



# STORYTELLING

## Communicating Your Mission with Passion

Jim Anderson, CFRE

Alice Ferris, CFRE, ACFRE

GoalBusters Consulting



# WHY COMMUNICATE NOW?

- **Nature abhors a vacuum**

If you don't share your story, people will fill in the gap on their own or replace you

- **Your audience values transparency**

When things are not “normal,” people want information

- **People are craving connection**

and the way we connect is through stories

**IF YOUR MISSION WAS  
IMPORTANT BEFORE,  
THEN IT IS  
IMPORTANT NOW.**

**PART 1**

# **WHY TELL STORIES?**

# STORIES HELP YOU...



**Remember**



**Share**



**Encourage Action**

# WHERE TO USE STORIES



## **Social Media**

Keep it short  
Be authentic



## **Traditional Media**

More traditional story arc  
Think about your favorite  
ads



## **Podcasts**

Longer form  
There are a LOT of options  
now



# WHERE TO USE STORIES



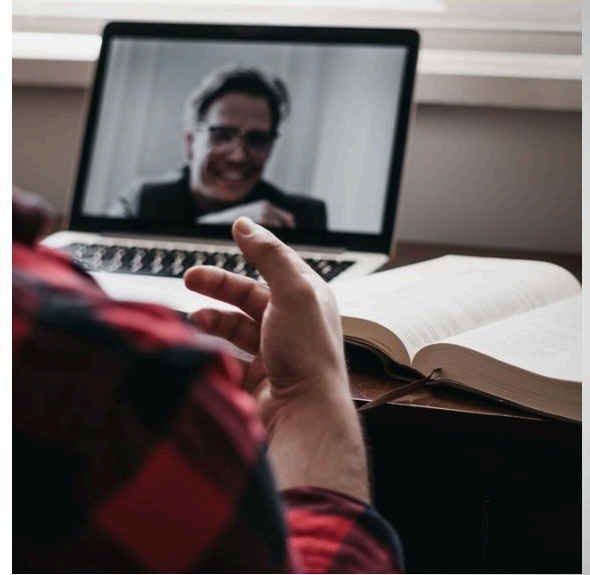
## Grant proposals

Reviewers need more than  
data



## Direct mail and email

Think about the visuals  
Make eye contact



## One on one

Conversational

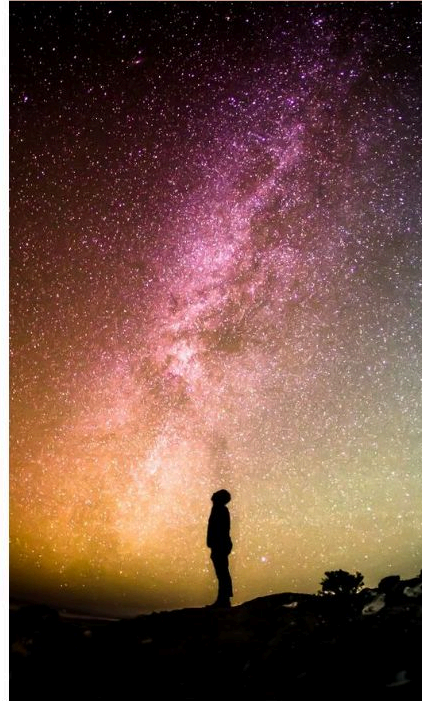
# WHAT STORIES DO



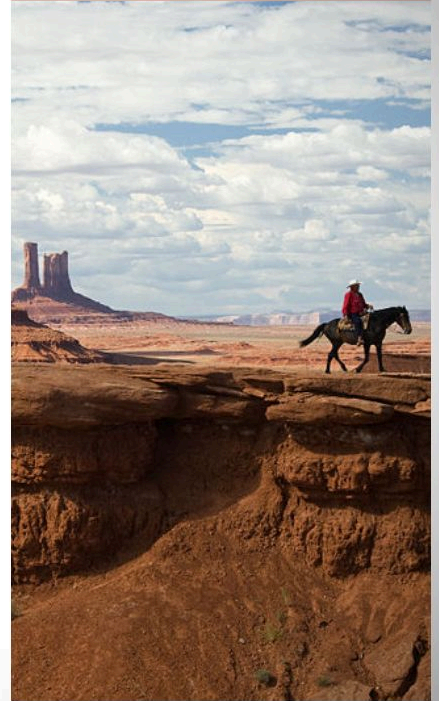
**History**



**Identity**



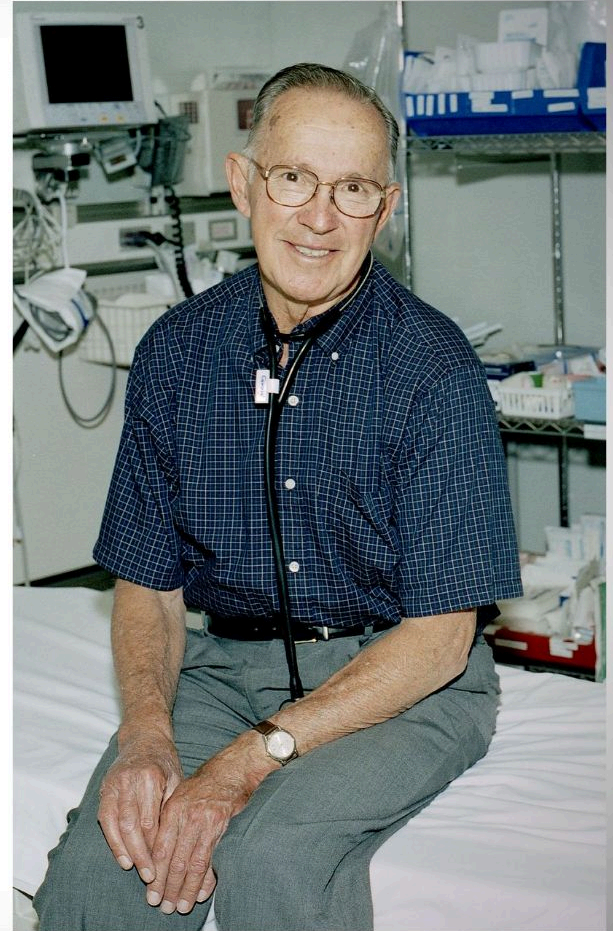
**Memory**



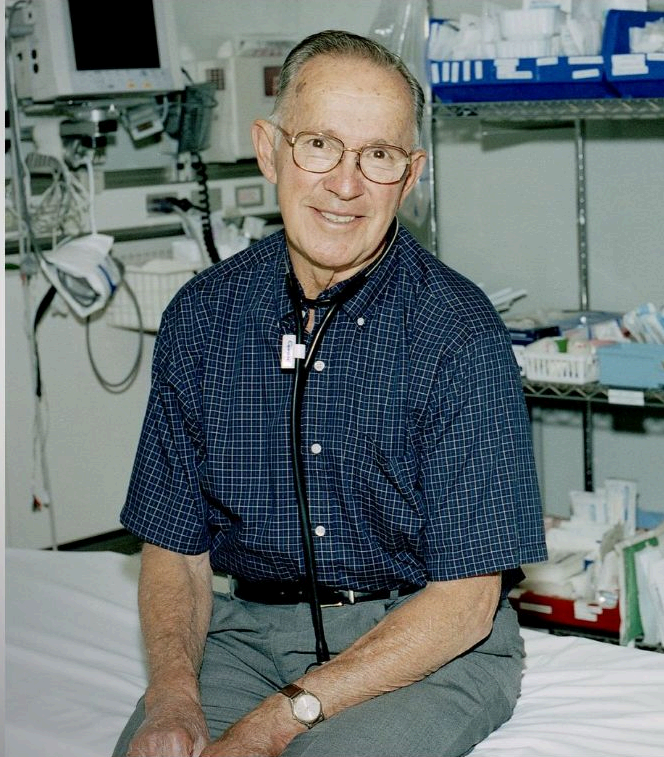
**Culture**



# HISTORY



# THE FOUNDER STORY



- Establishes credibility
- Develops trust based on history

# IDENTITY



# THE VALUE STORY



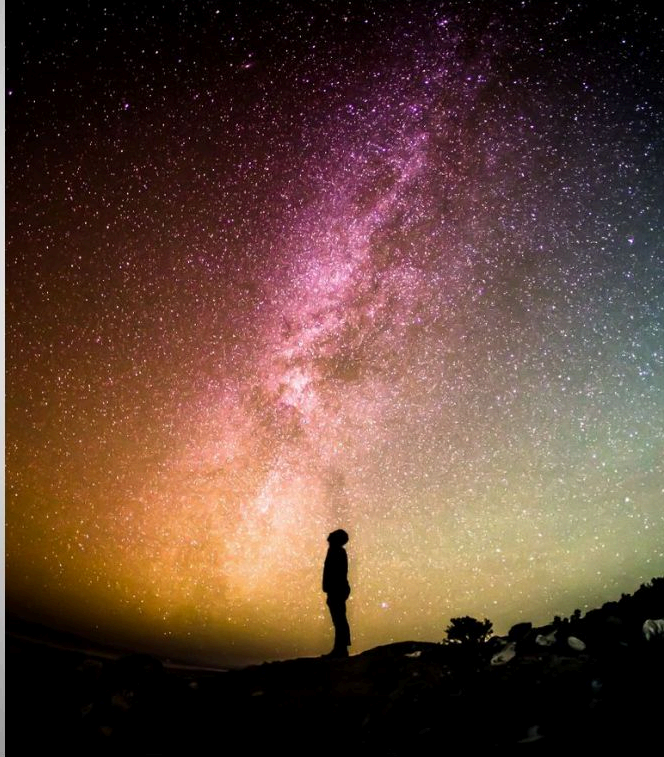
- You will have multiple identity stories
- Align the story based on the donor's passion

# MEMORY





# THE CUSTOMER STORY



- **Trigger memories of impact**
- **How their stories align with your value**

# CULTURE



# THE PURPOSE STORY



- **What is your organizational culture?**
- **These stories inspire your internal team**

# STORIES IN ACTION



*Our Dream, Our Legacy...*  
*~ November 20, 2020 ~*

PART 2

# CLASSIC STORY STRUCTURE AND THEMES



# HOW TO TELL A STORY



Attributed to George M. Cohan

# STORIES HAVE

- **A protagonist**
- **An obstacle**
- **A journey to overcome the obstacle**
- **A resolution**

# CLASSIC STORY THEMES



**Mob at the Gates**



**Rot at the Top**



**Benevolent Community**



**Triumphant Individual**

**PART 3**

# **TELLING YOUR STORIES**

The background of the slide is a blue-tinted photograph of an elevator shaft. It features several vertical panels or doors, creating a sense of depth and perspective. The lighting is soft, with a slight gradient from top to bottom.

# THE ELEVATOR SPEECH



# ELEMENTS

- **Who you are**
- **What you do**
- **Why it matters**
- **How you can be a part of it**

# MAKING YOUR STORY SHAREABLE

- **Compelling and authentic**
- **You have to believe it too**
- **Easy to follow**
- **Easy to make their own**
- **Thank your early influencers**

# SUMMARY

# IN SUMMARY

- **Stories help tell your history, identity and culture in a memorable way**
- **Founder, Value, Customer, and Purpose Stories help bridge you to your audience**
- **Stories have a hero, an obstacle, a journey and a resolution (sometimes implied)**
- **Universal themes - mob at the gates, rot at the top, benevolent community and triumphant individual - are more powerful when combined**
- **Tell people who you are, what you do, why it matters and how people can help, but WHY is most important**
- **Making your stories shareable makes them more powerful**

# RESOURCES

- **Stories that Stick**

Kindra Hall

- **Marketing Rebellion: The Most Human Company Wins**

Mark Schaefer

- **Start with Why**

Simon Sinek (book and TED Talk)

- **How to Start a Movement**

*aka Leadership Lessons from Dancing Guy*

Derek Sivers



**ALICE FERRIS** MBA, CFRE, ACFRE  
**JIM ANDERSON** CFRE

GoalBusters Consulting

@ [alice.ferris@goalbusters.net](mailto:alice.ferris@goalbusters.net)  
[jim.anderson@goalbusters.net](mailto:jim.anderson@goalbusters.net)

 [goalbusters.net](http://goalbusters.net)

 [goalbusters](https://twitter.com/goalbusters)

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