Storytelling as Best Practice

Andy Goodman
Cofounder & Director
The Goodman Center
Open Q&A with the Audience

Type your questions into the question box on the right panel.

We will pose them to the speakers for everyone to hear.
Storytelling as Best Practice

Presented by Andy Goodman

VolunteerMatch
Best Practice Network Webinars
MY STORY (in 2 minutes)

White Plains, NY

(Photo of actual childhood home. Thank you Google!)
MY STORY (in 2 minutes)

Me

Dick & Jane (not their real names)
MY STORY (in 2 minutes)
Loved them!

Hated her!
life = too short
MY STORY (in 2 minutes)

Reduce!

Reuse!

Recycle!
MY STORY (in 2 minutes)
MY STORY (in 2 minutes)

Why Bad Ads Happen to Good Causes

And how to ensure they won’t happen to yours.

A guide for creating more effective public service print advertising featuring new data from an unprecedented 10-year study by ReportsAWeek.

Written by
Andy Goodman

Designed & Published by
Cause Communications

Why Bad Presentations Happen to Good Causes

And how to ensure they won’t happen to yours.

Written, designed and published by
Andy Goodman & Cause Communications

Creators of Why Bad Ads Happen To Good Causes
Y’know, we’re real good at what we do. We’re just not so good at talking about it.
Oh, well, we work with at-risk youth, ages 12-19, with multiple risk factors living in the urban core and blah, blah, blah...
A story? Oh, you should talk to Jill who runs our outreach program. She’s got plenty of stories…I think.

Executive Director
Board Chair
Program Head
They couldn’t tell me a good story.
MY STORY (in 2 minutes)

a-ha

NORWAY
MY STORY (in 2 minutes)

Storytelling as Best Practice

by Andy Goodman

How stories strengthen your organization, engage your audience, and advance your mission.

by Andy Goodman
author of Why Bad Ads Happen to Good Companies
MY STORY (in 2 minutes)
Storytelling
Social Networking 1.0

Is your missionspeak getting in the way of your mission?

Our online workshops are expressly designed to help you and your organization reach more people with greater impact.

- **Storytelling:**
  - Tapping the Power of Narrative
  - Dates: June 1, 15, and 29
  - Time: 9-10 AM PT

- **Why Bad Presentations Happen to Good Causes**
  - Dates: June 1 and 3
  - Time: 11 AM-12 PM PT

- **Master Storytellers Workshop**
  - Dates: July 1, 15, and 29
  - Time: 9-10 AM PT

- **Strategic Communications:**
  - Cutting Through the Clutter
  - Dates: July 7 and 14
  - Time: 9-10 AM PT

- **The Webinar on Webinars**
  - Date: May 26
  - Time: 11 AM-12 PM PT

- **Meetings:**
  - Less Pain, More Gain
  - Coming Soon
Right Now

VolunteerMatch
Where volunteering begins.
AGENDA

Storytelling as Best Practice

Why stories are your most powerful tool

The structure of good stories

What stories should you be telling?
ELEPHANT IN THE (VIRTUAL) ROOM

Numbers
NOT ME

Hello My Name Is

Andy Goodman
Data Hater
WHEN YOU NEED TO EDUCATE, MOTIVE, PERSUADE...

START WITH A STORY
Pennington & Hastie (1990)
How juries make decisions

“[Jurors] compare their stories to those presented by the two attorneys, and select the one that most closely matches their own story.”
STORIES VS. NUMBERS (Round 2)

Memory Study (1976)
5-year olds
STORIES VS. NUMBERS (Round 2)

soap and shoe

1 out of 21
STORIES VS. NUMBERS (Round 2)

soap and shoe in a sentence

8 out of 21
STORIES VS. NUMBERS (Round 2)

“?”

soap and shoe in a question

16 out of 21
STORIES VS. NUMBERS  (Round 2)

+ 1 out of 21

“…” 8 out of 21

“?” 16 out of 21
“Stories are basic to human memory process. The mind establishes a story line, with the memory of one event triggering the memory of the next.”
Deborah Small, Paul Slovic, et al.

“The Impact of Learning About the Identifiable Victim Effect on Sympathy” University of Pennsylvania/Carnegie Mellon, 2004
“Intuitive Primacy”
“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.”
Storytelling as Best Practice

AGENDA

- Why stories are your most powerful tool
- The structure of good stories
- What stories should you be telling?
STORY STRUCTURE
STORY STRUCTURE

WHO’S IT ABOUT?
Leigh Anne Tuohy

WHAT’S HER LIFE LIKE AT FIRST?
Perfect

WHAT GETS THE STORY GOING?
Notices Big Mike

WHAT’S HER GOAL?
Give him a chance
WHO’S IT ABOUT?
Rick (Bogart)

WHAT’S HIS LIFE LIKE AT FIRST?
Burned out.

WHAT GETS THE STORY GOING?
Ilsa arrives.

WHAT’S HIS GOAL?
Win her back.
WHO’S IT ABOUT?
Luke Skywalker

WHAT’S HIS LIFE LIKE AT FIRST?
Discontented

WHAT GETS HIS STORY GOING?
Empire kills his aunt and uncle

WHAT’S HIS GOAL?
Avenge their deaths, become a Jedi
“It’s going to be okay, Jennifer.”
Parenting is the most important thing we do!

How well we do it will determine the long-range happiness of our children (and of ourselves). Parenting is too important to leave to chance and too important to be approached defensively or by reaction.

Like anything else in life, good parenting requires an offense with clear goals and plans and tried proven methods. ValuesParenting.com is based on the experience and proactive philosophy of #1 best selling authors Richard & Linda Eyre... and on having a well-conceived program for teaching your children. The Values Parenting site changes monthly with different ideas and methods to help you strengthen your family. You can also become a member of Values Parenting to receive even more benefits.

Read a letter from the founders, Linda & Richard Eyre

Daily Parenting Thoughts
Daily-Fri, 03, Nov: Thee lift me and I'll lift thee, and...
Weekly-Wednesday: Lifebalance for the week ending...

If you have preschoolers... Click Here
If you have elementary schoolers... Click Here
If you have teenagers... Click Here

Joy School
Teaching Values
Raising Teens
“It’s going to be okay, Jennifer.”
STORY STRUCTURE  Brian McDonald

INVISIBLE INK
A PRACTICAL GUIDE TO BUILDING STORIES THAT RESONATE
BY BRIAN MCDONALD

Foreword by Stewart Stern, screenwriter of Rebel Without a Cause
1. Once upon a time…
2. And every day...
3. Until one day…
4. And because of this…
5. And because of this...
7. And ever since that day…
The steps

1.) Once upon a time _______________________________

2.) And every day _________________________________

3.) Until one day _________________________________

4.) And because of this ____________________________

5.) And because of this ____________________________

6.) Until finally _________________________________

7.) And ever since that day ________________________
AGENDA

Why stories are your most powerful tool

The structure of good stories

What stories should you be telling?
WHAT STORIES SHOULD YOU TELL?

The “How We Started” Story

CORE STORIES
WHAT STORIES SHOULD YOU TELL?

HandsOn Network inspires, equips and mobilizes people to change lives through service.

By putting people at the center of change, last year HandsOn Network mobilized over:

30,400,000 volunteer hours

Valued at more than: $615 million in human capital toward our nation’s critical problems.

National Conference on Volunteering and Service!
How We Got Here

Hands On Network was conceived by a group of individuals that wanted to make it easier for people to get involved in building their communities and helping their neighbors. Groups of like-minded individuals in New York, DC, Chicago and Atlanta got together and decided to formalize the beginnings of this partnership by creating Hands On Network – a national organization that would focus on bringing the Hands On approach to communities everywhere. More than 15 years later, we were able to see that vision grow to more than 70 affiliates with 12 locations overseas.

Around the same time, President George H.W. Bush creates a three-part strategy to make community service a national policy of the highest priority. He uses the phrase "a thousand points of light" in his speeches to emphasize the need for action. In response to President Bush's call to action, in 1990 the Points of Light Foundation is created as an independent, non-partisan, nonprofit organization to encourage and empower the spirit of service.

On August 1, 2007, The Points of Light Foundation and Hands On Network merged to become an integrated, dynamic new presence in the volunteer sector. Both organizations entered the merger with a strong national reputation, as well as a unique history and set of solutions to offer. The new alliance has a presence in hundreds of communities nationwide, and together, we offer an unmatched blend of ideas, innovation, and expertise, and a powerful commitment to helping citizens to engage, take action, and solve community problems through volunteer service.
WHAT STORIES SHOULD YOU TELL?

- The “How We Started” Story
- The “Emblematic Success” Stories
- The “Performance” Stories

CORE STORIES
Volunteer of the Month

Weekday Warrior John Hall

For John Hall, volunteering is more than just giving time and energy; rather, it is an opportunity to adopt a lifestyle that not only improves the lives of others but also enhances his own life.

John Hall is our volunteer of the month. He is a retired engineer and has volunteered with Habitat Orlando since 2001. John comes into the Habitat Orlando warehouse four days a week to prepare and build the exterior walls for homes and townhomes. He works with David Meyer, our warehouse manager, along with other retired volunteers. John grew up in Miami and moved to Orlando to work for a local pipeline company. He has been married for 48 years and has three children, of whom he is very proud. When asked why he continues to come to Habitat Orlando weekly, he said, “It gives me a feeling of camaraderie and accomplishment while also helping someone else; helping a family is the icing on the cake.” John speaks of our monthly
Volunteer of the Month

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John Hall, among all of our volunteers, is the heartbeat of Habitat Orlando and we are very fortunate to have him.

**Thank you John for your dedication!**

Want to start volunteering for Habitat Orlando? Simply click Volunteer Now in the top left column to register as a volunteer and view available days on our job site and in our ReStore. You can also contact Jennifer Gallagher our Volunteer Manager at 407-648-4567 ext. 407 or email her at jgallagher@habitat-orlando.org.
We're proud that Junior Achievement remains a world-recognized leader in the delivery of business education programs for young people. Since 1955, Junior Achievement students in Canada have participated in our experiential learning programs to discover free enterprise, understand business and economics and develop their entrepreneurial and leadership skills.
Values

- Demonstrate trust and integrity in all that we do
- Respect youth and believe in their potential
- Believe in the free enterprise system and promote entrepreneurial ideals
- Encourage and promote volunteerism and volunteer leadership utilizing Canadian business experience
- Commit to performance excellence and continually improve all that we do
- Embrace collaborative and strategic alliances
- Demonstrate leadership and teamwork

Junior Achievement of Manitoba inspires young Manitobans to explore the world of business, economics and free enterprise. Through Junior Achievement’s programs, students develop entrepreneurial skills and leadership qualities.
WHAT STORIES SHOULD YOU TELL?

The “How We Started” Story

The “Emblematic Success” Stories

The “Striving-to-Improve” Story

The “Performance” Stories

The “Where We Are Going” Story

CORE STORIES
Bank of the West believes in team spirit within our company and our communities. Throughout Bank of the West’s footprint, our team members volunteer their time, expertise and financial resources to the causes and organizations that are making a difference in our communities.

The financial contributions from our team members to charitable organizations underscore our corporate culture and the belief that we are responsible for the quality of life and the economic health of the communities we serve. In addition, our team members are leaders in the community through their involvement on nonprofit boards and advisory committees. Through community volunteerism, our team members participate in a variety of service activities including:

- Teaching financial education to students of all ages
- Presenting seminars to help elders protect their assets
- Participating in home builds and repairs
- Running, walking and fundraising for health cures
- Organizing food and clothing drives
WHAT STORIES SHOULD YOU TELL?

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- Participating in home builds and repairs
- Running, walking and fundraising for health cures
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WHAT STORIES SHOULD YOU TELL?

We Inspire Confidence
For nearly 135 years, Prudential's commitments to helping clients achieve financial prosperity and peace of mind haven't changed.

— John Strangfeld, Chairman & CEO

Learn more
Corporate Citizenship

Prudential and our employees have a long-standing commitment to the communities where we work and live. Through various programs, we provide business expertise, financial assistance, and employee volunteers. We also encourage and recognize students nationwide for their volunteer efforts.

- **The Prudential Spirit of Community Awards**
  A nationwide youth recognition program honoring secondary school students for outstanding service.

- **The Prudential CARES Volunteer Grants Program**
  The Prudential CARES Volunteer Grants Program recognizes Prudential Financial active and retired associates and agents/affiliates who volunteer in their community. Award monies are provided to organizations for which the winners serve as volunteers. Winners receive honorary award certificates.

- **The Prudential Foundation**
  An independent nonprofit grant-making organization funded by Prudential.

- **Social Investments**
  Originates and manages investments designed to revitalize neighborhoods, and invests in projects that benefit communities around the country.

- **Local Initiatives**
  Coordinates volunteer efforts by Prudential associates and works to address needs in specific communities.
Welcome to RochesterCares!

RochesterCares makes it easy for you to make a difference. Every month, RochesterCares' volunteers serve with dozens of community-based agencies and non-profit organizations throughout the Greater Rochester area. Our partner agencies offer volunteers a wide assortment of flexible volunteer opportunities for individuals, families and corporate and community groups.

Not sure where to start? Click Here!

- News & Announcements -

Connect with Us!

Agency Spotlight

2010 Donors/ Sponsors

Sort for Our Schools (SOS)

Staples has donated over 40 skids of last year’s inventory to be distributed to Rochester City Schools. This is enough to keep us busy all summer long! Notebooks, pencils, planners, and other supplies need to be unpacked and sorted for distribution to 60 city schools for
WHAT STORIES SHOULD YOU TELL?

Goals

- Build on partnerships between agencies and the community.
- Expand services to community agencies at no cost.
- Heighten public awareness of actions in our community.
- Give all citizens access to meaningful volunteer projects.
- Create opportunities for people to lead with hands-on service.
- Empower a new generation of civic leaders with creative solutions to social problems.
WHAT STORIES SHOULD YOU TELL?

SHARE YOUR STORY about the ECONOMIC CRISIS

Watch the video and share your story

It’s up to you to share and collect the real stories of this economic crisis. America needs to hear how this crisis is affecting your life and why the economic recovery plan is important to you and your community.

You can record your story in the form below, on video, upload photos, or call a special toll free number to tell your story in your own way.

Once you submit your stories, they’ll be made available to the public to show how critical it is to support the economic recovery plan.

*Share your story (or the story of a friend, neighbor, or family member) below:

Email: *

First Name:  

Last Name:  

Zip / Postal Code:  *
WHAT STORIES SHOULD YOU TELL?

Are you a Climate Witness? Tell us what you have seen which shows that the climate is changing.

Got a story to tell?

Did things change over time? Are you a witness to how the changing climate is impacting our world?

Let us know!

Tell us your story, what you have witnessed, and we’ll start publishing the best witness accounts that we receive.

Your first name

Your last name

Your email address

We only need this to contact you there is a need to clarify some of the things you may say.
WHAT STORIES SHOULD YOU TELL?

VAFC

FFC is proud to be a member of the Virginia Association of Free Clinics (VAFC). Founded in 1993, the VAFC is the nation’s oldest Free Clinic association.

Virginia Association of Free Clinics

VHCF

The Virginia Health Care Foundation (VHCF) was initiated in 1992 by the Virginia General Assembly and its Joint Commission on Health Care to promote and fund innovative public-private partnerships that increase access to primary care for Virginia’s uninsured and medically underserved.

Share your FFC experience!

Have you ever been a client at FFC? Have one of our staff members or volunteer medical providers help you or a friend through a really tough time? If so, please take a few moments to share your FFC experience and help others better understand and appreciate Fan Free Clinic’s far-reaching impact.
WHAT STORIES SHOULD YOU TELL?

Making a Difference
DMV Stories of Satisfaction

Every business day, Department of Motor Vehicles employees make a positive difference in someone’s life. For instance, there were the Bridgeport branch workers who helped find someone who had no listed local address, yet she left her purse with credit cards and money in the office one afternoon. There also was the inspector who spotted a wheel starting to come off a large truck traveling along Interstate 95 and he guided the truck and driver to a safe stop.

It also could be helping someone through a maze of paperwork, making a complicated problem more simple to solve, searching for someone who left belongings at a DMV office, or just offering a sympathetic smile and few words about a personal trouble. These experiences happen at the counter, on the phone and through our inspectors roadside. Yes, DMV certainly gets its share of complaints, but there are also many shining moments of help.

We want to hear positive experiences that our agency has given you. Please share your stories on how our agency or a specific DMV employee helped you or made your experience at the DMV something memorable. We want to collect these stories and make them available for others to read on our website and in the variety of publications we produce.

Please e-mail your stories with your first name and hometown to DMV Making a Difference (link to dmv.webmaster@ct.gov)
WHAT STORIES SHOULD YOU TELL?
WHAT STORIES SHOULD YOU TELL?

Stories of Hope

Find inspiration, hope, and support in these stories about other people whose lives have been touched by cancer.

Prostate Cancer Survivor Turned Health Advocate

Cancer-free for 14 years, Virgil Simons now helps other men weigh their options and find support through The Prostate Net, a nonprofit patient education and advocacy organization he founded.
WHAT STORIES SHOULD YOU TELL?

Strengthening communities by strengthening families

Urban Ventures Leadership Foundation is a faith-based, non-profit organization that focuses on the Central and Phillips neighborhoods of South Minneapolis. Our mission is to break the cycle of generational poverty in our community by developing youth leadership and strengthening families.
Our Stories

Maiya - The Learning Lab

Maiya began coming to the Learning Lab during the 2007/2008 school year when she was in 3rd grade; however, her reading skills were around 1st grade level. This made it difficult for her to keep up in other academic subject areas because reading is so essential for learning new information.

After attending the Learning Lab over the school year, as well as during summer school, Maiya’s attitude toward reading and her motivation has greatly improved.

Maiya has exhibited great ACADEMIC skills as she increased her reading fluency score from 45 to 74 words per minute, an increase of 85% in one year, and improved two grade levels in reading during one academic year!! Now in the 4th grade, her reading skills are at a high third grade level—she has made tremendous progress and is almost caught up. We can’t wait to see how far she’ll come this year!
STORYTELLING AS BEST PRACTICE

Questions

Comments
VISIT US ONLINE   www.thegoodmancenter.com

Do good. The Goodman Center offers: engaging online workshops
customized classes
online resources

Even better.

Is your missionspeak getting in the way of your mission?

Our online workshops are expressly designed to help you and your organization reach more people with greater impact.

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  - Sept. 2, 9, 16 and 23
  - (9-10a PT)

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Storytelling: Tapping the Power of Narrative
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STAY CONNECTED VIA TWITTER  @GoodmanCenter

GoodmanCenter Hoping to find more insights on how people think on "This Emotional Life," PBS tonight: http://bit.ly/18nHfb.

about 2 hours ago from web

What's happening?


about 2 hours ago

Home

NiemanLab For 364 days in '09, Google.com was the most popular page in the U.S. Facebook.com claimed No. 1 on 12/25. http://jj.mp/8OSPm

about 2 hours ago from Pkg.fm

GoodmanCenter Hoping to find more insights on how people
To Greg Baldwin, Megan Kelly and everyone at VolunteerMatch!
The End

is only the beginning
Stay Informed:

Check Out Future BPN Webinars:
www.volunteermatch.org/bpn

Sign Up For Our Newsletter:
solutions@volunteermatch.org