



GATHER ROUND THE FIRE

Storytelling Matters

bedc ideas

- Full service communications & fundraising agency that works exclusively with nonprofits across the country
- **12+ years** of dedicated nonprofit experience paired with **7+ years** of corporate advertising experience
- **LOVE PUBLIC HEALTH & VACCINE WORK**

Some of our Awesome Clients:







Storytelling







*If history were taught in the form of
stories, it would never be forgotten.*

— Rudyard Kipling

A teal-tinted photograph of three women in a hallway. The woman on the left is partially visible, looking towards the center. The woman in the middle is facing the other two, looking upwards and to the right. The woman on the right is facing the other two, looking towards the center. They appear to be in a casual conversation. A framed picture is on the wall behind them, and a door is visible in the background.

“Personal stories and gossip make up 65% of our conversations.”

— Jeremy Hsu, *Scientific American*



Your Brain on Storytelling

Source: <http://youtu.be/DHeqQAKHh3M>

“We’ve moved from the age of interruption to **engagement** from a passive consumer to an active consumer who doesn’t sit back and wait for things to be delivered but **who goes and seeks things out.**”

– Sir John Hegarty, Chairman, BBH



A photograph of two young women sitting behind a large stack of books. The woman on the left has dark hair and is wearing a light blue shirt. The woman on the right has long blonde hair and is wearing a white knitted cardigan over a red and white striped shirt. A bright yellow banner is superimposed across the middle of the image, containing the text 'Fact vs. Story'. The background is a light blue wall with two large circular decorations, one red and one yellow.

Fact vs. Story

FACT



The queen died.



FACT



The queen died.



Then king died later.



Story



The queen died.



Story



The queen died.



Then king died
later of a broken
heart



A young girl with a joyful expression is dressed as a fairy. She wears a white lace-trimmed bodice with a light blue tutu skirt and large, translucent blue wings with white scrollwork. In her right hand, she holds a silver wand topped with a five-pointed star. Her left arm is raised in a celebratory gesture. She is barefoot and stands against a solid blue background. A horizontal yellow band across the middle of the image contains the title text.

Basic Elements of a Story

Basic
Elements of
a Story

Characters



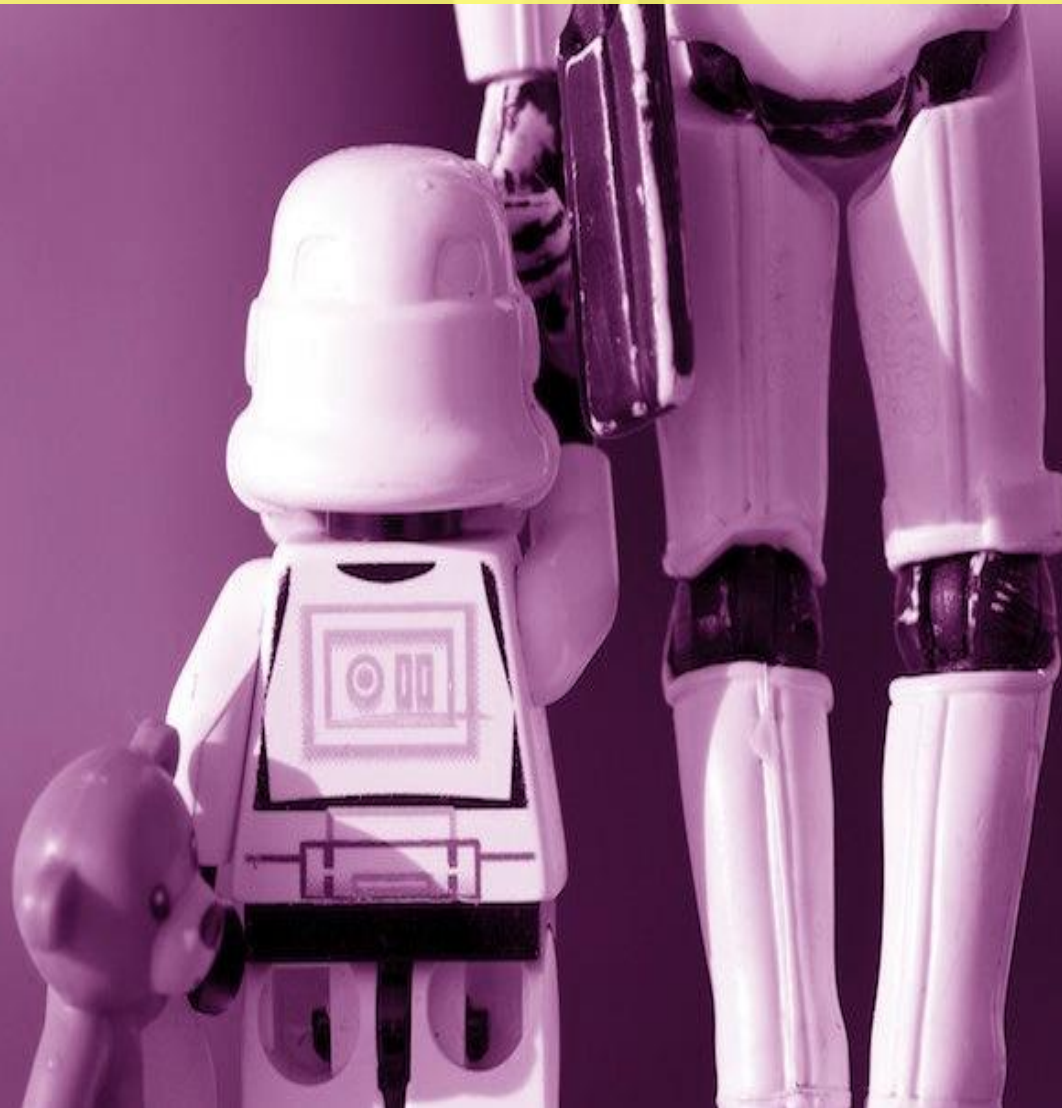
Basic
Elements of
a Story

Conflict



Basic
Elements of
a Story

Resolution



Nonprofit Storytelling



VS



Nonprofit Storytelling

Character



Volunteers

Conflict



Want to help, but because their lives are constantly busy, time is at a premium and they want their volunteer experiences to have impact.

Resolution



Using a volunteer service makes it easy to get involved and makes a difference in our community.



Triangle Impact

Nonprofit Storytelling

Questions to ask

Why?

- ...does your nonprofit exist?
- ...do your programs work?

What?

- ...problem are you trying to solve?
- ...is the conflict?
- ...is the impact?

Who?

- ...depends on your mission being successful?

- ...is working on the mission day-to-day



Nonprofit Storytelling

Two Big Questions

What did the situation look like
before your organization started
working on the problem?

What does it look like now?



Don't forget to ask.



Storytelling Examples



Kodak Gallery



Now,
Gadgets





Sound is half of what you see

Sound

What you need

Microphone(s)

Audio Recorder

Headphones

Cost

Entry Level = \$230

Mid Level = \$1,100



+



+



+





Lighting

What we use





Cameras



Camera types + costs



Free or
Ebay



\$400 - \$800+

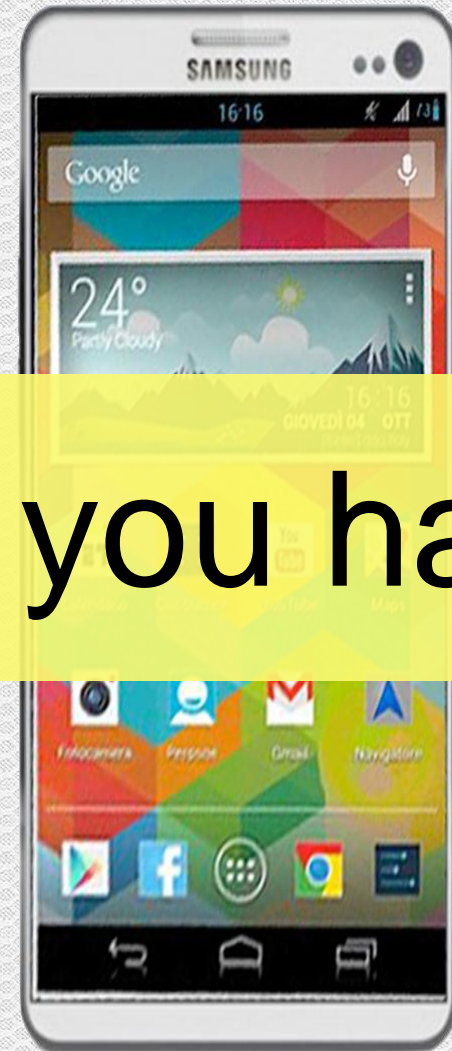
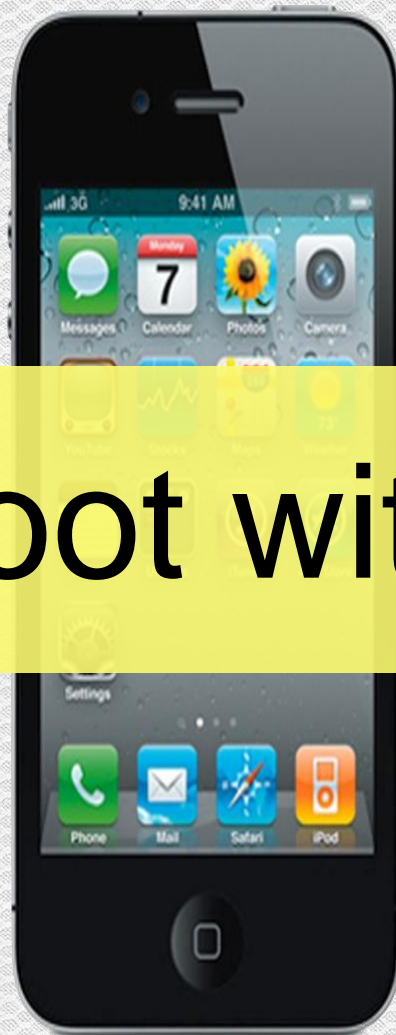


\$500 - \$3,000



\$4,000+





Shoot with what you have.



A target with concentric rings of white, black, blue, and red, with a yellow banner across the center containing the text "Practice, Practice, Practice." The target is mounted on a green metal stand. The background is a blurred green field.

**Practice, Practice,
Practice.**



Go tell awesome stories

