

Tell Great Stories that Make People Listen

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Director mediastories

Today

Why tell stories?

What do I mean by stories?

How it will improve your impact

5 Tips for great stories

Practical advice on how to get started

Task

Think about a time when your organisation did something that made a real difference to someone else.

How does that make you feel?

The Big Question?

?

So What

It's not about you!!

- ❑ It's about the people you help
- ❑ It's about connecting with your donors and other stakeholders.
- ❑ What can you do for THEM?

Why tell stories?

Paint a picture with words of how their life has changed because of your help.

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

-Maya Angelou

What's the evidence?

- Academic studies have shown that storytelling techniques can persuade people
- Lead to action
- If the story is engaging!
- E-bay experiment





So what stories do you like?

- What are your favourite books, films, TV programmes?
- Why?
- What do they all have in common?

What do great stories need?

These 5 things....

1. Find your Hero



Find your golden nugget...



Comic Relief



A just world free from poverty

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Personal Stories

How We Create Change

People & Issues We Support

The Difference We've Made

Personal Stories

Lasting Change

Comic Relief gives people a leg up, not a hand out.

We support people in the UK and across the world's poorest countries to overcome the problems they face and, although there's a lot more to be done, here are a few of the people whose lives have changed immeasurably as a result of our work.



This month meet... Kajal

In the Mumbai slum where Kajal lives, open sewers flood during the monsoon and rotting rubbish mountains grow ever bigger. But Kajal is still full of optimism for her future.

She recently became an assistant peer leader with a charity called Magic Bus so she works with slum children, teaching them football, and helping them understand the importance of going to school.

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Press releases

- **Big Issue invests helps Jessie change her life:**
- Seven years ago her life seemed good. ...
- A breakdown in her relationship forced her to leave work and left her with nothing. Her claim for benefits took over 13 weeks to process by which time she and her children were facing eviction. It was then she was introduced to Housing Action;
- They were there for me when I was desperate.....

First person:



Humans of New York

4 May at 20:29 · 🌐

"We'd never put her in a home, so we alternate days taking care of her. I watch her two days a week. She's not good at forming new memories, but she can still remember the first twenty years of her life pretty well. So she's living in the world of her youth. She gets scandalized every time a girl walks by us in shorts."

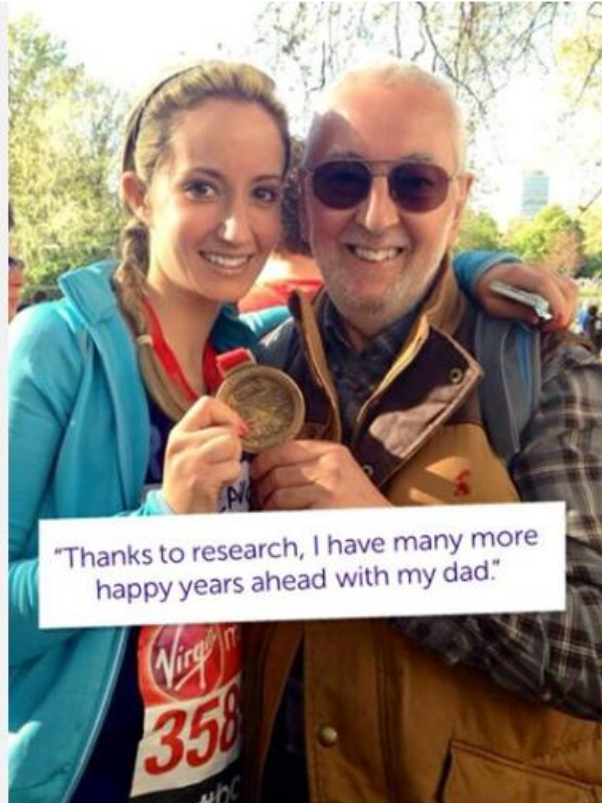


Like · Comment · Share

👍 294,692 people like this.

Most Relevant ▾

money so that more people get to have more happy years with their loved ones like me." Together, we will #beatcancersooner. To find out how you can get involved, visit: <http://bit.ly/1nNGhig>



"Thanks to research, I have many more happy years ahead with my dad."

Like · Comment · Share

1,733

47,844 people like this.

View previous comments

2 of 801

2. Give them a “double rainbow”



Cancer Research UK



Make You Feel Something

- *“Telling the true stories of cancer patients alive today thanks to the progress made by research, has been vital to growing public engagement and financial support for the charity’s vital work.”*
- Carolan Davidge, Director of Communications, Cancer Research UK

3. Keep it real..





Stephen's story Timeline 2014

✓ Liked

Create Page

Recent

2014

Started



Stephen's story

22 April

It's a final thumbs up from me! I've done well to blag things as well as I have up till now, but unfortunately I think this is just one hurdle too far.

It's a shame the end has come so suddenly- there's so many people I haven't got round to properly thank or say goodbye too. Apologies for that.

There was also so many exciting projects and things I didn't get to see out. Hopefully some will continue and if you want to carry on the fundraising please do (justgiving.com/stephe... See more — with Jev Nock and 19 others.



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Sell Tickets
Online

eventbrite.co.uk



Manage, promote, &
sell out your event.
Sign up for free and
get started today!

4. Use the simple stick!

Simplicity is the ultimate sophistication
Steve Jobs

Know what your story is



iPhone 5

The biggest thing to happen
to iPhone since iPhone.



Watch the keynote



Watch the video



Watch the TV ads

**Cancer Research UK**

This is Julia, a breast cancer survivor. By visiting her GP as soon as she noticed a lump on her breast, her cancer was diagnosed in the early stages giving her a greater chance of survival. Now, 6 years on, she lives a full and active life.

You're twice as likely to survive cancer than you were 40 years ago, so if you spot an unusual or persistent change to your body, visit your GP. It could save your life.

For more information, visit our Spot Cancer Early website at:
<http://bit.ly/NWDt2q>

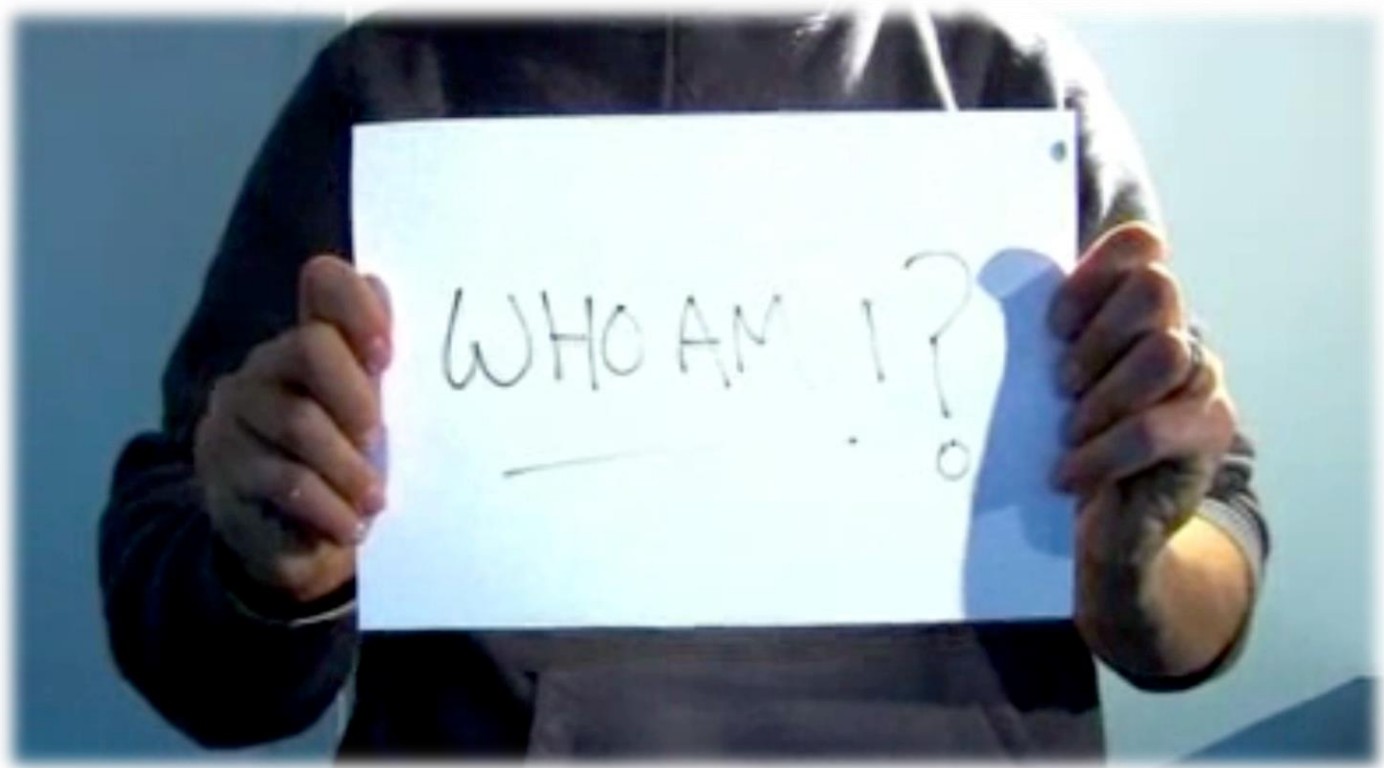


Like · Comment · Share · 532 17 68 · about an hour ago ·

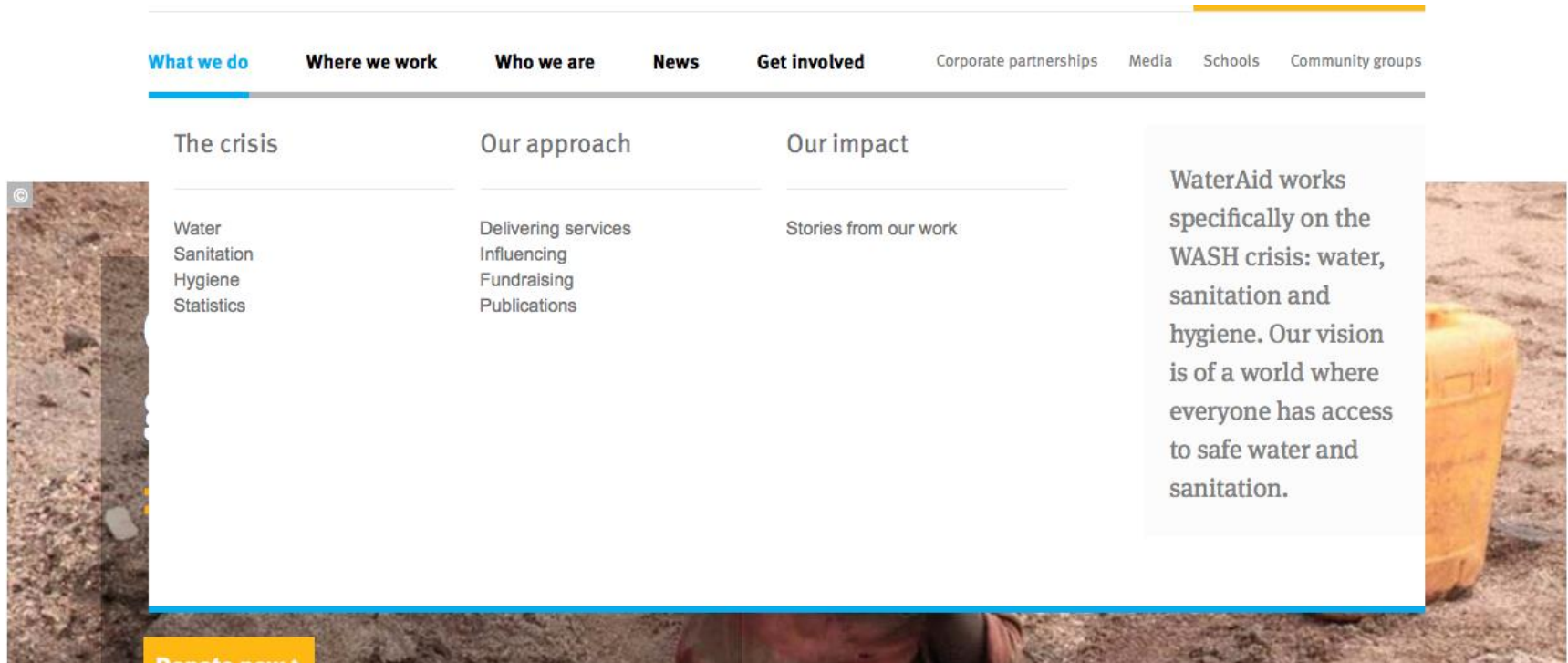
5. Follow the Yellow brick road



Take the audience on a journey.....



Follow that journey on your website



Comic Relief



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Personal Stories

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Set out the problem

- In the Mumbai slum where Kajal lives, open sewers flood during the monsoon and rotting rubbish mountains grow ever bigger.
- 21 million people live in Mumbai and more than half live in slums which are desperately overcrowded. In this intensely packed and unsanitary environment, only 1 in every 1,000 people has access to a toilet, so disease is rife.
- Most slum children don't go to school beyond the age of 10 and they end up becoming child labourers just to earn enough money to stay alive.

How has your charity helped solve the problem?

- But Kajal is still full of optimism for her future.
- She recently became an assistant peer leader with a charity called Magic Bus which is funded by Comic Relief so she works with slum children, teaching them football, and helping them understand the importance of going to school.
- Thanks to this project, thousands of slum children are now growing up with the chance of a much brighter future.

Recap

Great stories have....

1. Usain Bolt
2. Make you feel like you saw a Double Rainbow
3. Keep it real
4. Use the simple stick
5. Follow the Yellow brick road

But

- Its not just about stories...
- No stories without facts... no facts without stories....

‘Talking about results’ – New Philanthropy Capital

How to do it

- Photos
- Text
- Video
- Audio
- Let people tell their own stories

Photos

Real stories



Patrick's story

Meet our Programme Officer in Sierra Leone, a post-conflict country where we have recently started working again.



Vida's story

Vida has her own business in Pobaga, Bolgatanga, Ghana. She makes and sells tie dye and printed cloth to make a living and support her family. Without safe water, she would not be able to provide for her family.



Mariette's story

Mariette was reluctant to get involved in her community's water management. But now she's an inspiration to other women in her village!



Images

- 87% of the most shared posts on Facebook contained a photo
- Study by Victoria University of Wellington showed that people think text is more credible when accompanied by photos

People telling their own stories

The screenshot shows the YouTube channel page for 'Mind, the mental health charity'. The channel banner features the 'mind' logo and a row of seven circular profile pictures of diverse individuals. Below the banner, the channel name 'Mind, the mental health charity' is displayed with a 'Subscribe' button showing 2,908 subscribers. The video list includes:

- Mental health selfies** by Mind, the mental health charity • 27 videos • 15,584 views • Last updated on 20 Apr 2015. Description: Lots of people tell us it helps to hear real people's experiences when they are trying to understand mental health. We also know that lots of you have developed really useful ways of coping that you're keen to share.
- Madison's mental health selfie on talking** by Mind, the mental health charity • 2:16
- Jessica's mental health selfie on vlogging for mental health** by Mind, the mental health charity • 3:24
- Ailsa's mental health selfie on hypomania** by Mind, the mental health charity • 3:44
- Holly's mental health selfie on CBT** by Mind, the mental health charity • 3:35
- Ailsa's mental health selfie on depression** by Mind, the mental health charity • 4:06

CONTACT US

Contact our cancer
information nurses

Website feedback

[Tell us you have
moved](#)

► Share your story

How sharing your
story can help

What we'll ask

Your questions
answered

Real stories

How to get in touch

Sign up for our e-
Newsletter

How to make a
complaint

Keeping in touch

Share your story

By sharing your experience of cancer with others, you can help us to raise awareness and beat cancer.

If you feel our research into cancer has had an impact on your life, and you are interested in being a media volunteer, we would love to [hear from you](#). Real stories are an invaluable way of showing the impact of our research. You can [read examples](#) of how people affected by cancer have shared their story and helped our research efforts.

Find out more about [what's involved](#) in sharing your story.



Share your story

If you would like to share your story to help others, please complete our [media volunteer form](#).

Your questions answered

Find answers to the [most common enquiries](#) that we receive about sharing your story.

Why my story?

Hearing about the experiences of others can motivate, educate and inspire people. Find out more about [what's involved](#)

Real people, real stories

[Read inspirational stories](#) from people whose lives have been touched by cancer

-  Increase text
-  Decrease text
-  Print this page
-  eNewsletter

Help beat cancer



Donate



Fundraise



Volunteer

Tips for finding stories

1. Be open to looking for them.
2. Look for details people can identify with
3. Be in touch with your beneficiaries.
4. Set up a system to collect them.
5. Become a storytelling organisation

Who/What should I tell stories about?

- Staff
- Volunteers
- Beneficiaries
- Thank you
- Updates

Updates



Refugee Action

30 April at 10:37 · Edited ·

Jamaan Deng, a young man we supported when he arrived in the UK as an unaccompanied young asylum seeker, just won a David Lewis Outstanding Young Achiever Award in recognition of his struggle to become a doctor:

<http://bit.ly/1FzucrK>

"The life of a refugee is hard," says Jamaan, "but I had the drive and thankfully the support to complete my degree so I am now able to start training. My passion to become a doctor came to me at the age of seven when a woman was shot in front of me. I wanted to help her but she died in my arms."

Congratulations Jamaan and best of luck for your future!



Liverpool's Young Achievers are celebrated at awards

Importance of supported young people put at the top of the agenda

LIVERPOOLECHO.CO.UK | BY CARRIE EVANS

Like · Comment · Share

79 people like this.

Top Comments ▾

Exercise

- Think about the people your organisation works with or the stories of the buildings/animals you help.
- List 5 possible stories you could tell. What details are interesting about each of them?

Where to use stories?

- Everywhere!!!!

Websites

The screenshot shows the RSPCA website interface. At the top, there is a navigation bar with a 'RSPCA today' logo, 'Our animals' link, 'In your area' link, and 'Get social' link. Below this, the main content area features a large image of a ginger cat with a visible injury on its eye, accompanied by the headline 'Latest news: Cat shot in eye with air gun'. To the right of the image, there is a 'Recent news' section listing three articles: 'The inspiring story of Bouncer', 'Baby tawny owl rescued from middle of busy road', and 'Construction workers rescue ferret all at sea'. Below these articles is a 'more news...' link. On the right side of the website, there are several promotional boxes: 'Subscribe to our podcast for free!', 'Take action for animals' with the text 'You can make a difference animal welfare', 'Volunteer for us', 'Love hens? Enjoy eggs?', and 'Campaign against live transportation'. At the bottom of the website, there is a section titled 'Questions about exotic pets?' and a mention of a 'live Facebook Q&A on Friday, 30 March'.

II 1 2 3 4

RSPCA today

Our animals

In your area

Get social

Latest news: Cat shot in eye with air gun

Recent news

The inspiring story of Bouncer

Baby tawny owl rescued from middle of busy road

Construction workers rescue ferret all at sea

more news...

Questions about exotic pets?

Join a live Facebook Q&A on Friday, 30 March. From 2.30 - 4.30 pm our exotics expert, Sophie

Subscribe to our podcast for free!

Take action for animals

You can make a difference animal welfare

Volunteer for us

Love hens? Enjoy eggs?

Campaign against live transportation

Press releases

Press release

- **Embargoed until Friday 30th December 2011**
-
- **Big Issue Invest boost innovative East Anglia housing enterprise with £400,000 investment**

- Housing Action helps people like Suffolk resident Jessie*. Seven years ago her life seemed good. ...
- A breakdown in her relationship forced her to leave work and left her with nothing. Her claim for benefits took over 13 weeks to process by which time she and her children were facing eviction. It was then she was introduced to Housing Action;

Big Issue Invests....

- They were there for me when I was desperate.....

Reports

[video help](#)

36 [retweet](#)



Be the first of your friends to like this.



Success stories

Developing Independence



Helping to hear



Improving communication



Saving lives



Protecting hearing



Looking for cures



Be the first of your friends to like this



Social media

The screenshot shows a Facebook interface with the following elements:

- Header:** Facebook logo, search bar with text "Search for people, places and things", and user profile "Karen Ack".
- Page Header:** "Legacy Trust UK" with "Timeline" and "Now" tabs, and a "Liked" button.
- Main Post:**
 - Image:** A man in a purple t-shirt and shorts is captured mid-air, jumping over a wooden barrier in an indoor setting. Other people are visible in the background.
 - Text:** "Like · Comment · Share", "Gwen Kenward likes this.", and a comment box with the text "Write a comment...".
- Shared Link Post:**
 - Text:** "Legacy Trust UK shared a link. 3 September".
 - Text:** "Ailsa McKay is a young blogger who has been involved in Blaze, part of our WE PLAY programme in the North West. She reflects on the impact that the project has had across the region, and the legacy it has created for her and her peers. Blaze was part of the London 2012 Cultural Olympiad."
 - Link:** <http://bit.ly/OI6BsD>
 - Image:** A small profile picture of a young woman.
 - Text:** "Legacy Trust UK : Legacy: Blaze legacy: let the flame burn on bit.ly".
 - Text:** "Like · Comment · Share", "Kate Stewart likes this.", and a comment box with the text "Write a comment...".
- Bottom Post:**
 - Text:** "Legacy Trust UK shared a link via Igniting Ambition. 3 September".
 - Image:** A colorful graphic of people dancing.
 - Text:** "World Event Young Artists worldeventyoungartists.com".
 - Text:** "World Event Young Artists (WEYA) is the first of its kind and will take..."

On Twitter



Foyer Federation
@FoyerFederation



Following

Our story today is the tale of Marek, Ash & Stacey and their social enterprise
[@Mediashypp](#) [bit.ly/T5MGvi](#) #ShareASStory

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1

FAVORITE
1



7:00 AM - 15 May 2014

Reply to @FoyerFederation @mediashypp



mediashypp @mediashypp · May 15

@SHYPP1 "@FoyerFederation: Our story today is the tale of Marek, Ash & Stacey and their social enterprise [bit.ly/T5MGvi](#) #ShareASStory"

Details

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TRANSFORMING
OPPORTUNITIES FOR
YOUNG PEOPLE



dsc
directory of social change

helping you
to help others

Further reading

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- Dooley R, n.d. Persuade with Pictures - Neuromarketing [WWW Document].
<http://www.neurosciencemarketing.com/blog/articles/persuade-with-pictures.htm>
- Goodman Andy, n.d. Storytelling Best Practices: Website - Nonprofit Resource Center
- Portnoy, D., 2012. The Non-Profit Narrative: How Telling Stories Can Change the World.

- Hedley, Keen, Lumley, NiOgain, Thomas, Williams, 2010. Talking about results. New Philanthropy Capital.
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- Mansfield, H., 2012. Social media for social good: a how-to guide for nonprofits. McGraw-Hill, New York.
- Merchant, A., Ford, J.B., Sargeant, A., 2010. Charitable organizations' storytelling influence on donors' emotions and intentions. Journal of Business Research 63, 754–762. doi:10.1016/j.jbusres.2009.05.013

Question:

- What three actions can you take away from this session?

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