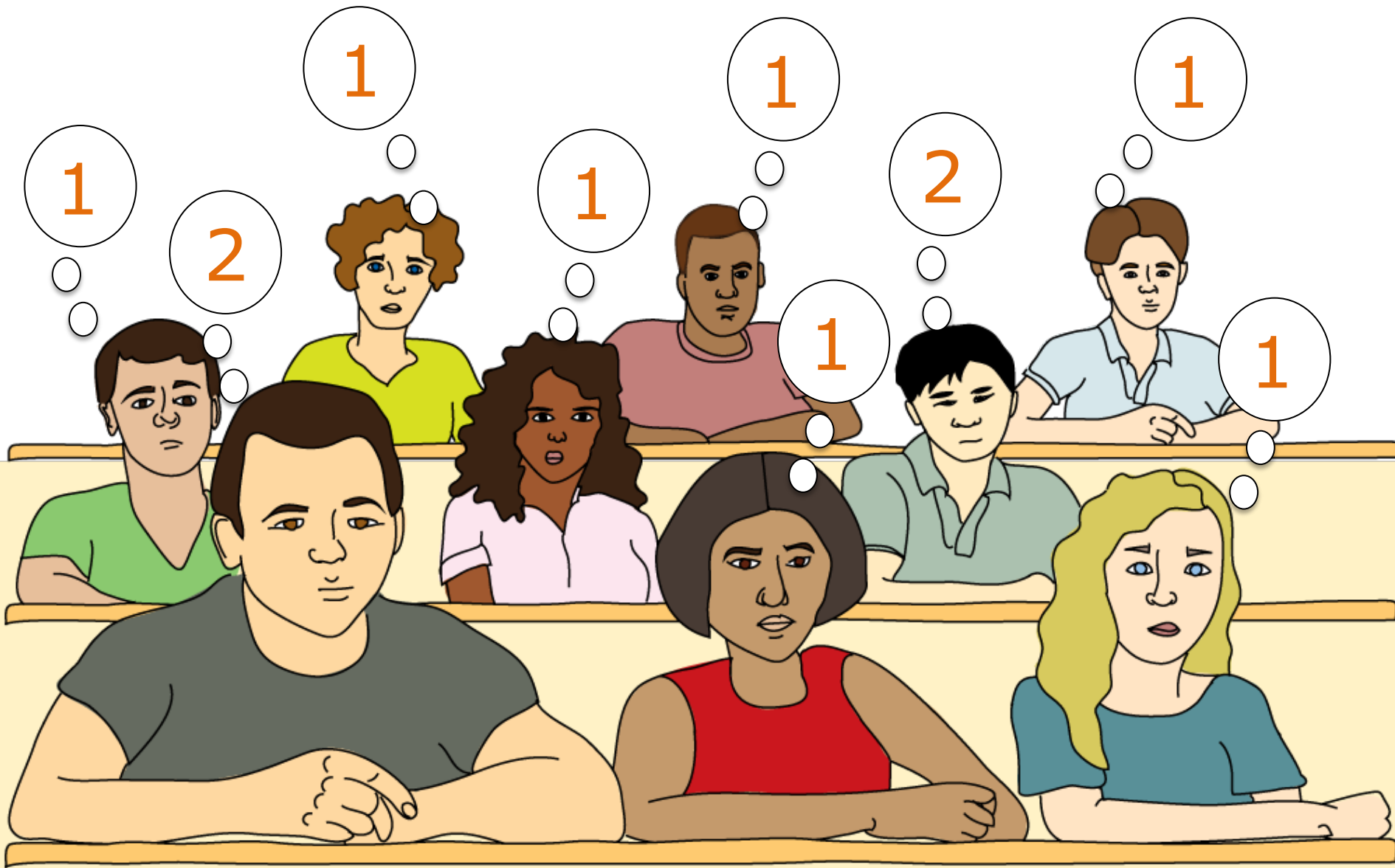




Q. How hard do people on welfare work to improve their situations?

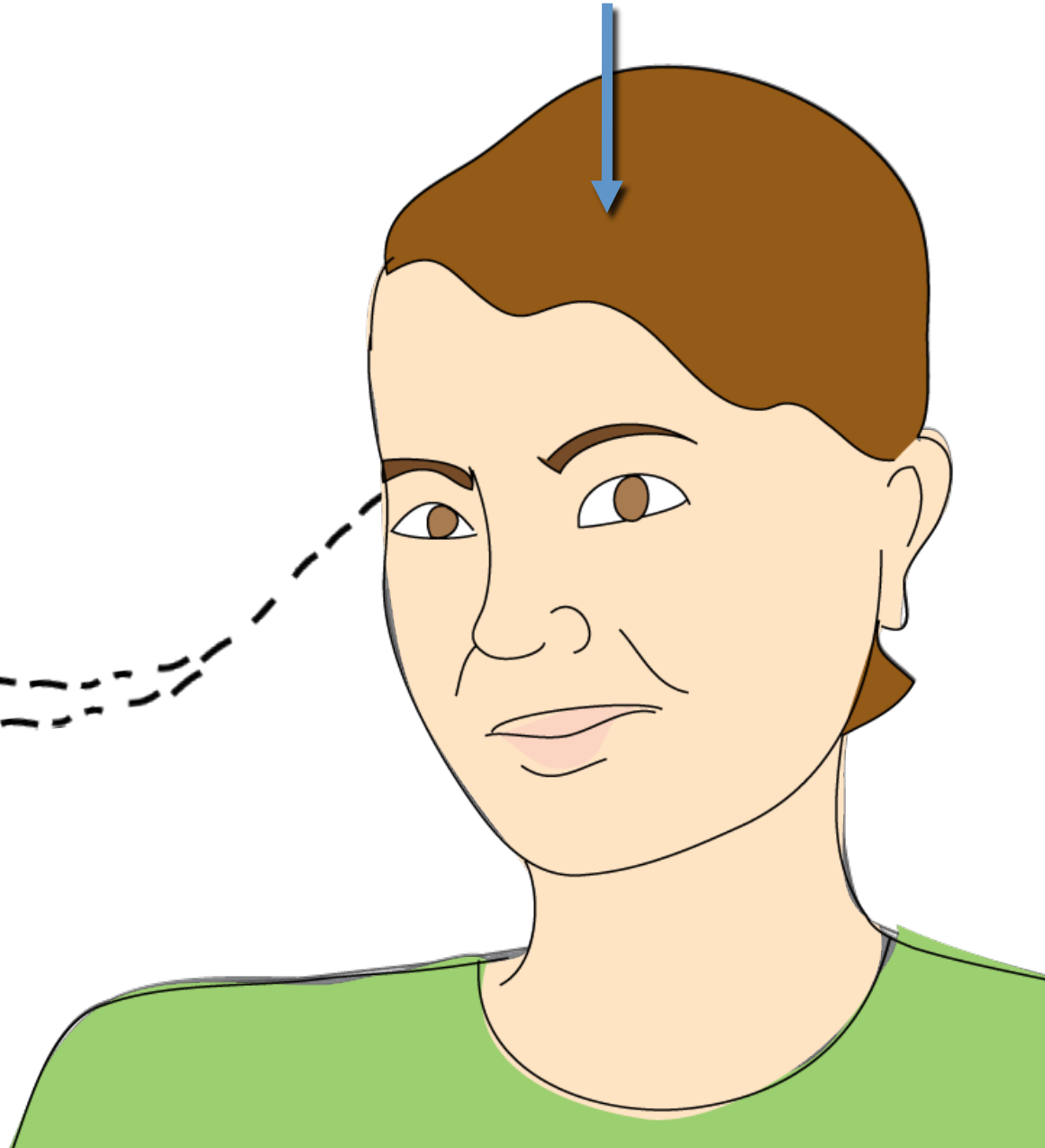
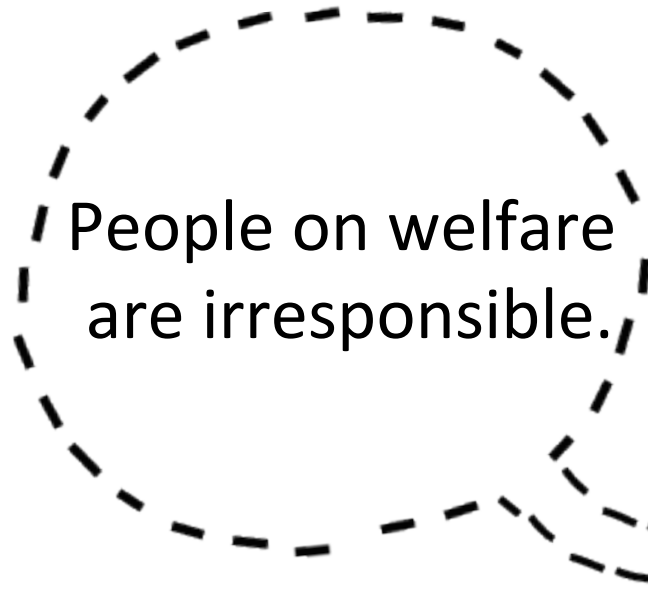
(1=not hard at all, 5=extremely hard)





SOFTWARE

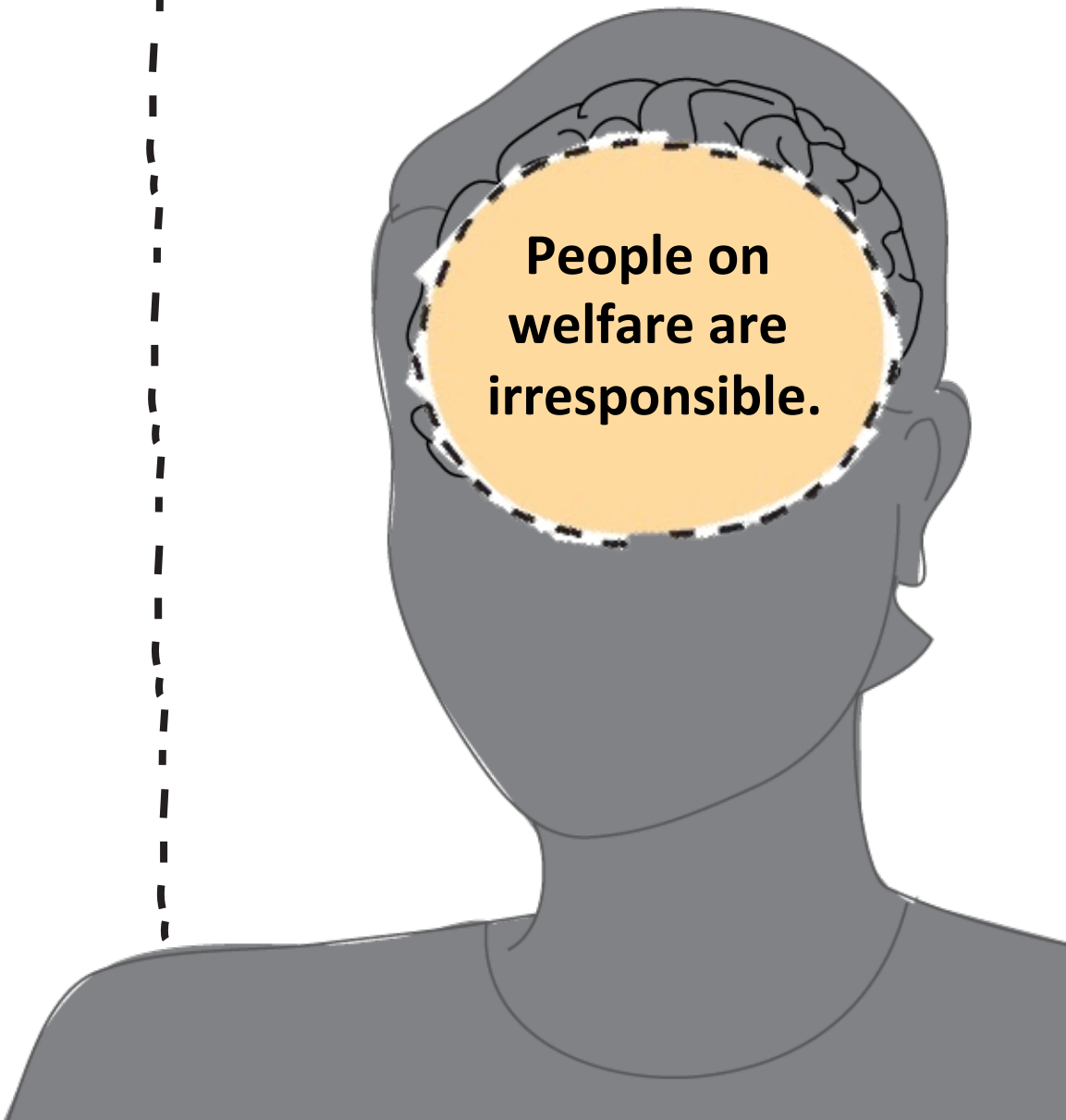
HARDWARE



FACTS

Women in New York City
on welfare an average of
2 years, not 13.

SOFTWARE



**People on
welfare are
irresponsible.**

An illustration featuring three stylized human figures within a large orange oval frame. At the top, a person with dark skin and short hair is shown from the chest up, wearing a pink shirt. Below them, on the left, is an older person with grey hair, wearing a green shirt. In the center, partially obscured, is a person with dark hair wearing a blue shirt. Each figure has a blue thought bubble coming from their head. The thought bubbles contain the following text: 'Public schools are broken beyond repair.' (top), 'Some kids are just bad kids.' (middle), 'The poor will always be with us.' (bottom center), and 'The arts are for rich people, not me.' (bottom right).

**Public schools
are broken
beyond repair.**

**Some kids are
just bad kids.**

**The poor will
always be with
us.**

**The arts are for
rich people, not
me.**



**Public schools
are broken
beyond repair.**



**Some kids are
just bad kids.**



**The poor will
always be with
us.**



**The arts are
for rich people,
not me.**

“A MAN CAN LEON A CHORISTUS IN:
THE STORY FACTOR

“I was sitting at my desk, working. He asked
inspiration, influence, and persuasion through the art of storytelling
the first, ‘What are we doing?’ and the man
answered, ‘I am doing books. He asked the
second, ‘What are we doing?’ and the man an-
swered, ‘I am doing books. He walked up to
the third man, who was listening a man
as he worked and asked, ‘What are we doing?’

ANNETTE SIMMONS

and the man answered and smiled and said,
foreword by Doug Lipman

I am reading a wonderful

**“Facts don't have
the power to change
someone's story.
Your goal is to
introduce a new
story that will let
your facts in.”**

Annette Simmons



Why is narrative so powerful?

What makes a good story?

**What kinds of stories
should you tell?**



Storytelling Exercise



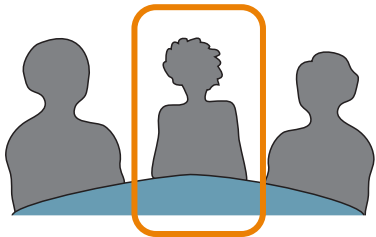
2 minutes

Think about a time when there was something you *really* wanted.



2 minutes

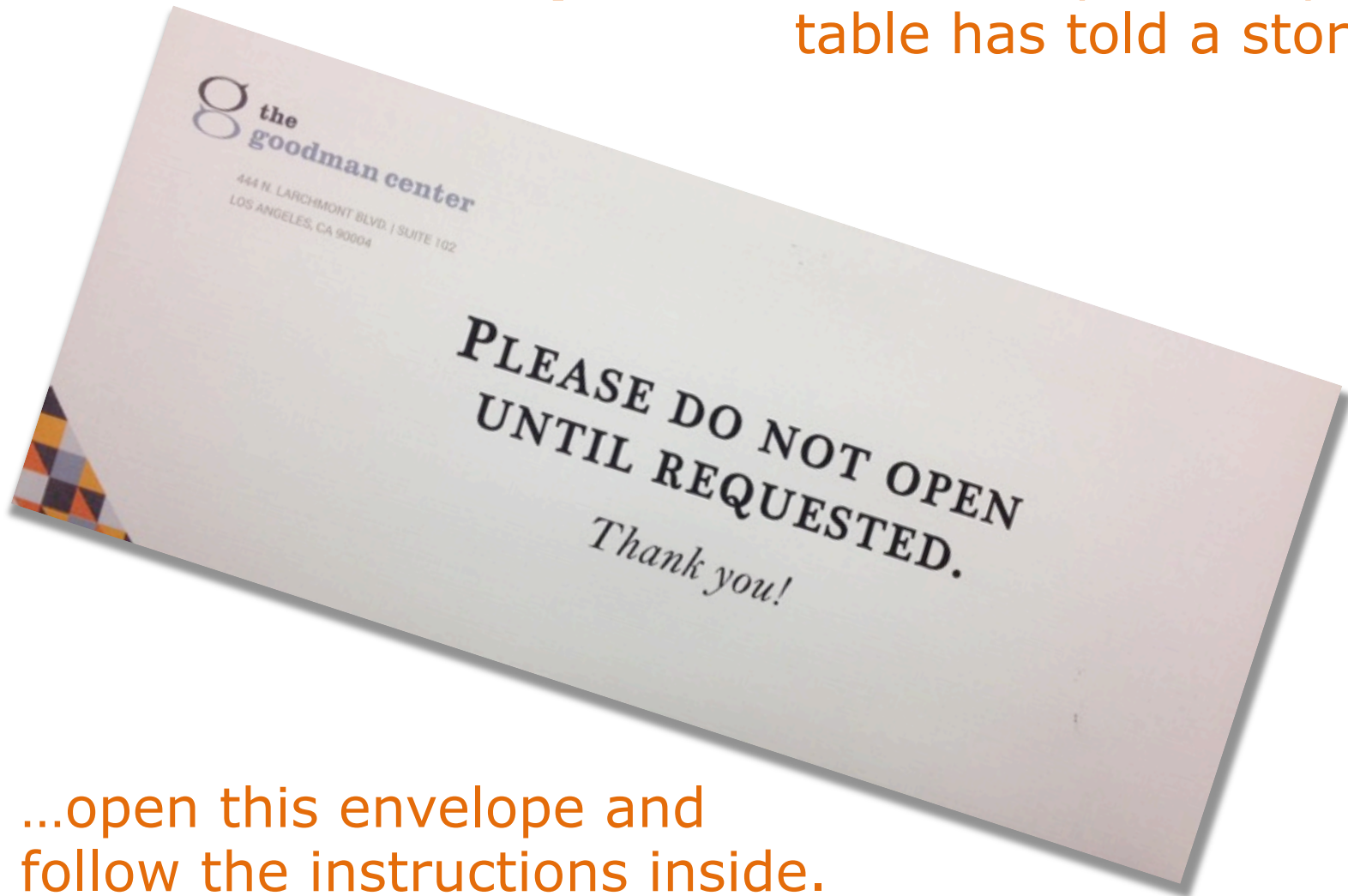
Tell a story about that time to the people in your group in 2 minutes or fewer.



Start with the person sitting closest to 12:00 noon. The person who will go last is the timekeeper.

Storytelling Exercise

1st Storyteller: when everyone at your table has told a story...



...open this envelope and follow the instructions inside.

Storytelling Exercise

I liked
your
story.



Princeton Area
COMMUNITY
FOUNDATION

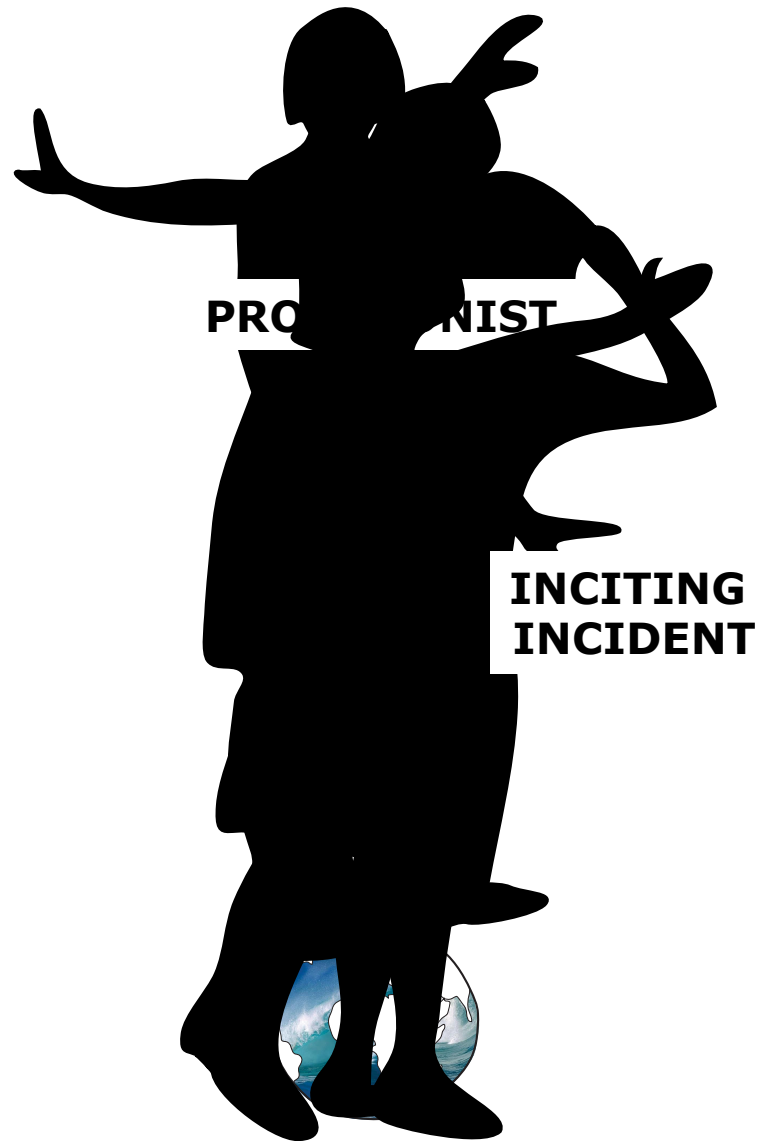
Storytelling Exercise

I liked
your
story.



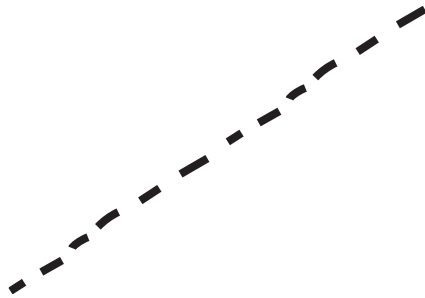
What do your
stories have in
common?

Story Structure



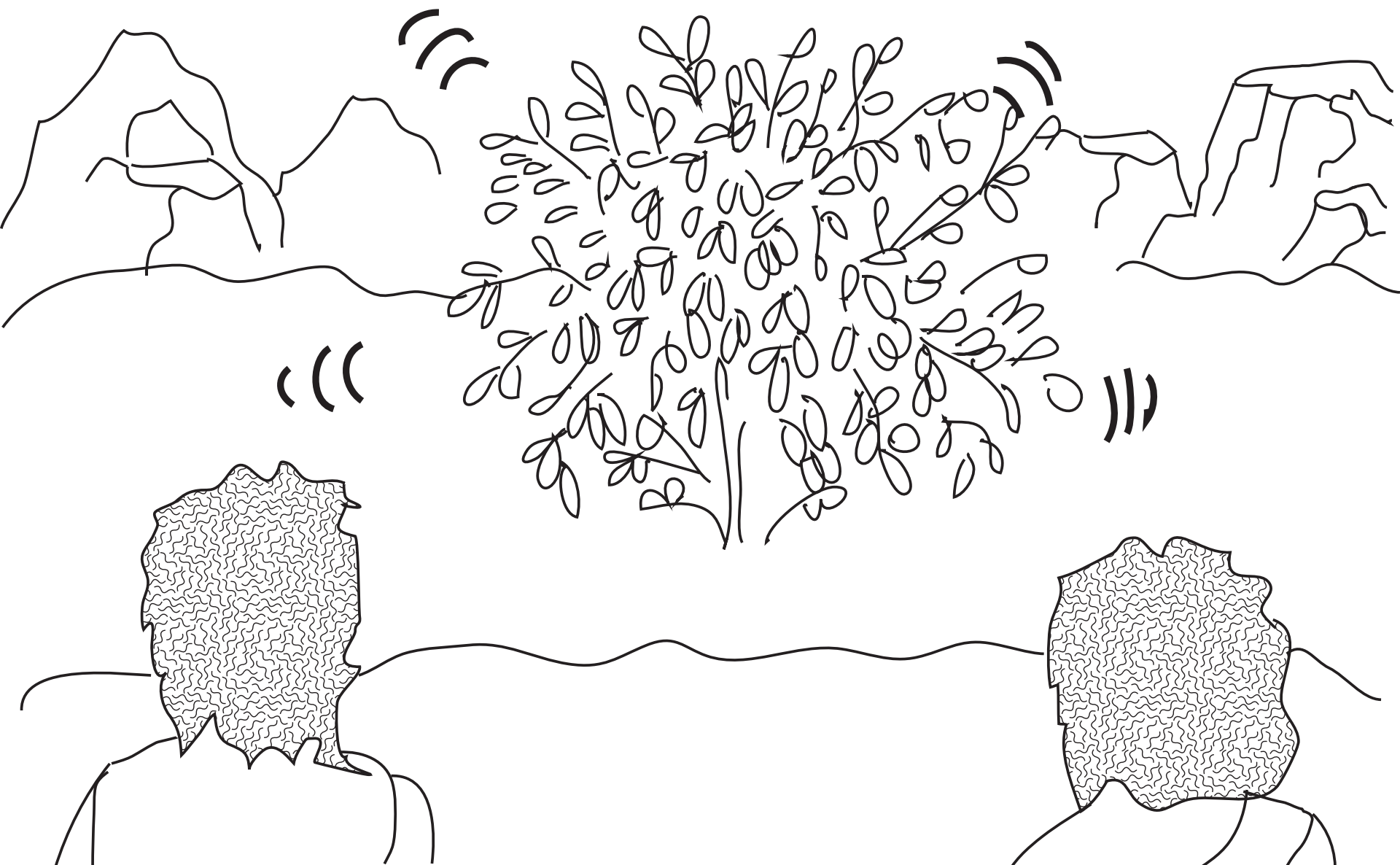
Story Structure

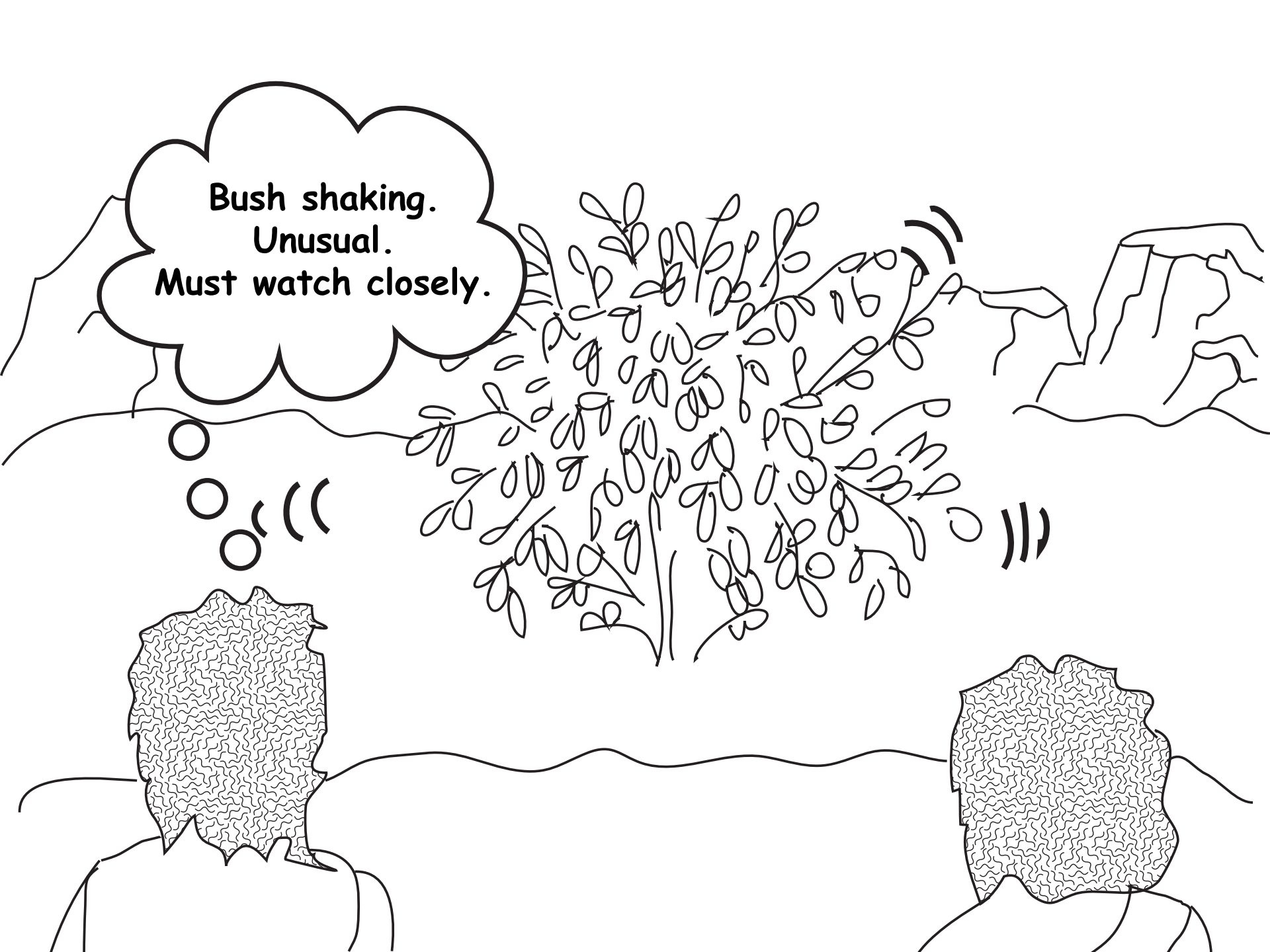
PROTAGONIST



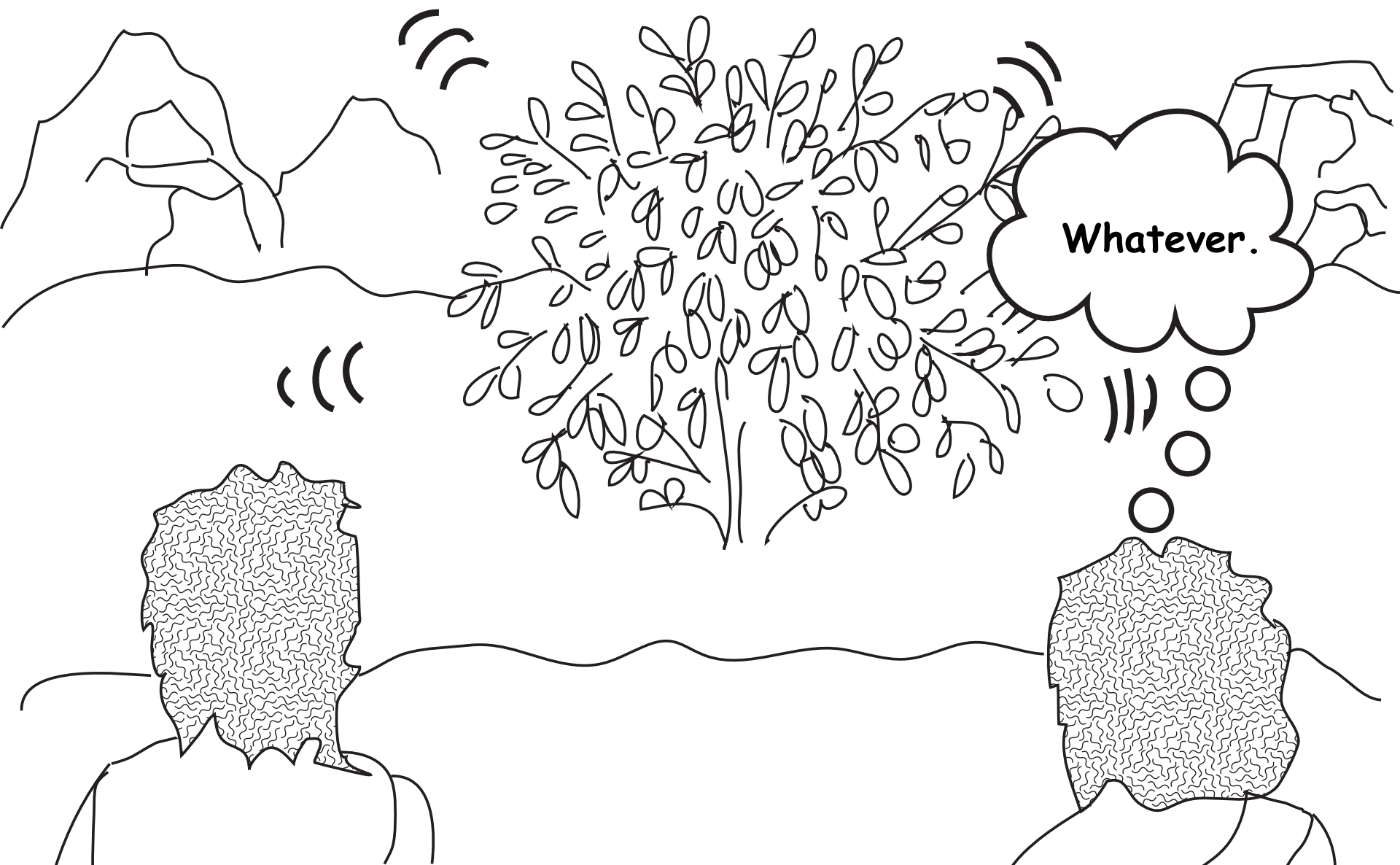
Story Structure: A Short Course in Human History



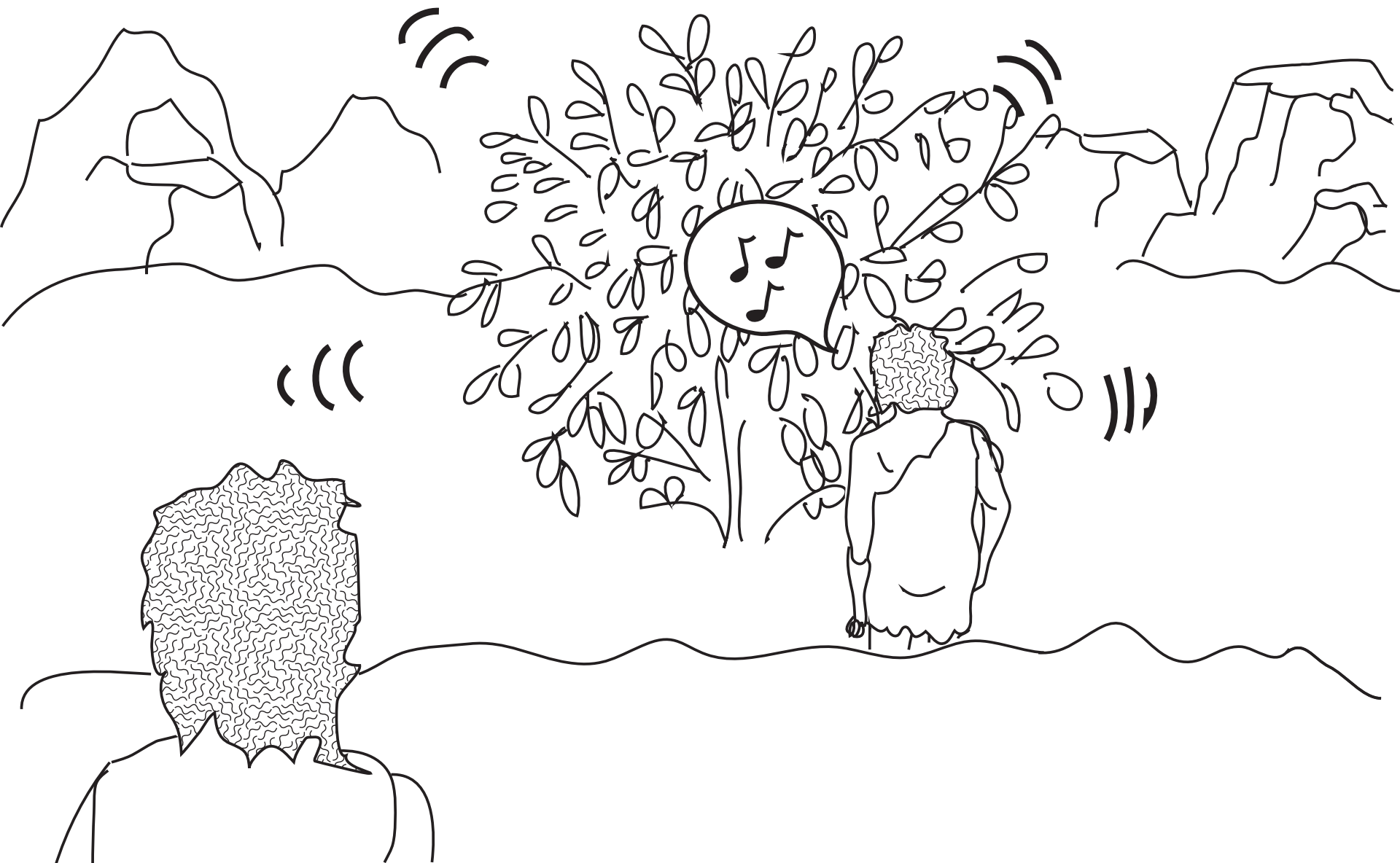




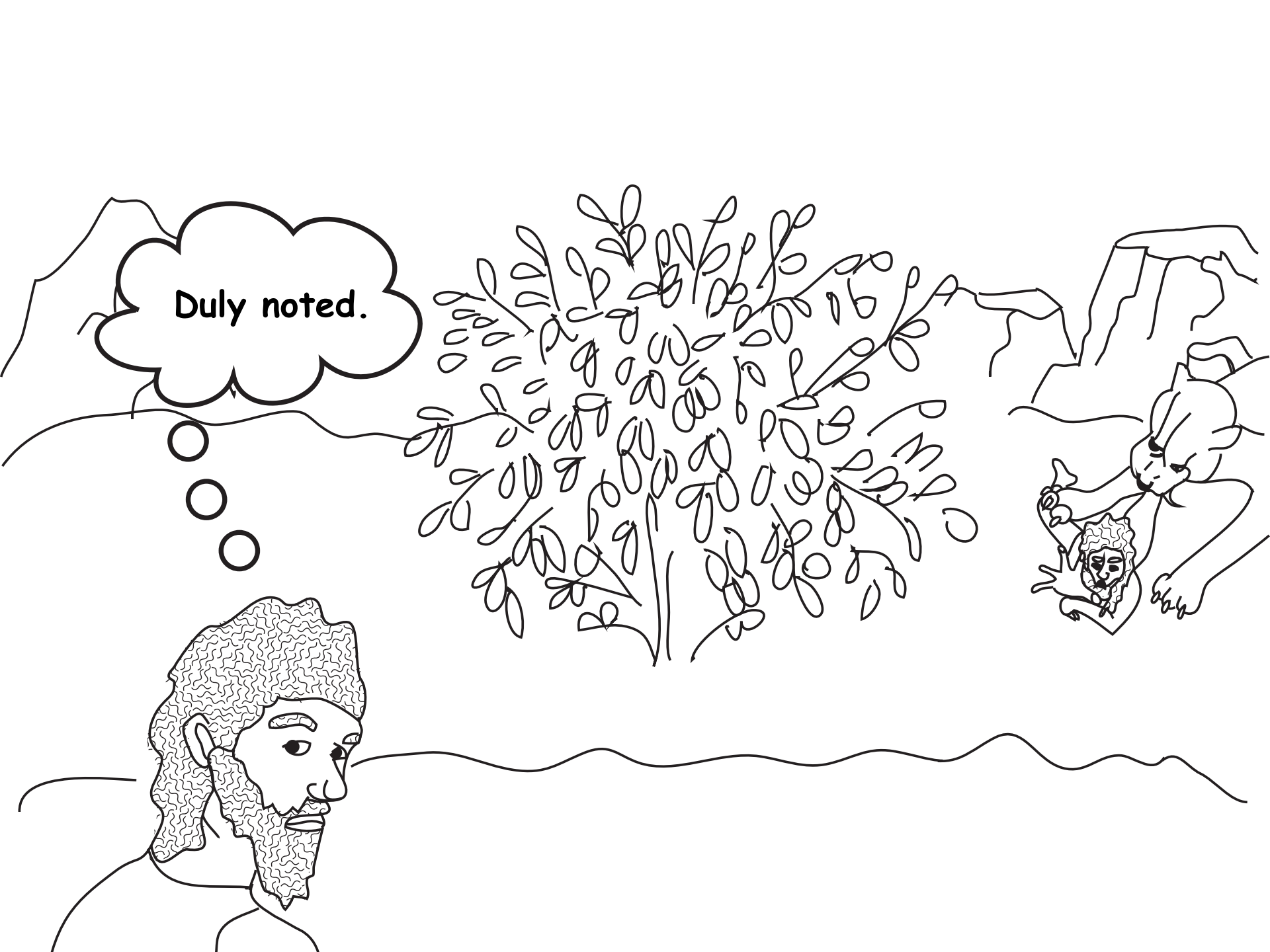
**Bush shaking.
Unusual.
Must watch closely.**



Whatever.

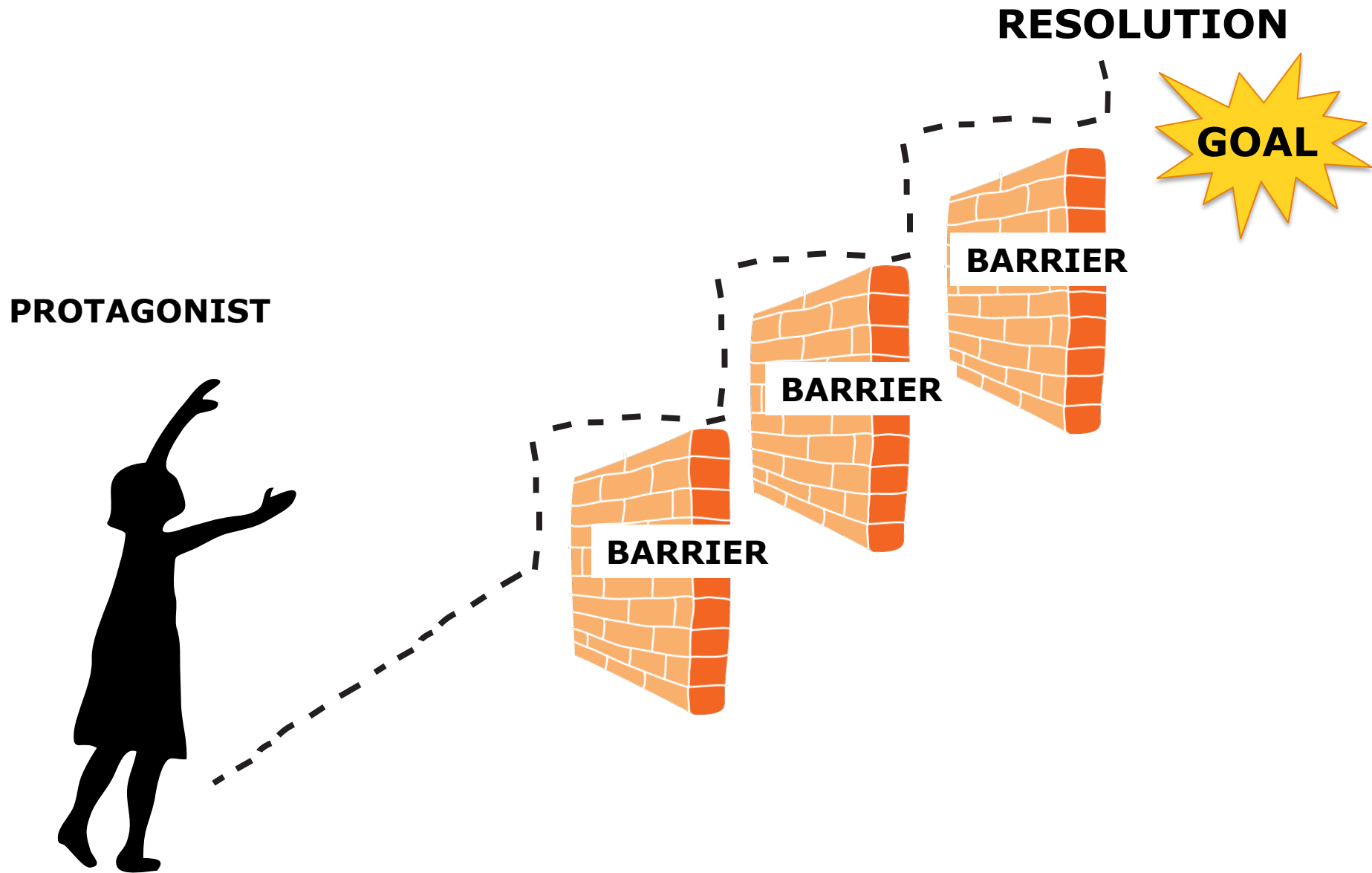




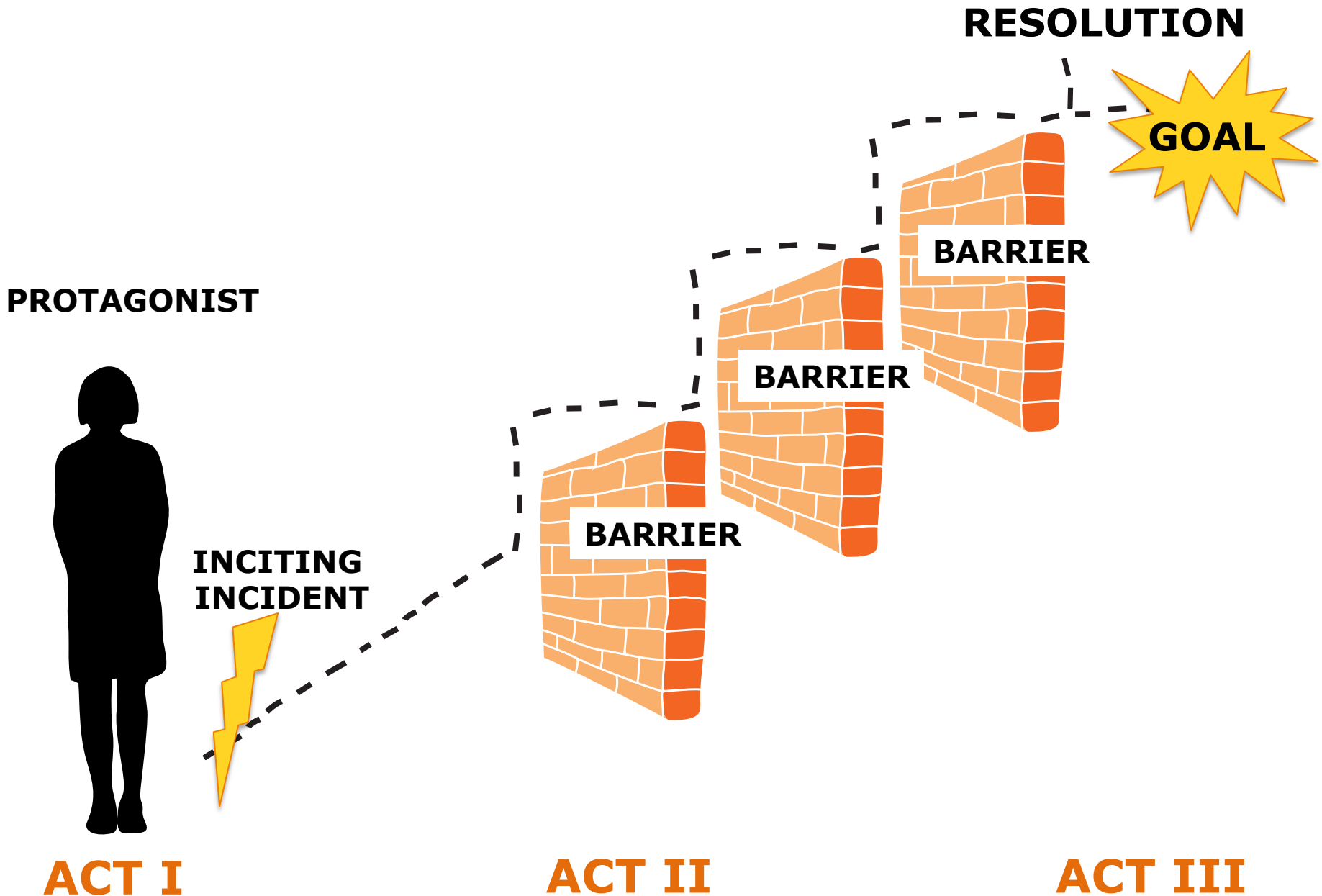


Duly noted.

Story Structure



Story Structure



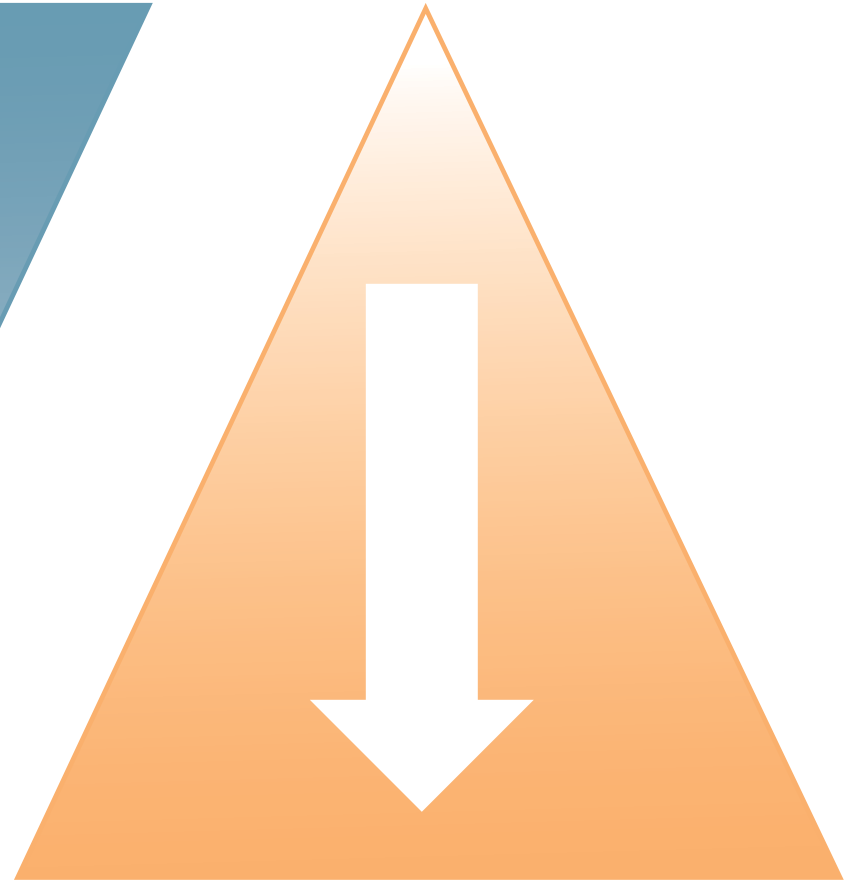
GOODNIGHT MOON

by Margaret Wise Brown
Pictures by Clement Hurd



Story Structure: Journalistic vs. Narrative

JOURNALISTIC STORYTELLING

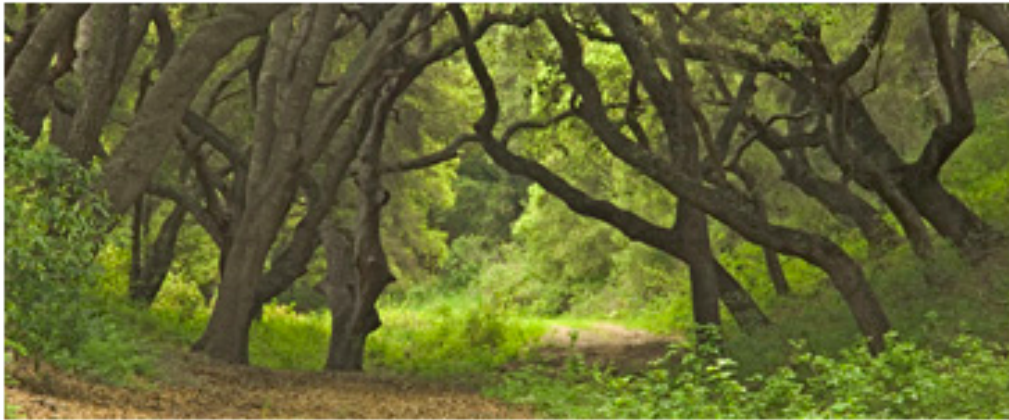


NARRATIVE STORYTELLING

Story Structure: Journalistic vs. Narrative

Forests

Inspiring Stories: Our Latest Forest Work



Support The Nature Conservancy

DONATE NOW

Help the Conservancy's work to [preserve plants, animals and natural communities all over the world](#).

[Stopping wars?](#) [Tracking bears](#) with text-messaging collars? [Rebuilding forests](#) with the help of rodents? It's all part of The Nature Conservancy's surprising new work to protect forests. Get inspired by the stories below — and then [help support our work!](#)



Florida: [Tracking Florida Bears](#)

See how the Conservancy and partners are [tracking Florida's threatened black bears with text-messaging collars](#) to locate their critical habitat corridors.

Story Structure: Journalistic vs. Narrative

Florida

Letting Florida's Bears Lead the Way for Conservation



Story Highlights

- The habitat of Florida black bears has become fragmented by development and new roads.
- About 10 of the bears now have collars sending text messages of their positions.
- The information will help Florida landowners and policy-makers make conservation decisions that help bear habitat and people.

Story by Judy Althaus, Photography by Carlton Ward Jr.

For more than 1 million years, [Florida](#) black bears have ambled through pristine forests that seemed to stretch forever. But today, these bears hear the drum roll of advancing civilization.



Watch a Slideshow

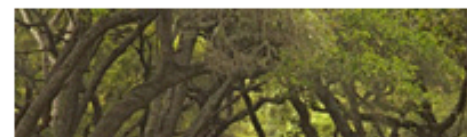


[View a slideshow](#) and see how tracking Florida black bears is informing conservation decisions across central Florida. Photography by Carlton Ward Jr.

Help Protect the World's Forests!

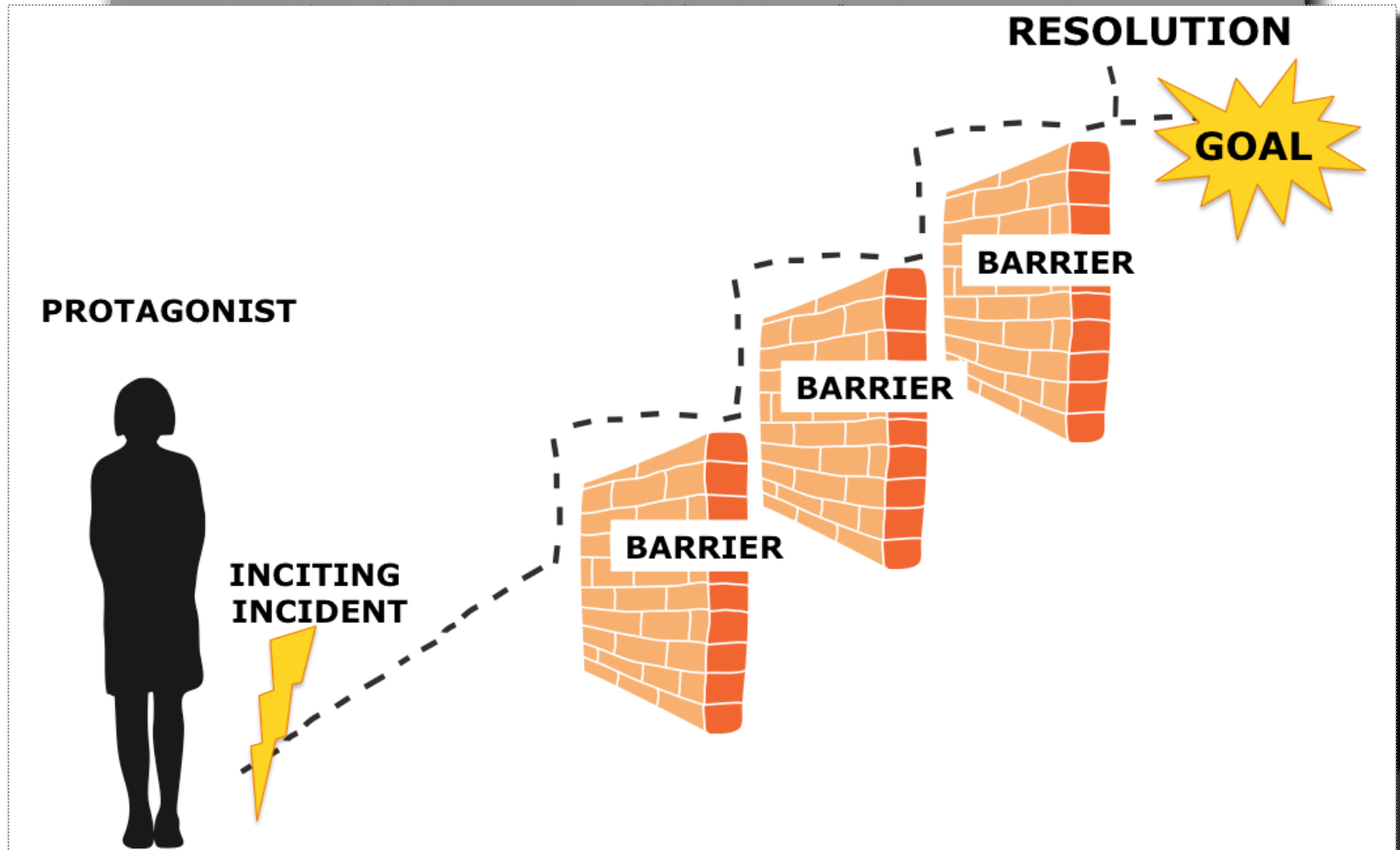
DONATE NOW

[With your help](#), we can protect forests around the world.



Story Structure: Journalistic vs. Narrative

Florida



through pristine forests that seemed to stretch forever. But today, these bears hear the drum roll of advancing civilization.

Story Structure: Journalistic vs. Narrative



Story Highlights

- Child psychologist shot by former patient.
- Starts working with child who sees dead people.
- Psychologist turns out to be dead all along.



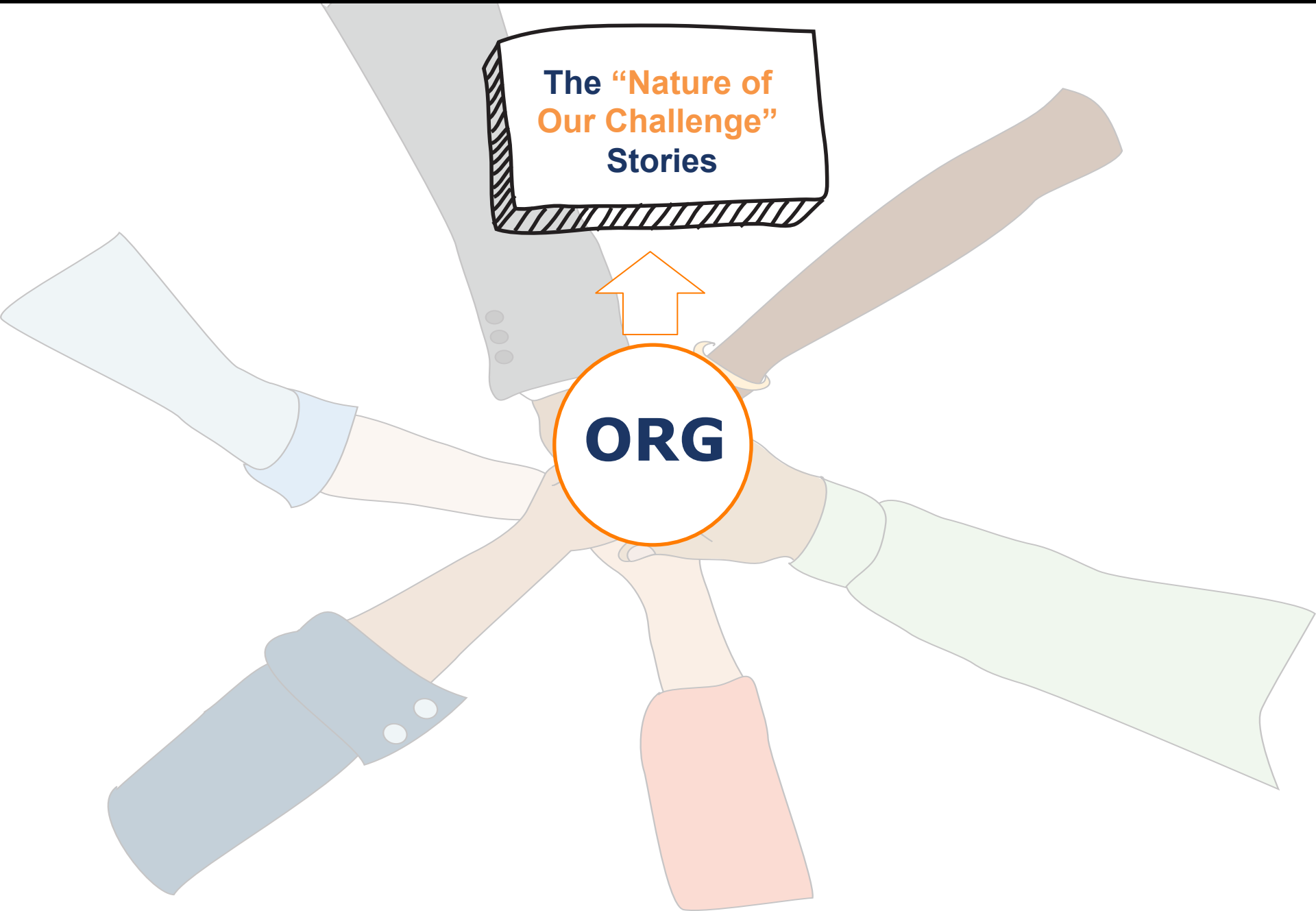
Why is narrative so powerful?

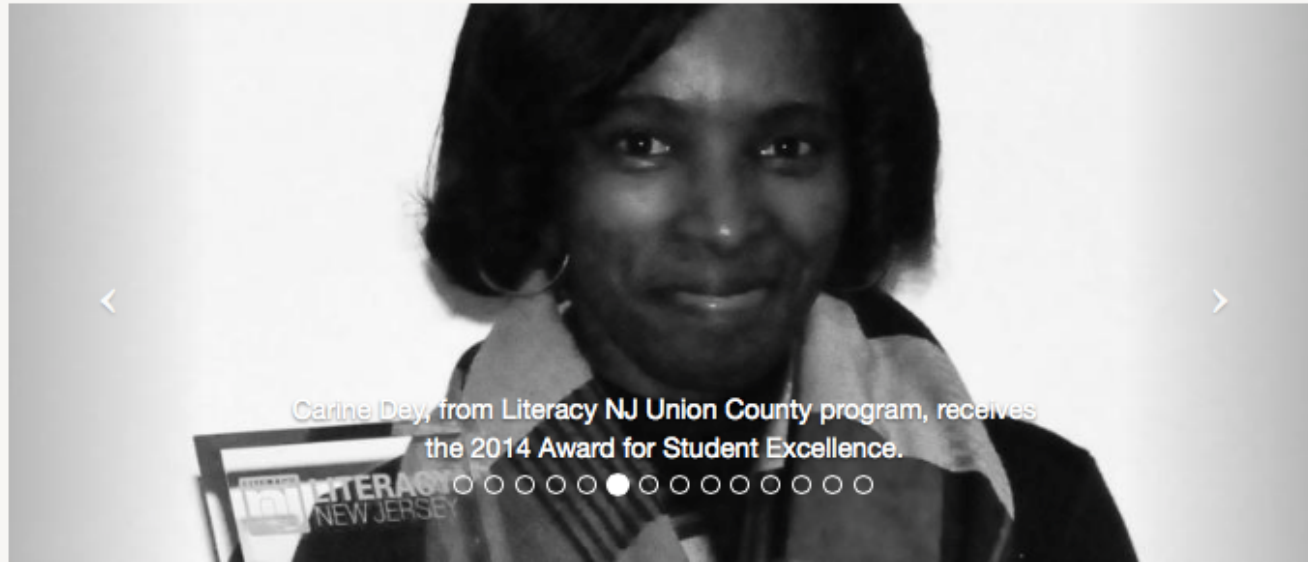
What makes a good story?

**What kinds of stories
should you tell?**



What kinds of stories should your organization tell?





Carine Dey, from Literacy NJ Union County program, receives the 2014 Award for Student Excellence.

Search

[Donate Now ▸](#)

⚙ Upcoming events

- [LNJ Board Meeting](#)
06/11/2015 - 10:00am
- [Literacy for Life](#)
10/24/2015 (All day)
- [2015 Literacy for Life Professional Development Conference](#)
10/24/2015 - 9:00am to 4:00pm

[View full calendar ▹](#)

News



Gala 2015

Uniting for Literacy

Our spring gala will be **Thursday, April 30, 2015**, at 6:00 p.m. at the Galloping Hill Golf Course in Kenilworth, New Jersey. To purchase tickets, please click [here](#).

[Read more ▹](#)

◆ Tutor Training

📍 Find a program

⊕ Sponsors



The Horizon Foundation for New Jersey



Jerry Carino, @NJHoopsHaven

9:54 a.m. EST December 1, 2014



(Photo: PHOTO Courtesy of Charlotte Fahey)

f 53
CONNECT

t 2
TWEET

in 1
LINKEDIN

COMMENT

EMAIL

MORE

If you're reading this, then you probably take it for granted. The ability to read, that is.

Ken didn't. When he came to Literacy Volunteers of Ocean County in 2011, the Lacey resident stated a simple goal.

"He could barely read or write at a third-grade level," tutor Chris Angersbach recalled. "He was pushing shopping carts in the Shop Rite parking lot. He said, 'I don't want to do this all my life.' "

There are more people like Ken than you think. Charlotte Fahey, executive director of Literacy New Jersey's Ocean County programs, estimates 60,000 in that county alone. That's 10 percent of the population. More than half are immigrants.

Tutors are in high demand. Fahey's program counts about 50 of them. The volunteers work with a total of 75-100 students, and there is a waiting list.

"If you know how to read, you have a gift to give someone else," said Fahey, who has been tutoring for 40-plus years. "It's extraordinary what happens when you do this."

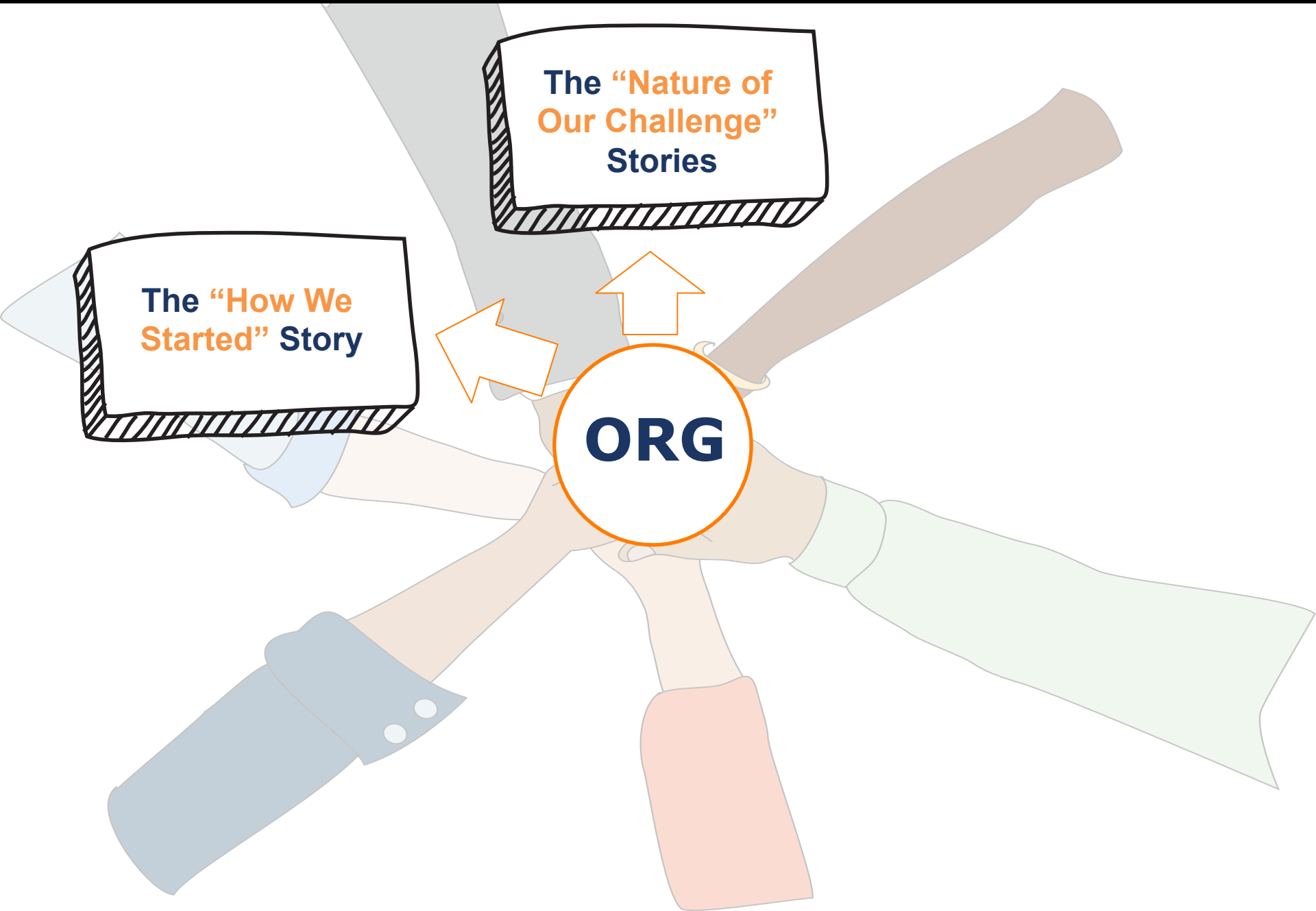
What happens, exactly? Read on.

News



Foundation for New Jersey

What kinds of stories should your organization tell?





Princeton-Blairstown Center

Celebrating Over 100 Years in the Nation's Service

[Home](#)[About Us](#) ▾[PBC Programs](#) ▾[Contact Us](#) ▾[Support Us](#) ▾

For over 100 years, Princeton-Blairstown Center has provided adventure-based experiential education to at-risk urban youth. What began in 1908 as a summer camp run by Princeton University students to give inner-city boys an opportunity to have a character-building fresh air experience has evolved into wide variety of year-round, multi-service, youth development experiential educational programs serving over 5,200 students from the Mid-Atlantic States.

For more information about [Our Mission](#) click the link

Princeton-Blairstown Center does not discriminate in any phase of its employment process, in any phase of its admission or financial aid programs, or any other aspect of its educational programs or activities on the basis of any legally-recognized protected category, including, but not limited to, race, color, sex, age, creed, religion, national origin, ancestry, nationality, marital status, domestic or civil union partnership status, sexual orientation, gender expression or identity, handicap and/or disability, service in the armed forces, genetic information, refusal to submit to genetic tests, or to make available results of genetic tests or any other category protected by New Jersey and/or federal law.

[EVENTS](#)[NEWS](#)[PRESS RELEASES](#)

[WOODCUTTERS WEEKEND 2014 was a great success!](#)

Despite the weather, Woodcutters Weekend 2014 was a great success! We want to thank all the volunteers and staff for the time and effort everyone [more...](#)

[Woodcutter Weekend - 2013](#)

Our 32nd Annual Woodcutter's Weekend, November 22 - 24, 2013 was a great success thanks to all the volunteers who contributed their time over the [more...](#)

[International Day of the Girl Summit](#)

PBC is proud to announce that this month, PBC will be featured on the International Day of the Girl (IDG) Summit website as part of [more...](#)

[In-Kind Drive](#)

The Princeton Club of New York is holding in-kind drives to support Princeton-Blairstown Center (PBC) from December 1-January 16. PBC is a non-profit formed

History

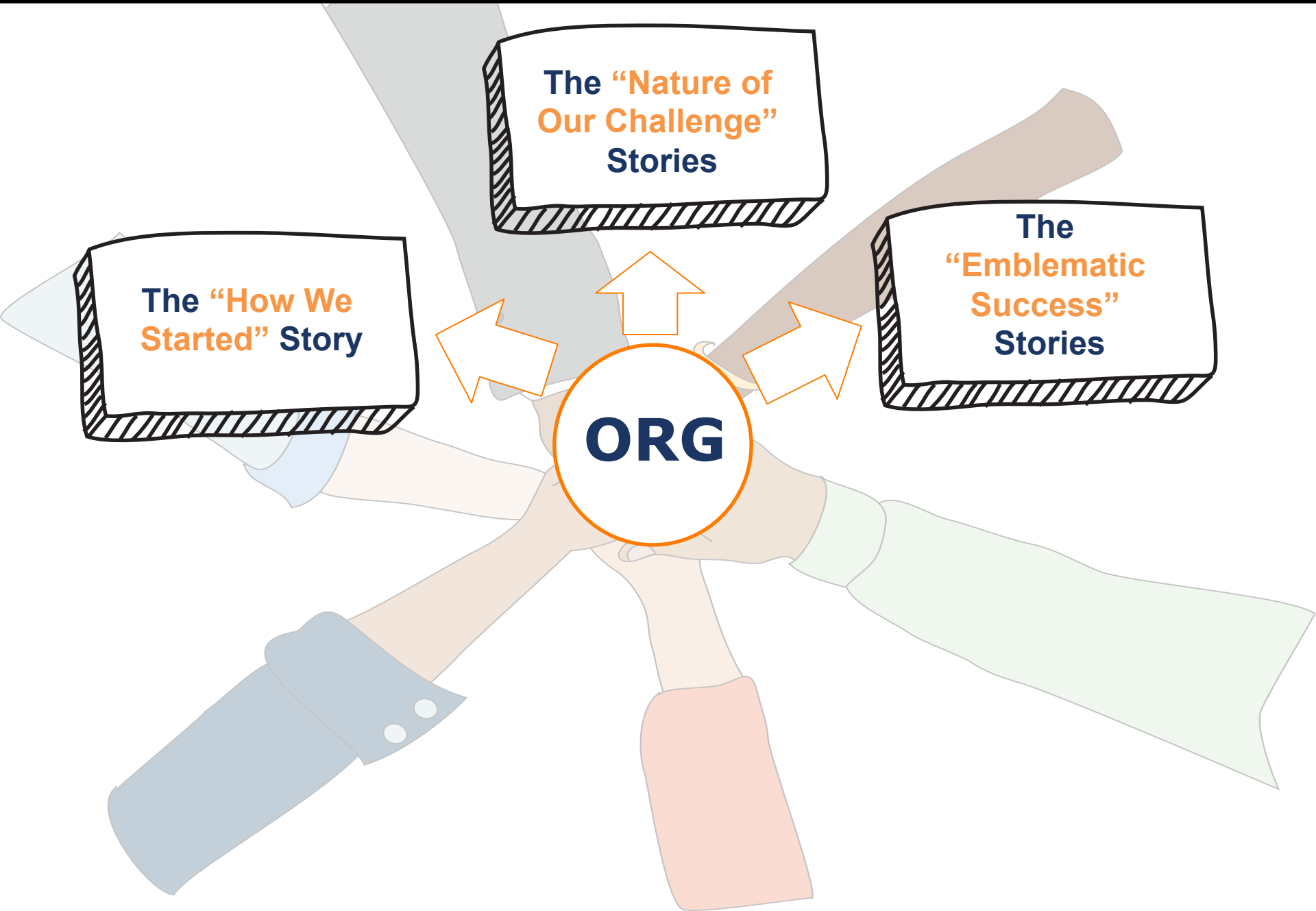
In 1908, a group of Princeton University undergraduates and alumni founded the Princeton Summer Camp. They were determined to make a difference in the lives of disadvantaged inner-city children by offering healthy and character-building camping experiences.



This photo, taken in 1948, shows George Reeves, our legendary cook for 51 years, and Everard Pinneo, '48, camp director and current PBC Board Member

In 1930, the Blairstown site, which eventually grew to 264 acres, was purchased and managed by Princeton undergraduates. In 1973, the site was winterized and professional staff began providing experiential education to urban youth. Princeton undergraduates continue to help staff the Center during the summer months and during our [Expeditions to the Princeton University Campus](#). As the needs of our urban youth have evolved, Princeton-Blairstown Center has expanded programming into urban schools.

What kinds of stories should your organization tell?





Since 1980:
Partnering with our **COMMUNITY**
to achieve **STABILITY** for our
NEIGHBORS in need.



*Ensuring basic needs,
Cultivating long-term stability*

Hunger Prevention & Nutrition Education

Heart-healthy food • Client Choice pantries • Home Food Delivery • community gardens • nutrition education • free health screenings

Housing Stability Services

Back rent, mortgage, utilities, and security deposit aid to prevent homelessness • step-by-step self-sufficiency support • free tax prep for qualifying households

Workforce Development

Harvesting Hope job training, mentoring, and guided job search • **License to Succeed** driver's license assistance

DONATE



VIRTUAL FOOD DRIVE



Purchase food items online.
We'll buy them from a local food store.

DONATE NOW

OR CLICK TO LEARN MORE



UPCOMING EVENTS

Information on tenants' legal rights

9:00am - 12:00pm The Crisis Ministry Trenton

Trinity Church First Sunday Breakfast will feature the Crisis Ministry

June 7, 2015, 10:00am - 11:00am Trinity Church Princeton

RECENT NEWS

Crisis Ministry Receives Homelessness Prevention Grant of \$50,000 from Merancas Foundation

FOR IMMEDIATE RELEASE CONTACT: Sarah Unger; 609-396-9355, ext. 15; sarahu@thecrisisministry.org (TRENTON) — The Merancas ...

Client Stories

Jump to: [Christina](#) | [Vanessa](#) | ["C"](#) | [Cora](#)

Calvin Brown

So often, the things we take for granted are also most important to our success and well-being. A quick run to the market, a drive to a doctor's appointment, a trip to a job interview; how difficult these simple tasks become if we can't drive.

Graduates of the Crisis Ministry's License to Succeed program will attest to this, having seen how the acquisition of a driver's license can make a tough situation so much more manageable.

Calvin Brown had been working for the New Jersey State Parole Board for ten years, and was eager to move forward in his career. A promotion, an increase in salary – these things were nearly within his grasp.

But something stood in his way.

Calvin could not advance, because the next promotion required that he drive. Having lost his license 27 years earlier, Calvin had lost the motivation to do anything about it.

Then a friend stepped in.

Having been through the License to Succeed program himself, this friend knew just where Calvin could turn for help. And the story of Calvin Brown took a turn for the better.

As soon as he entered the program, Calvin felt inspired and motivated again, and knew he could change his life.

Since 1980:

Partnering with our
to achieve **STABIL**
NEIGHBORS in ne

VIRTUAL FO



UPCOMING

Information on ten
9:00am - 12:00pm

**Trinity Church First
Ministry**

June 7, 2015, 10:00am - 11:00am Trinity Church Princeton

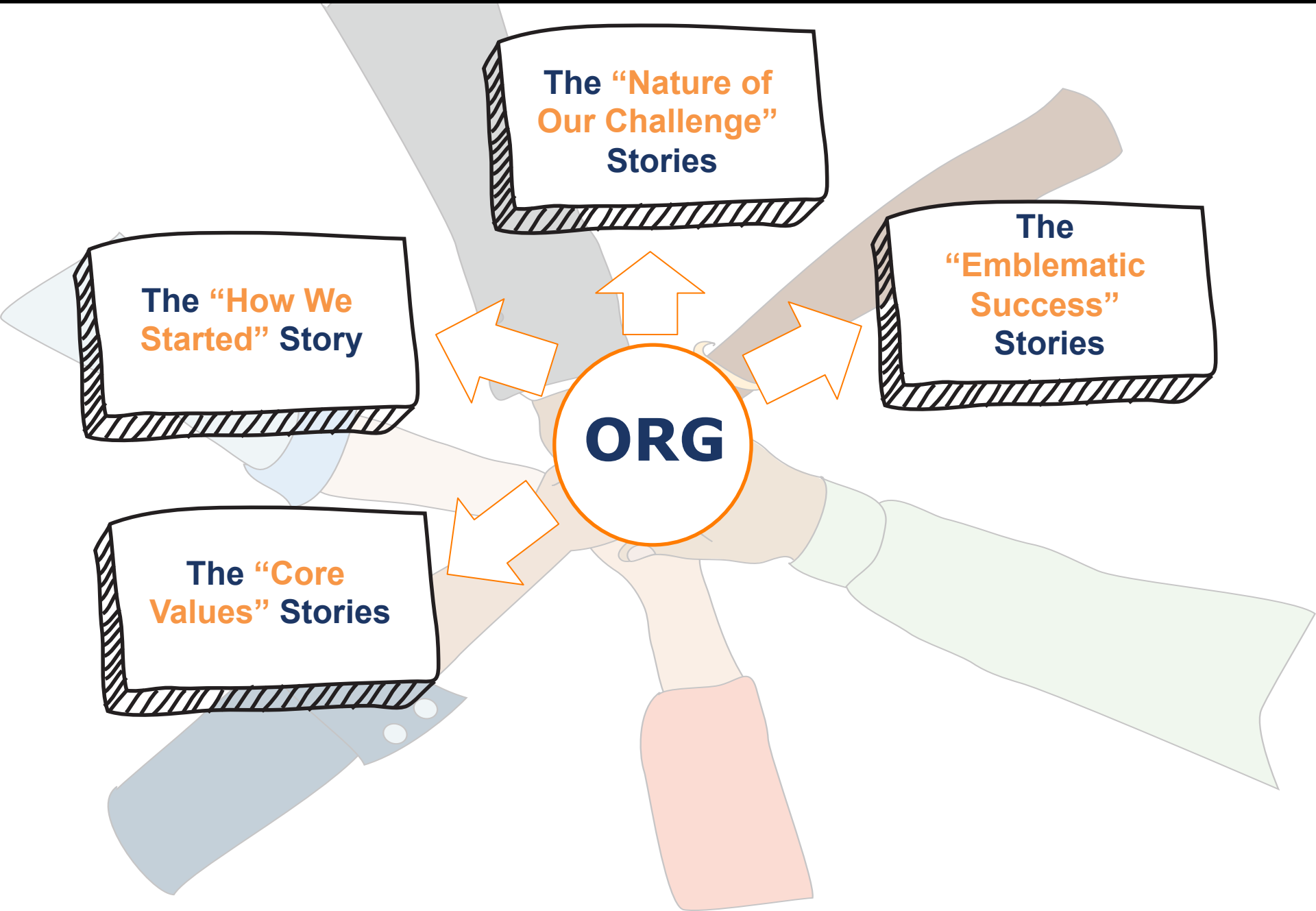
DONATE



vention Grant of

h Unger; 609-396-
(TRENTON) — The

What kinds of stories should your organization tell?





Make a Donation

Your contribution continues our ongoing success as a partner in Mercer County development.

OUR MISSION



[Click here](#) to see our mission, and what we do for you.

MEMBER HAPPY HOUR!



Every first Friday, JLGP Happy Hour. Open to spouses and friends.

GRANTS & SCHOLARSHIPS



Thank you to all who submitted applications for 2015. [Click here to find out more.](#)

UPCOMING EVENTS

MAY 2

A Day at the Races, Rose Bank Winery, Newtown, PA

MAY 19

Sustainer Committee Meeting, 6:30 pm, Judy Springer's home, 14 Springwood Drive, Lawrenceville

MAY 26

JLGP Annual Dinner, 6:30 pm, Trenton Country Club



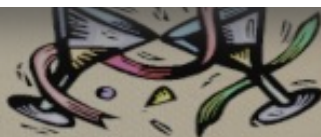
Make a Donation

WE VALUE

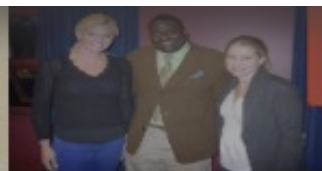
- Community - It is the heart of all we do
- Voluntarism - The way we make a difference in our communities
- Leadership - The development of individual potential and the collective power of women as leaders
- Collaboration - The relationships developed within our organization and through service with others
- Respect - For our members' time, energy and well-being



[Click here](#) to see our mission, and what we do for you.



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Bank Winery, Newtown, PA

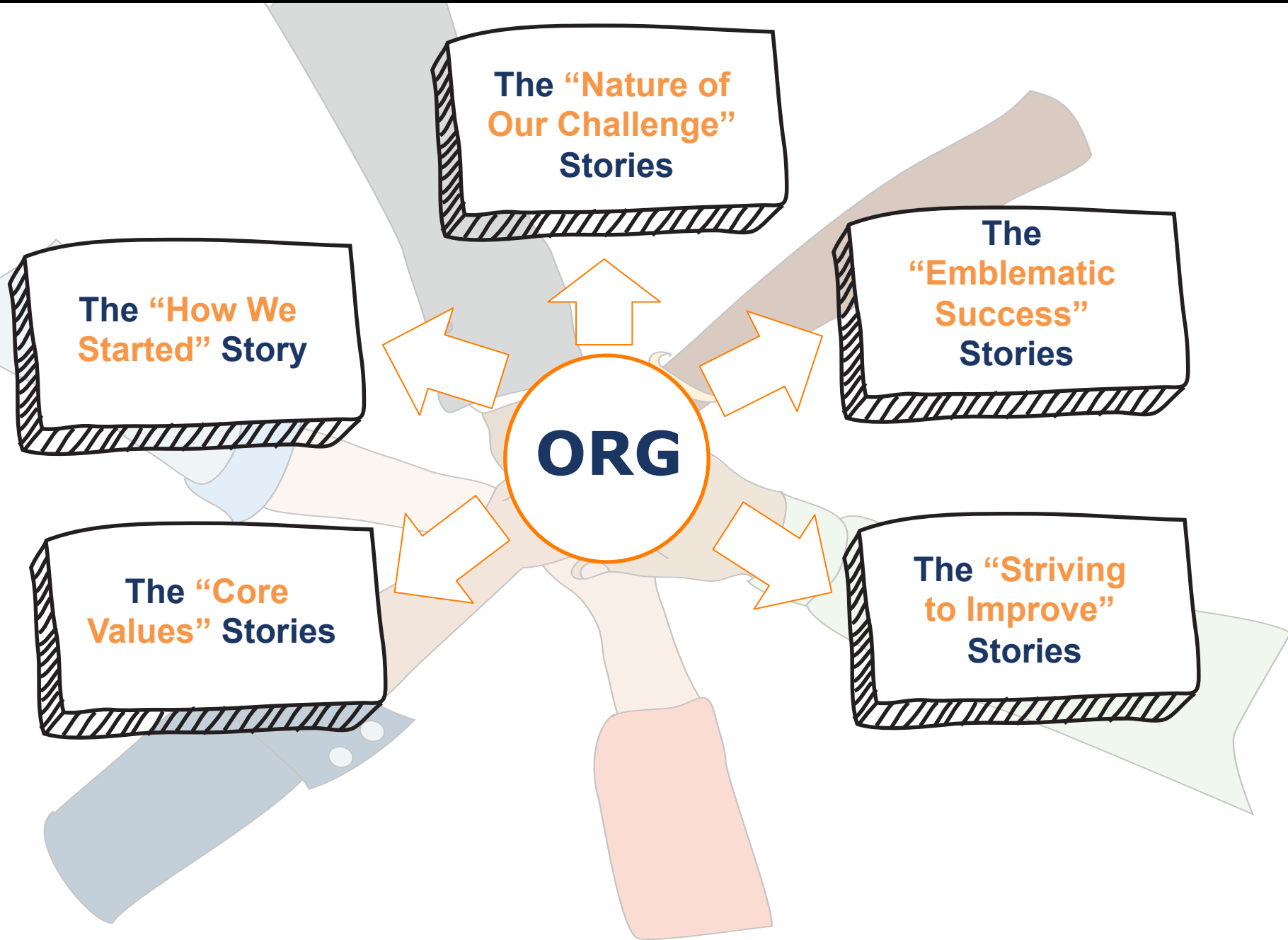
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What kinds of stories should your organization tell?



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What kinds of stories should your organization tell?



Bill Crim

Senior Vice President of Community Impact & Public Policy
United Way of Salt Lake City

United Way of Salt Lake City Fail Forward Fest Story

What kinds of stories should your organization tell?



BETTER COMMUNITY HOUSING TRENTON (BCHT)

[HOME](#)[MISSION/GOALS](#)[PROGRAM MODEL](#)[HISTORY/TIMELINE](#)[CONTACT/DONATE](#)[NEWS](#)[GALLERY OF PICTURES](#)

**Opening doors in housing
and community
development to those in
need in Trenton**

BCH Trenton

Better Community Housing of Trenton was established in 1972 by Fr. Brian McCormick and a group of action-oriented neighborhood people in the Wilbur section of Trenton, supported by local parishes. BCH Trenton was part of the



BETTER COMMUNITY HOUSING TRENTON (BCHT)

[HOME](#)[MISSION/GOALS](#)[PROGRAM MODEL](#)[HISTORY/TIMELINE](#)[CONTACT/DONATE](#)[NEWS](#)[GALLERY OF PICTURES](#)

The specific goals of Better Community Housing of Trenton are:

- To empower low-income Wilbur Section residents to transform their lives and earn the American Dream through affordable homeownership, education in homeownership skills, and community action.
- To allow families to accumulate assets as a means of ending multi-generational poverty.
- To increase the sense of community and commitment to the community in the Wilbur Section, with the ultimate goal of improving the quality of life for all residents. Community meetings take place every other month at 6:30 pm in our community room on the third Wednesday of the month, starting in January of each year.
- To facilitate training in the trades and use “sweat equity” to help the residents learn skills to care for their own homes and to expose them to the construction trades, thus creating entrance level job opportunities for them.

BCH Trenton

Better Community Housing of Trenton was established in 1972 by Fr. Brian McCormick and a group of action-oriented neighborhood people in the Wilbur section of Trenton, supported by local parishes. BCH Trenton was part of the

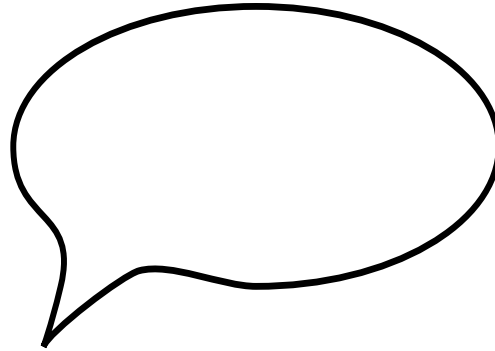


What kinds of stories should your organization tell?

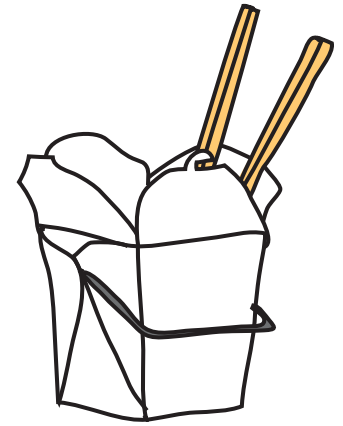




Questions



Comments



Take Aways



Change the Story, Change the World

Story Structure Worksheet

Select one point about your organization's work that you would commonly make to a target audience 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.

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.

THE 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.*)

YOUR AUDIENCE

To whom would you tell this story? (*Your audience affects how you tell the story – i.e., the language you choose – as well as which parts you need to emphasize, so be clear on this as well.*)



Building a Storytelling Culture: Step #1

Telling stories in presentations, featuring them on your website, and making them a regular agenda item during internal meetings are all good ways to weave storytelling into your day-to-day operations. But if you truly want to build a storytelling culture that binds everyone on your team together for years to come, try assembling a "sacred bundle". [Full story](#). Please note: Apple Mail users may need to scroll down manually.

Join a Google Hangout about Storytelling on September 9th

As part of the A Billion + Change initiative, the Points of Light Foundation has assembled a panel of experts to talk about "Inspiring Others Through the Power of Storytelling." [Full story](#).

New Campaign Planning Tool from Spitfire

Spitfire, creators of "The Smart Chart" and "Discovering the Activation Point", has just unveiled an invaluable new tool to help you plan more effective campaigns. *Planning to Win: The Just Enough Guide*

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 RoperASW.*

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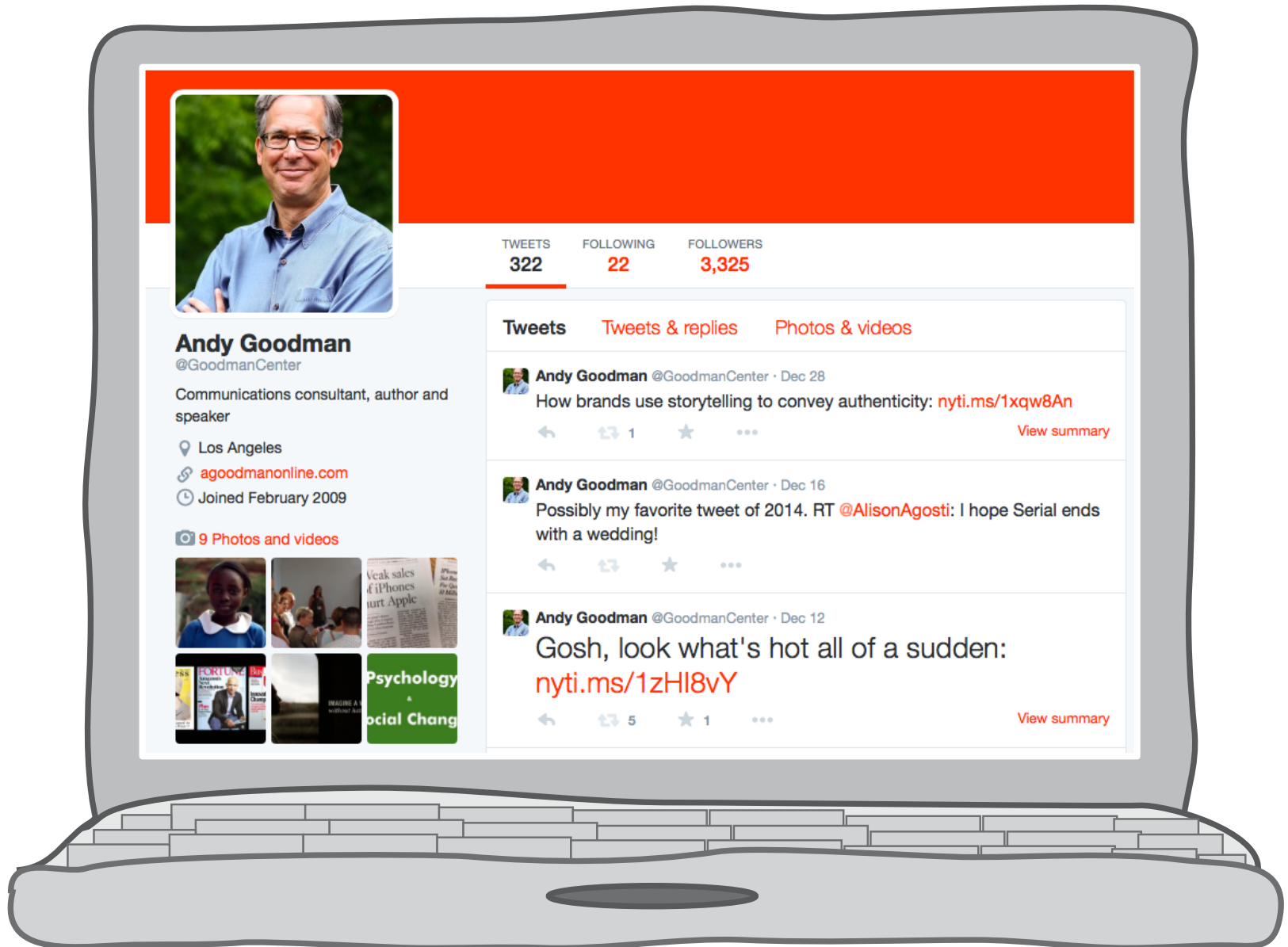
WHY BAD PRESENTATIONS
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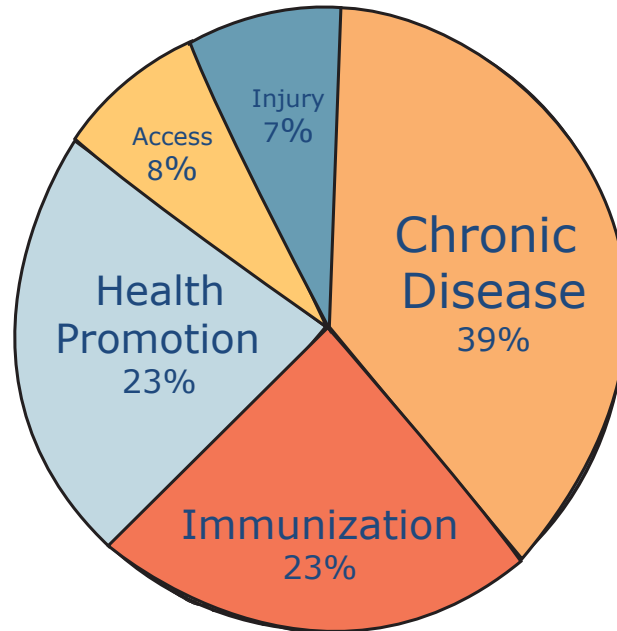




Borden Perlman



numb



jars

stories

stored

A stylized illustration of a human head in profile, facing right. The head is dark gray. Inside the head, a brain is depicted with intricate, wavy lines representing the cerebral cortex. A light gray, rounded rectangular box is positioned over the upper part of the brain, containing the word "stored" in orange text.

Definitely Not

The End