

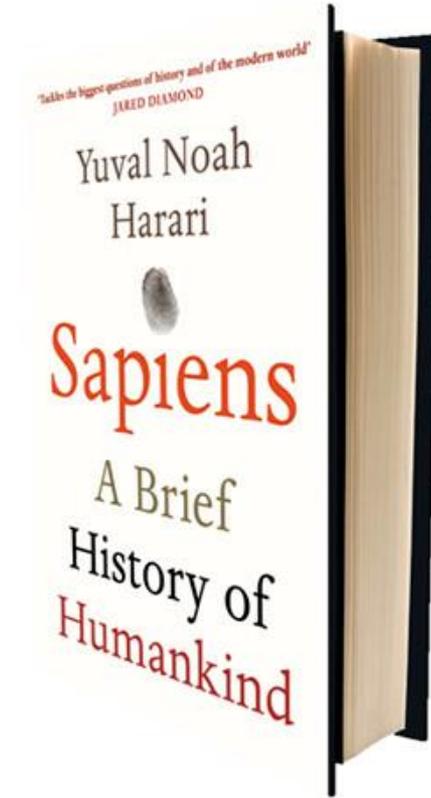
STORYTELLING FOR SOCIAL CHANGE

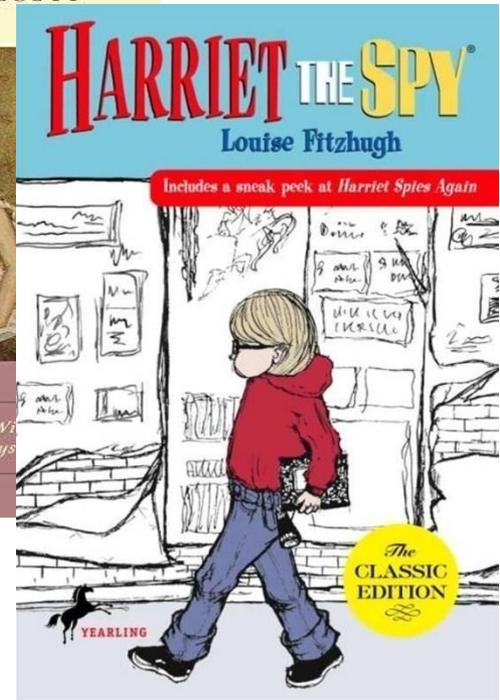
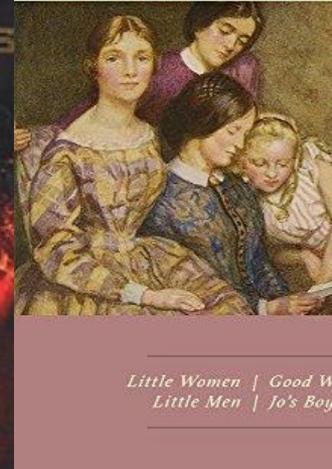
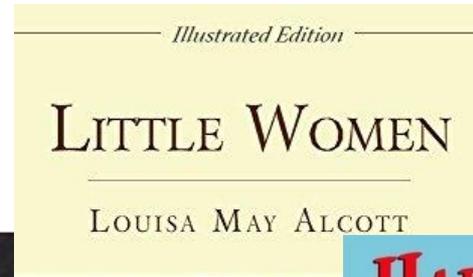
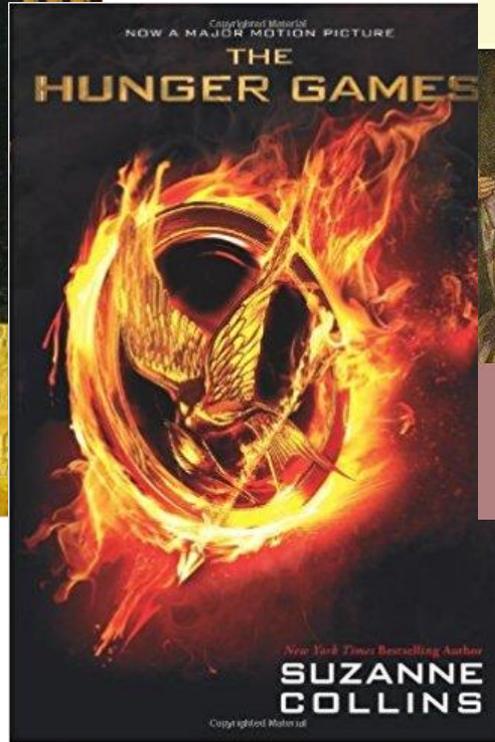
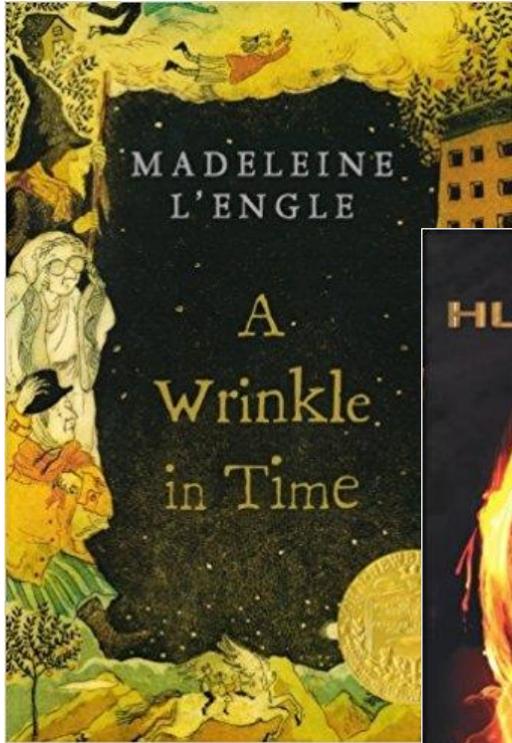
A manifesto for social change organizations

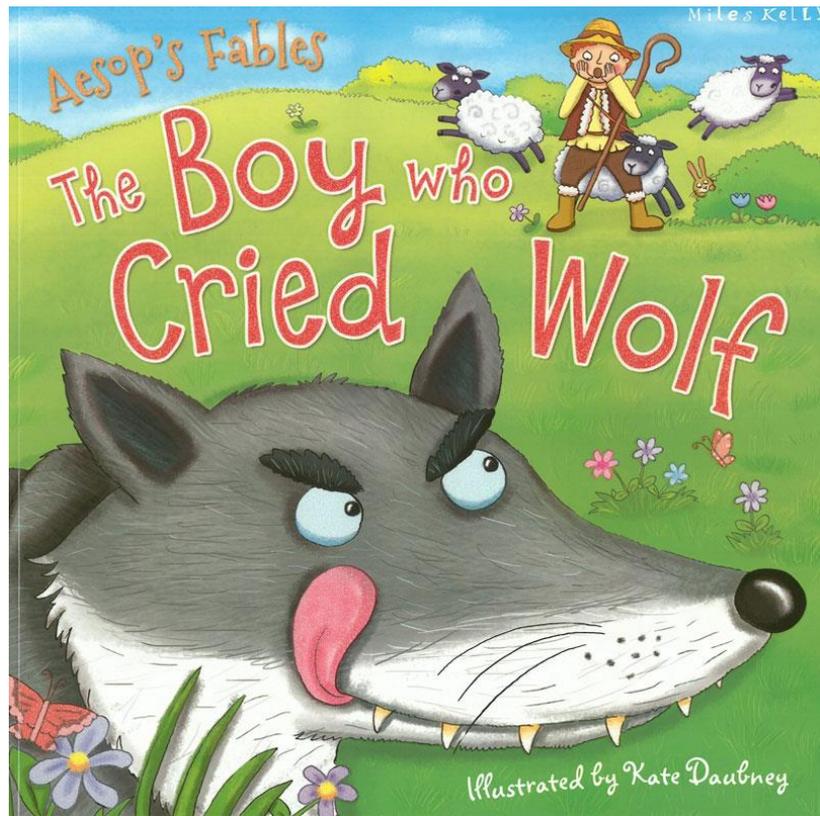
















HOW STORYTELLING AFFECTS THE BRAIN

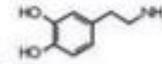
NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.



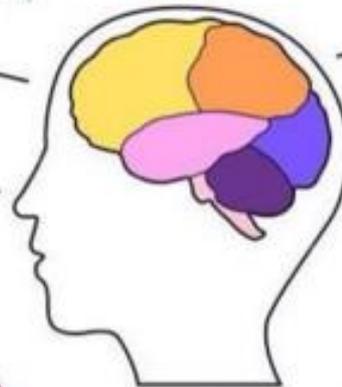
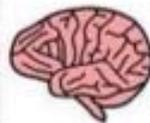
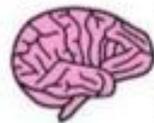
DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.



MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



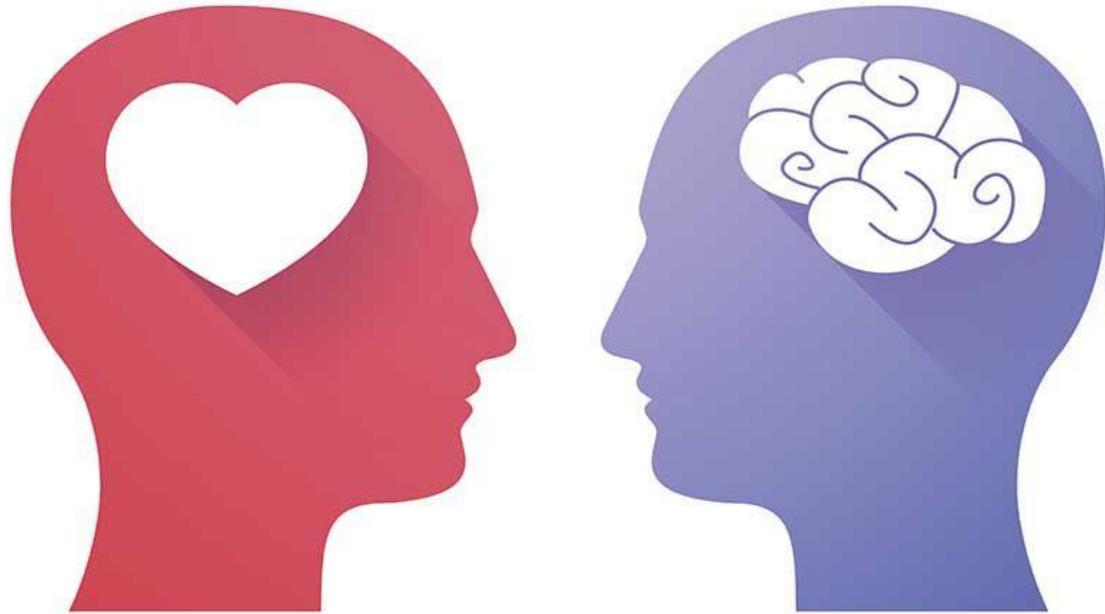
CORTEX ACTIVITY

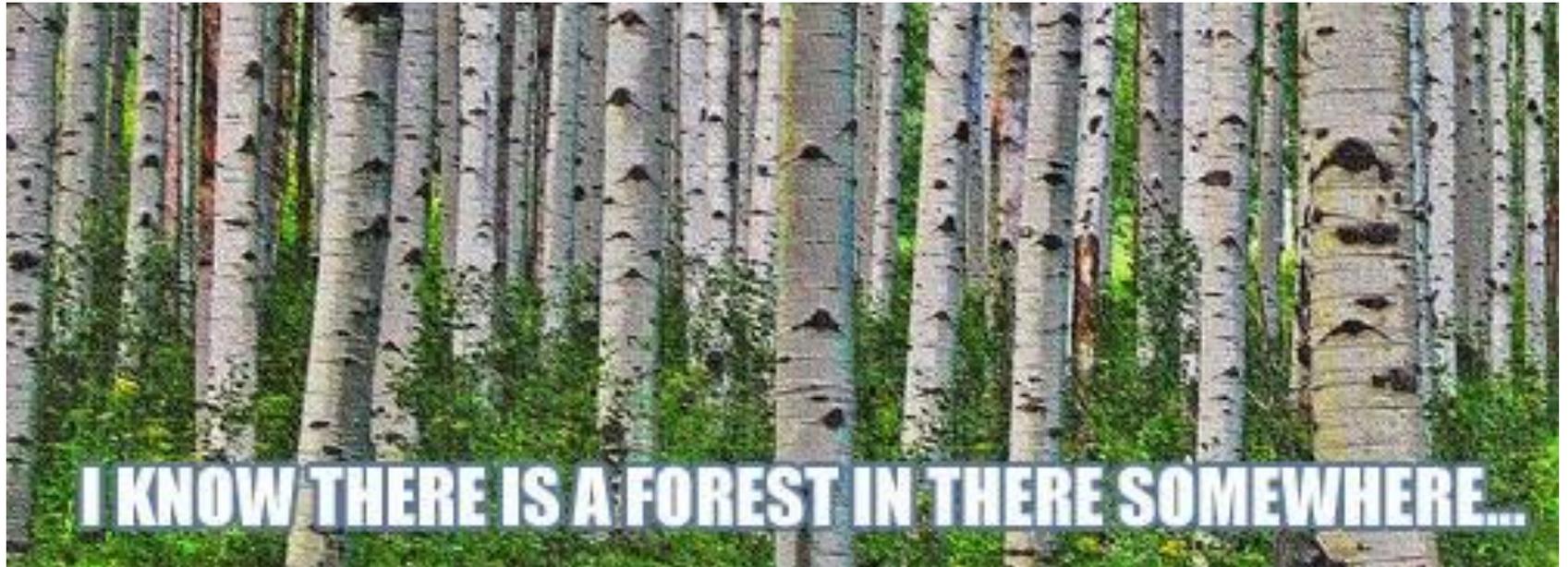
When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



The stories we tell
CREATE
the world
WE LIVE IN.







I KNOW THERE IS A FOREST IN THERE SOMEWHERE...







“DATA MAKES
PEOPLE THINK,
EMOTIONS
MAKE THEM
ACT.”

ANTONIO DAMASIO



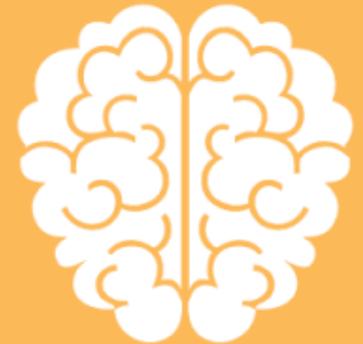
ETHOS
Credibility



PATHOS
Emotion



LOGOS
Logic





RAISE
AWARENESS







MAKE A HURRICANE PLAN.



[READY.GOV/HURRICANES](https://www.ready.gov/hurricanes)





#MeToo

BLACK

LIVES

MATTER



History

Words



Trust

Story Telling



Experience

Memory





3-PART STORYTELLING FRAMEWORK



Grab attention.



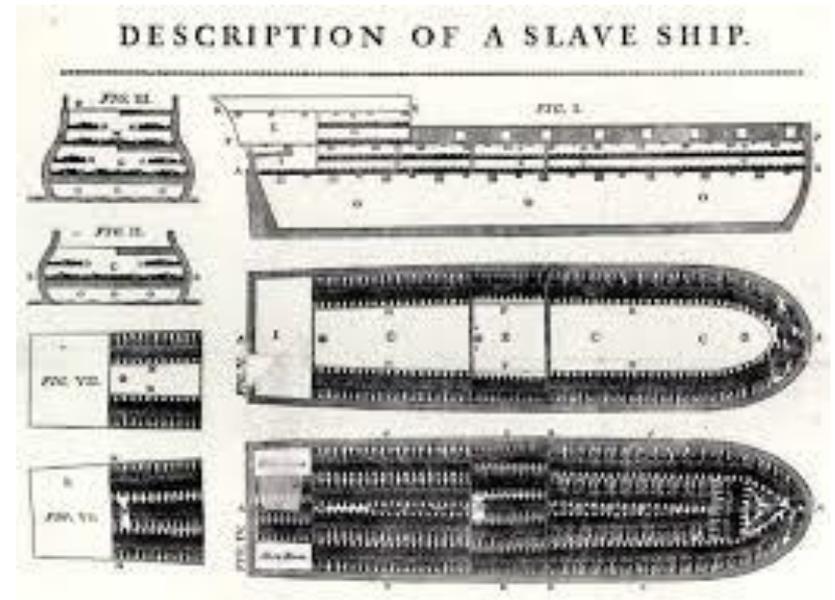
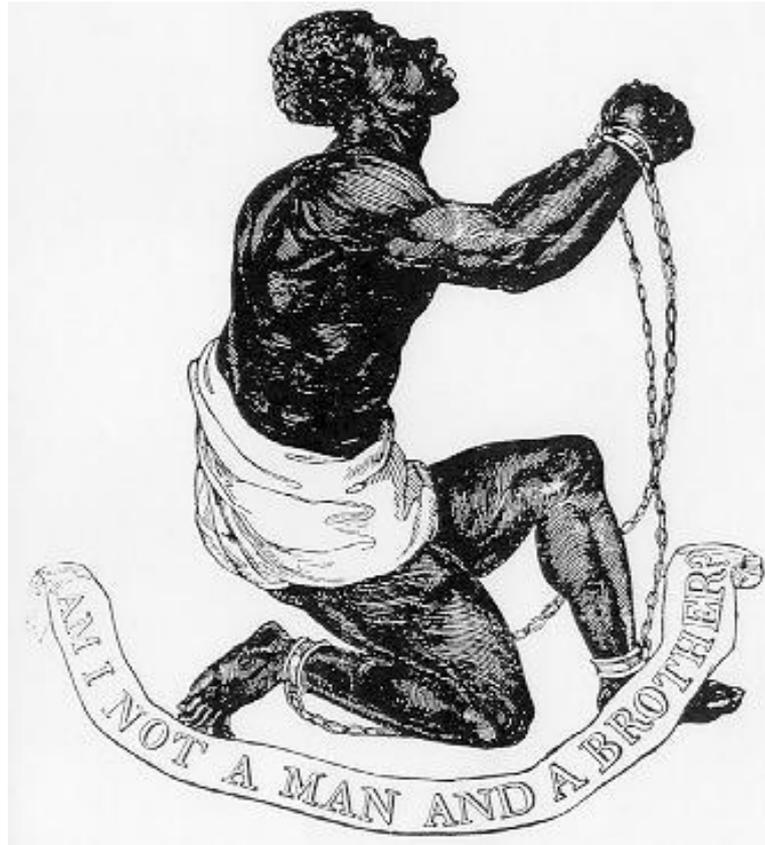
Elicit emotion.

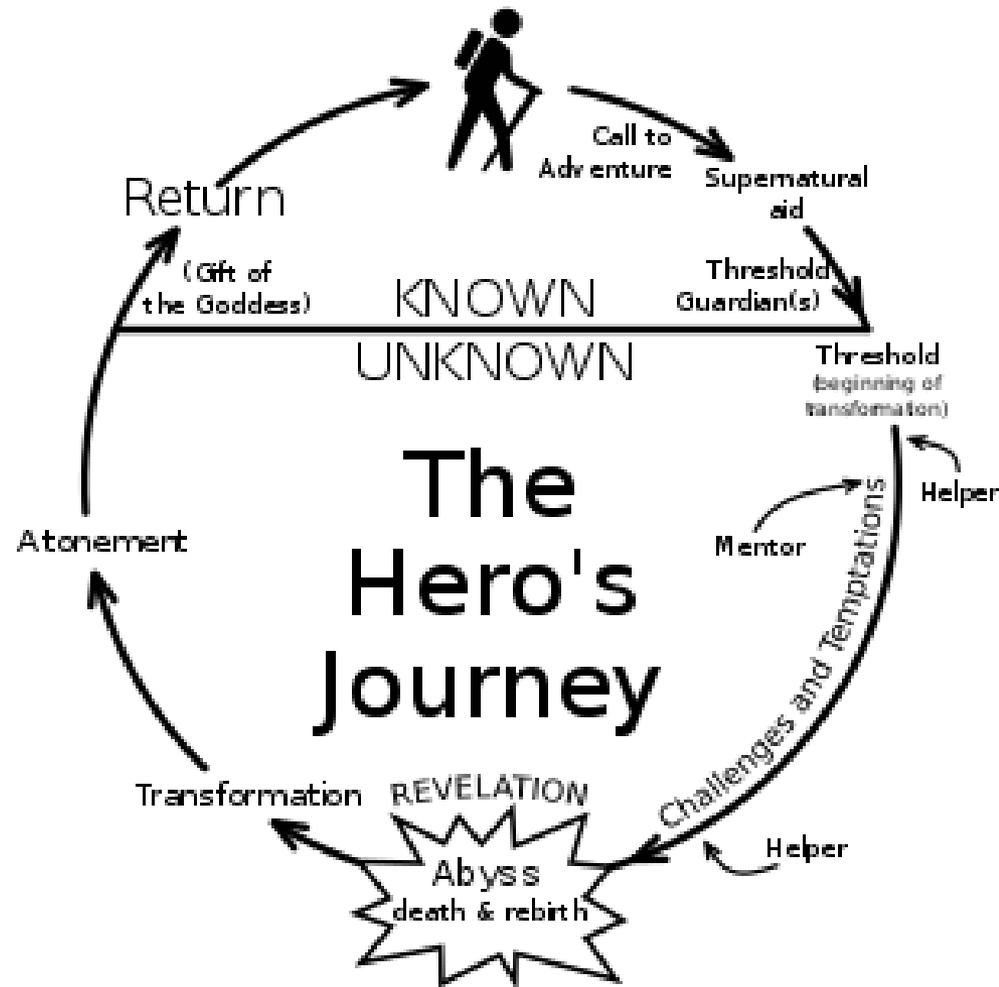


Inspire action.









Client 'X'
was in a
bad place.



The client
met our
organization.



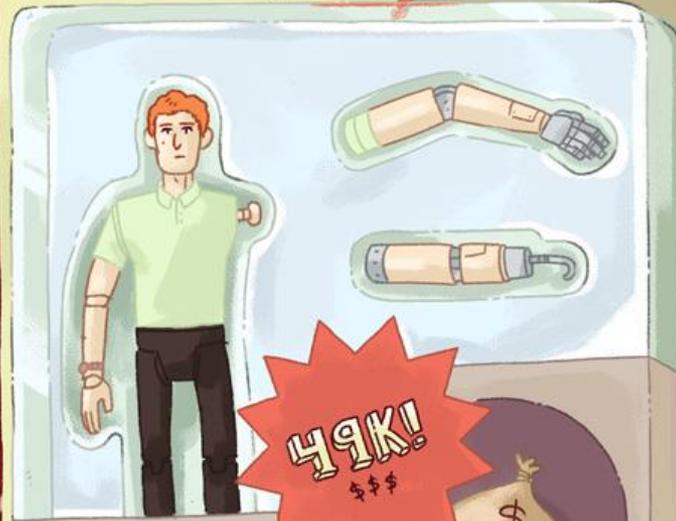
Now the
client is
better.



ALABAMA WORKER

INCLUDES:

- STANDARD HOOK PROSTHESIS
- ELECTRONIC PROSTHESIS W/ MOVABLE HAND



49K!
\$\$\$



INCLUDES WORKERS COMP!

GEORGIA WORKER

INCLUDES:

- STANDARD HOOK PROSTHESIS
- ELECTRONIC PROSTHESIS W/ MOVABLE HAND



118K!
\$\$\$



INCLUDES WORKERS COMP!







“The Kibera School for Girls has helped me work towards my dream and potential. It has helped my family because they do not have to struggle to pay school fees.

I will pursue my dreams and become the world’s most famous lawyer. I will come back and give to the community.

I will empower young girls who have big ambitions just like me.”

- Christian, 8th grader





received an email from a future mom: "I'm expecting a baby with Down syndrome. I'm scared: what kind of life will my child have?"

the mom's fears explaining all the ways her child will enjoy a full and fulfilling life.

campaign (#1 on Viral Video Chart).



Dear Future Mom



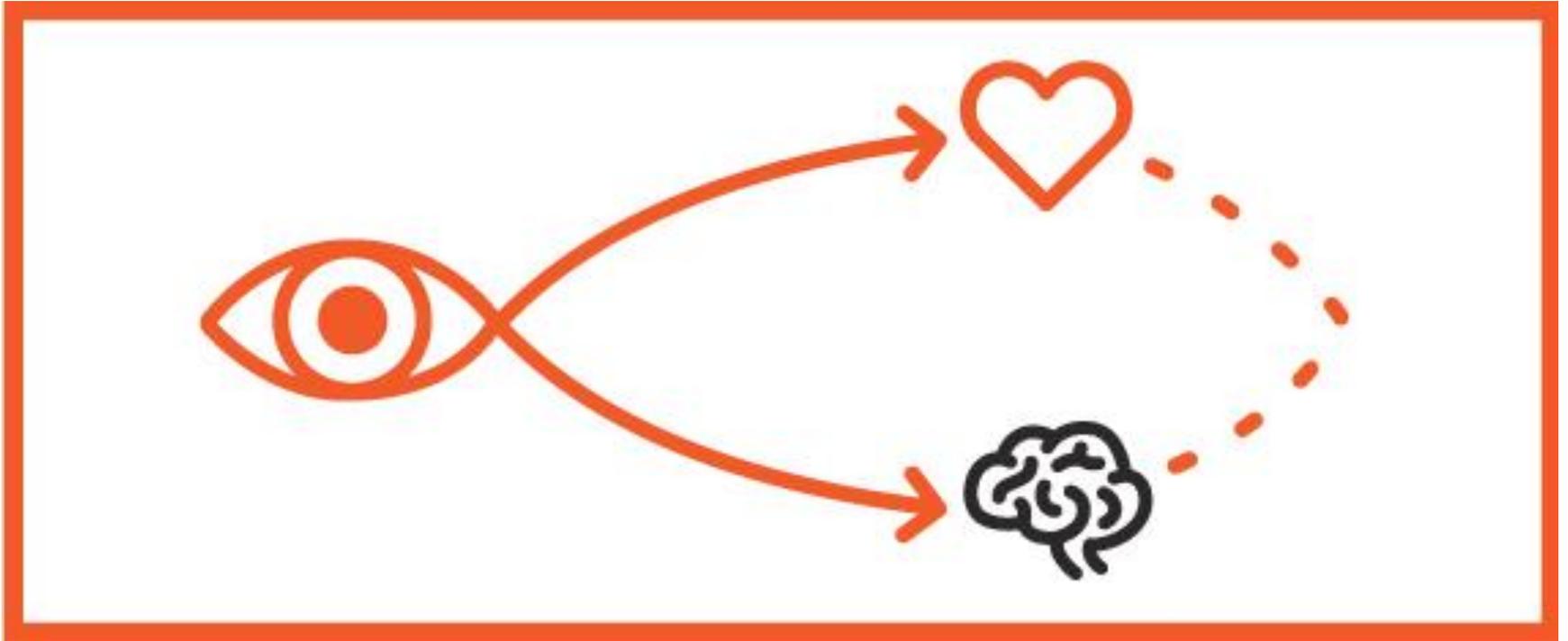
"Beginning" - A Pencils of Promise Virtual Reality Film



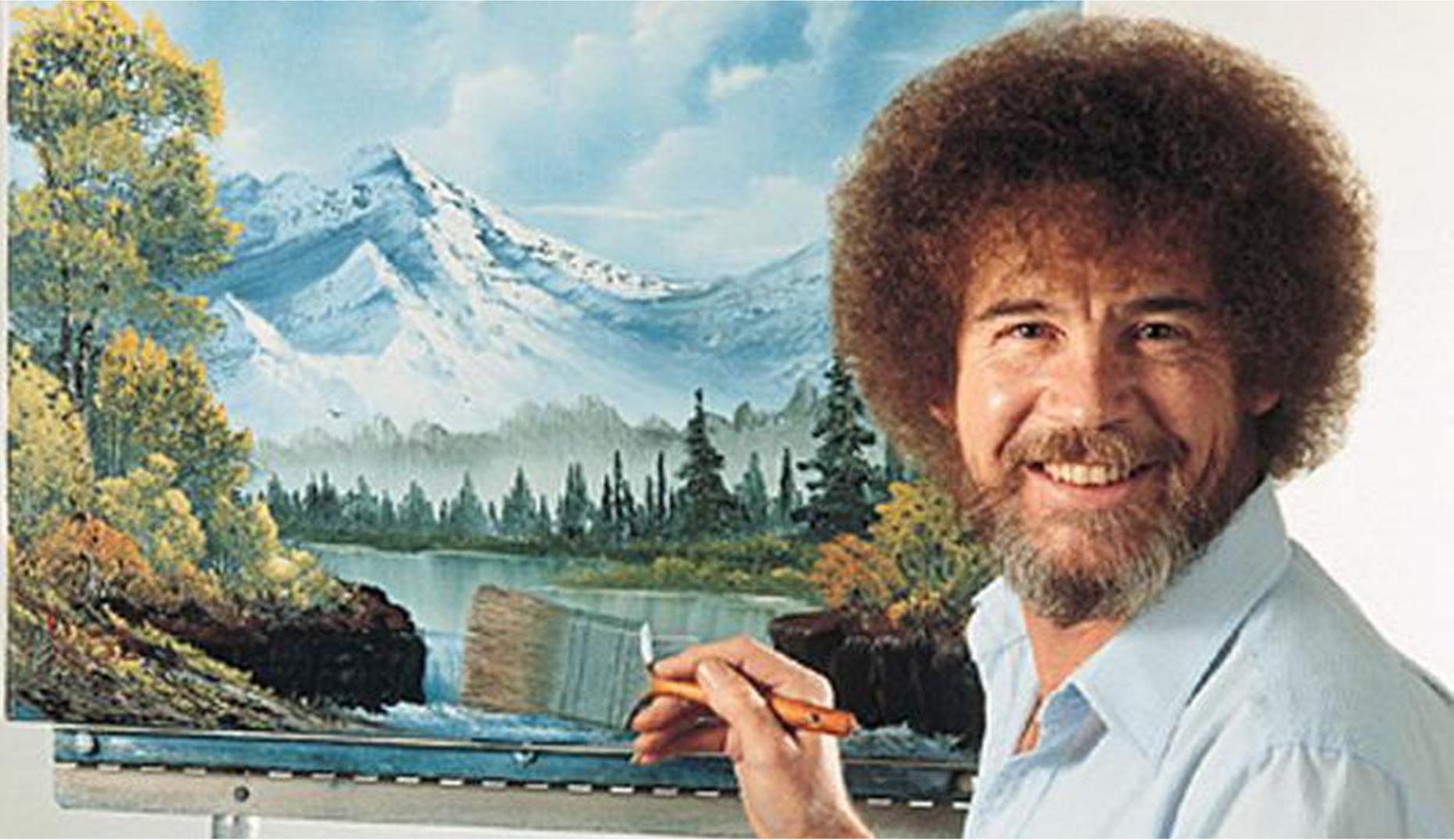
BEGINNING

A VIRTUAL REALITY EXPERIENCE









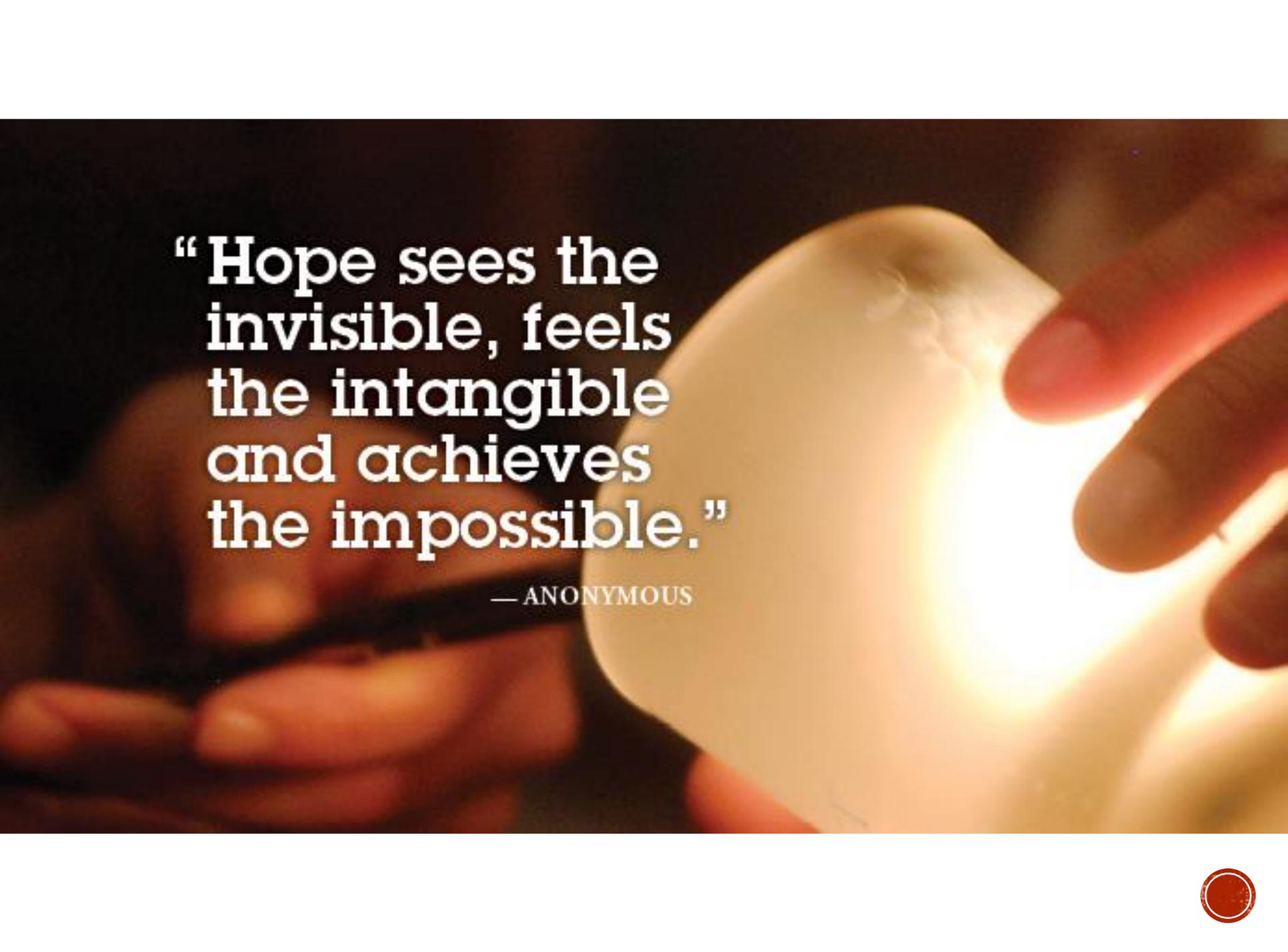
HI MY NAME'S SARAH MCLACHLAN



I'M ABOUT TO RUIN YOUR DAY

quickmeme.com



A close-up photograph of a hand holding a glowing, translucent orb. The orb is illuminated from within, creating a bright, warm light that radiates outwards. The hand is positioned on the right side of the frame, with fingers gently gripping the orb. The background is dark, making the glowing orb the central focus. The overall mood is one of hope and wonder.

**“Hope sees the
invisible, feels
the intangible
and achieves
the impossible.”**

— ANONYMOUS





**"PEOPLE LIKE
US DO THINGS
LIKE THIS."**

~ SETH GODIN





A Beautiful Past, and a Future for the Indonesian Forest Worth Fighting For

September 26, 2018 | Waya Maweru

I am Waya Maweru. I am an Indonesian woman of Manado blood. With full awareness, I will stand to fight for the future of Indonesia's forests.

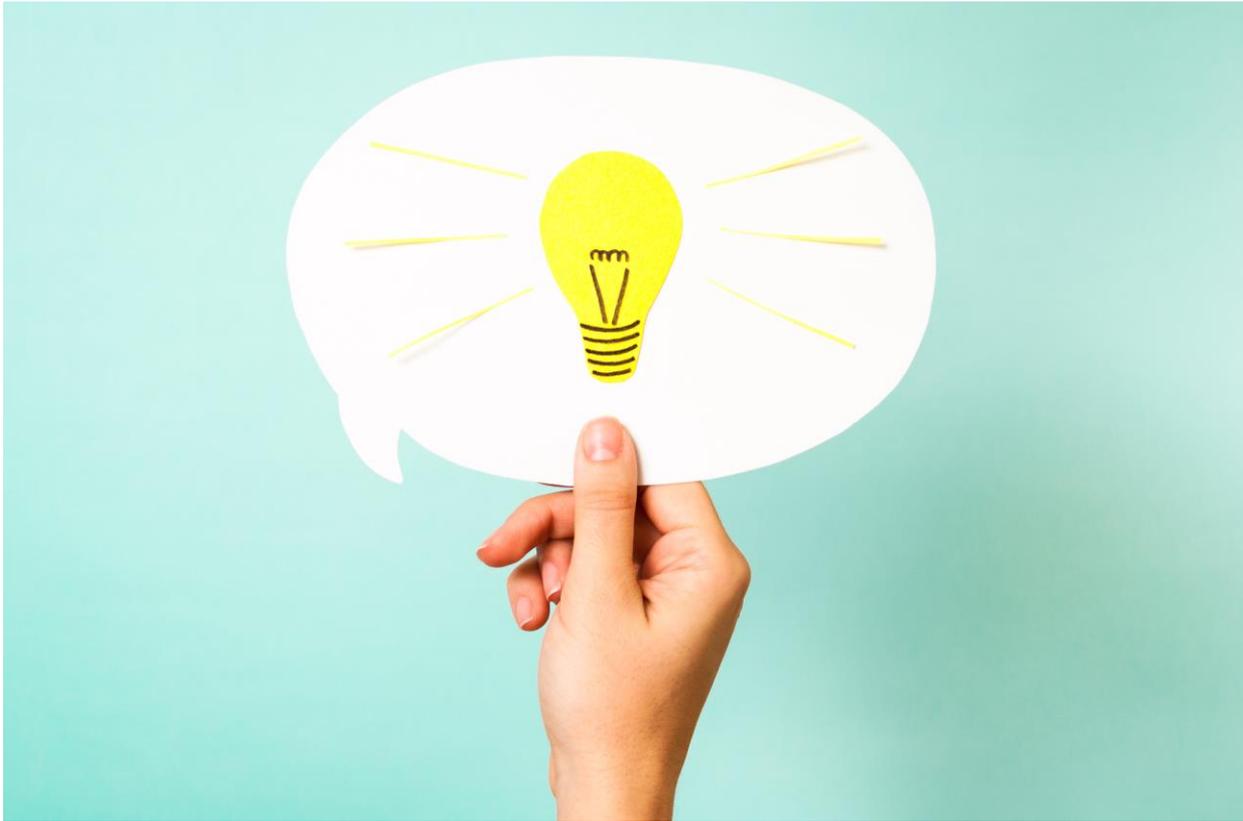


"(The) creation of
a shared identity
between the
individual and the
cause over time."

~ DR SANDER VAN DER LINDEN







Don't do this:

Jim's Blog Home About Contact

Like

Jim's most awesome blog post!!!

THIS IS MY BEST BLOG POST EVER!!!!
I SPENT MORE TIME POSITIONING ALL THESE STUPID
FUCKING BUTTONS THAN I DID WRITING THE ACTUAL
POST. BUT I AM A WORLD-REOWNED MARKETER AND
THIS IS HOW IT'S DONE!! ALSO IF YOU ENJOYED THIS
POST BE SURE TO LIKE IT ON FACEBOOK!

Become a Fan on Facebook

FOLLOW US ON twitter

Like Like PLEASE LIKE THIS? PRETTY PLEASE?

ITLL JUST TAKE A SECOND OH GOD I BEG YOU

LOOK I MADE THE HAND BIGGER! THIS ONE HAS A BALLOON!!!

Still no? You make the little hand very sad :(This one has nice boobies!! TOUCH THEM!

THIS ONE IS INVISIBLE!! HOLY SHIT IT'S STEALTH!! I JUST WANT SOMEONE TO LIKE ME! :(



HEATHER'S STORY

How meals in every Arkansas county are changing the lives of those who live there.



By **NO KID HUNGRY**

CONTRIBUTED TO **CAUSES, COMMUNITY & HUMANS**

JULY 17TH, 2014



Imagine if you were homeless.





**YOUR STORIES MAKE
YOUR IDEAS REAL FOR
YOUR AUDIENCE.**





Connect

Slides, notes and resources

<http://bit.ly/NPDayStorytelling>

