GATHER ROUND THE FIRE

Storytelling Matters
• 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:

- VAX Northwest: Protecting Children Against Preventable Disease
- Community Immunization Coalition
- Colorado Children’s Immunization Coalition
- TAPI: whyimmunize.org
Your Nonprofit

- Media Relations
- Social Media
- Online Fundraising
- Comm Strategy
- Videos
- Graphic Design
- Website
- Advertising
Storytelling
If history were taught in the form of stories, it would never be forgotten.

— Rudyard Kipling
“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
Fact vs. Story
FACT

The queen died.
FACT

The queen died.

Then king died later.
The queen died.
The queen died.

Then king died later of a broken heart.
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
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.
Nonprofit Storytelling

Questions to ask

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

Who?
...depends on your mission being successful?
...is working on the mission day-to-day

What?
...problem are you trying to solve?
...is the conflict?
...is the impact?
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
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.
Practice, Practice, Practice.
Go tell awesome stories