

Sticky Stories, Branding, and the Art of Nonprofit Communications

ynpn Denver Learning Circle

Session 1: April 24, 2013

Introductions

- Who am I?
- Who are you?
 - Name
 - Where do you work?
 - Background
 - What are you hoping to get out of this Learning Circle?



Learning Circle Overview

1. Basics of Storytelling
2. Traditional Media
3. New Media
4. Branding
5. Planning, Strategy, Time Management
6. Voices of Experience Panel



Today's Overview

- Basics of Storytelling
- Story Writing 101
- Tying It Together



Basics of Storytelling

*“A lie can get halfway around the world
before the truth can even get its boots on.”*

- Mark Twain

What makes some stories better than others?



Basics of Storytelling

Principles of Stickiness

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories



Basics of Storytelling

Where we spend most of our time

- Unexpected
- Credible
- Emotional

Where we should be spending our time

- Simple
- Concrete
- Stories



Basics of Storytelling

Simple

- Say one thing and say it well
- Don't bury the lead
- Find the core
- Use visual imagery and analogies



Basics of Storytelling

Concrete

- Avoid jargon and abstraction
- Write exercise
- Speak to the novice, not the expert
 - Visualize a concrete audience



Basics of Storytelling

Stories

- What do you want from your audience?
 - Challenge Plot
 - Connection Plot
 - Creative Plot
- Stories to reinforce perception or brand
- Stories to gain attention/recognition



Story Writing 101

Audience

- Funder
- Volunteer/Supporter
- Community
- Media



Story Writing 101

Structure

- Inverted pyramid
- Five paragraph essay
- REMEMBER: Stick to one big idea



Story Writing 101

Details, details

- Names
- Quotes
- Newsworthiness
- Internal style guides/AP Style



Story Writing 101

Endings

- Go out with a bang, not a whimper
- Quote
- Instruction
- Challenge
- Full circle



Tying It Together

Conclusions

- Who is your audience?
- What is the structure?
- Be simple, concrete, tell compelling stories
- Don't forget the importance of unexpectedness, credibility, and emotional connection
- End with a bang



Tying It Together

Thoughts? Questions?

For next week

Visit www.nonprofitmarketingguide.com/resources/articles and read at least three articles about annual reports, newsletters, brochures, or media relations.



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