

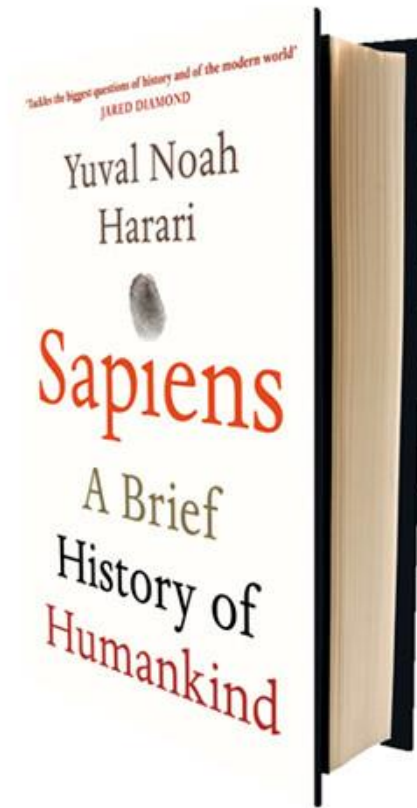
STORYTELLING FOR SOCIAL CHANGE

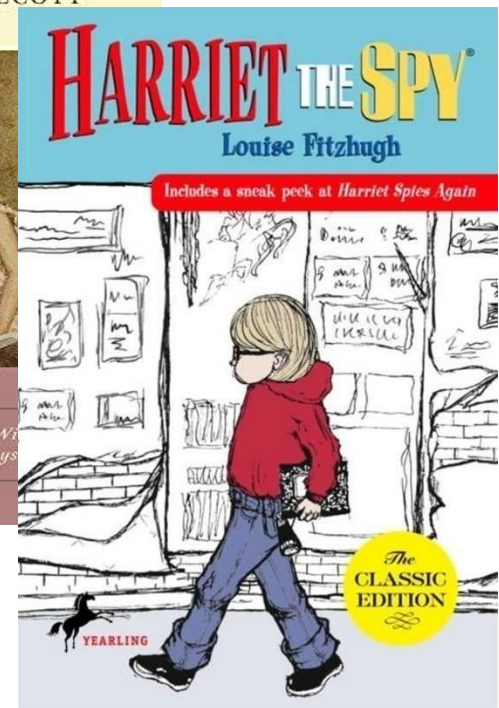
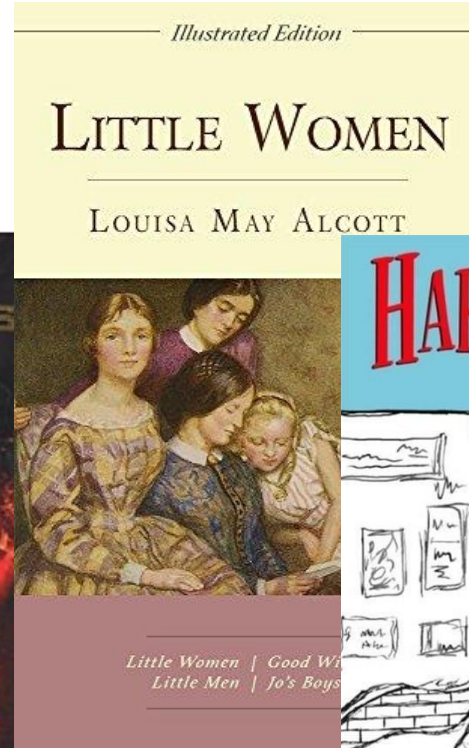
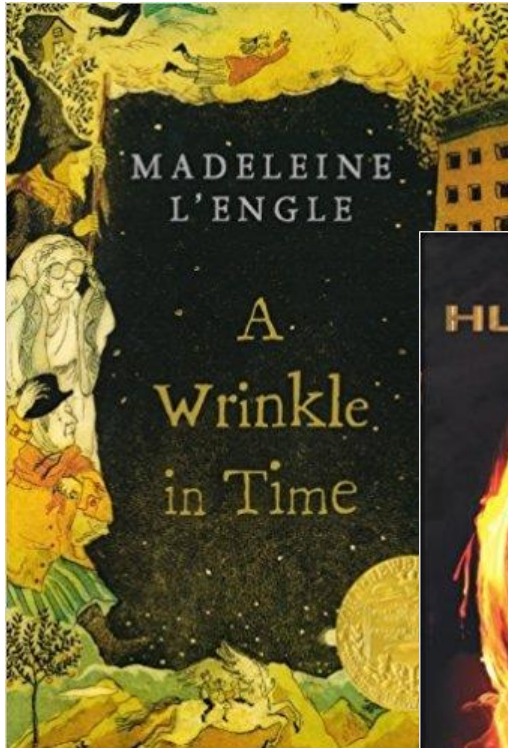
A manifesto for social change organizations

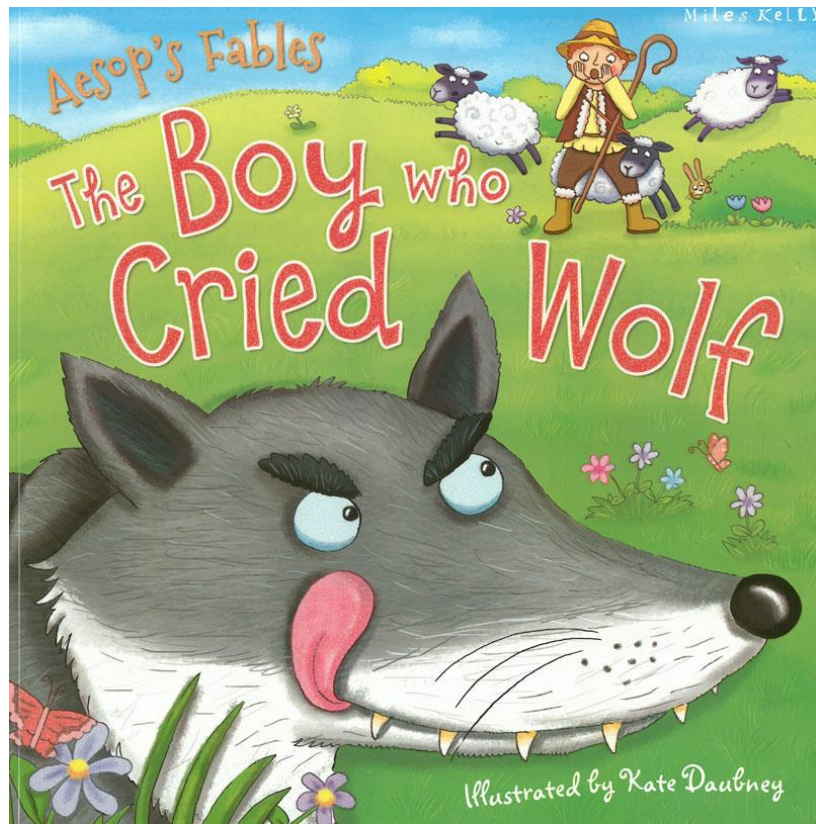
















HOW STORYTELLING AFFECTS THE BRAIN

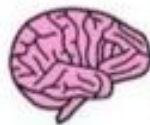
NEURAL COUPLING

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.



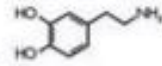
MIRRORING

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



DOPAMINE

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



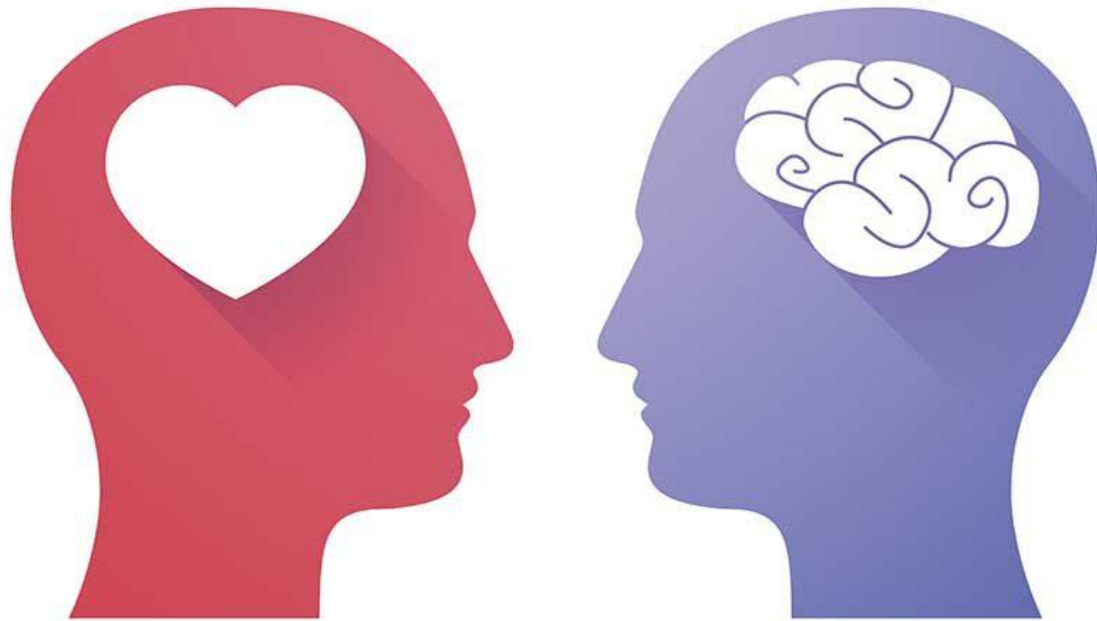
CORTEX ACTIVITY

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.

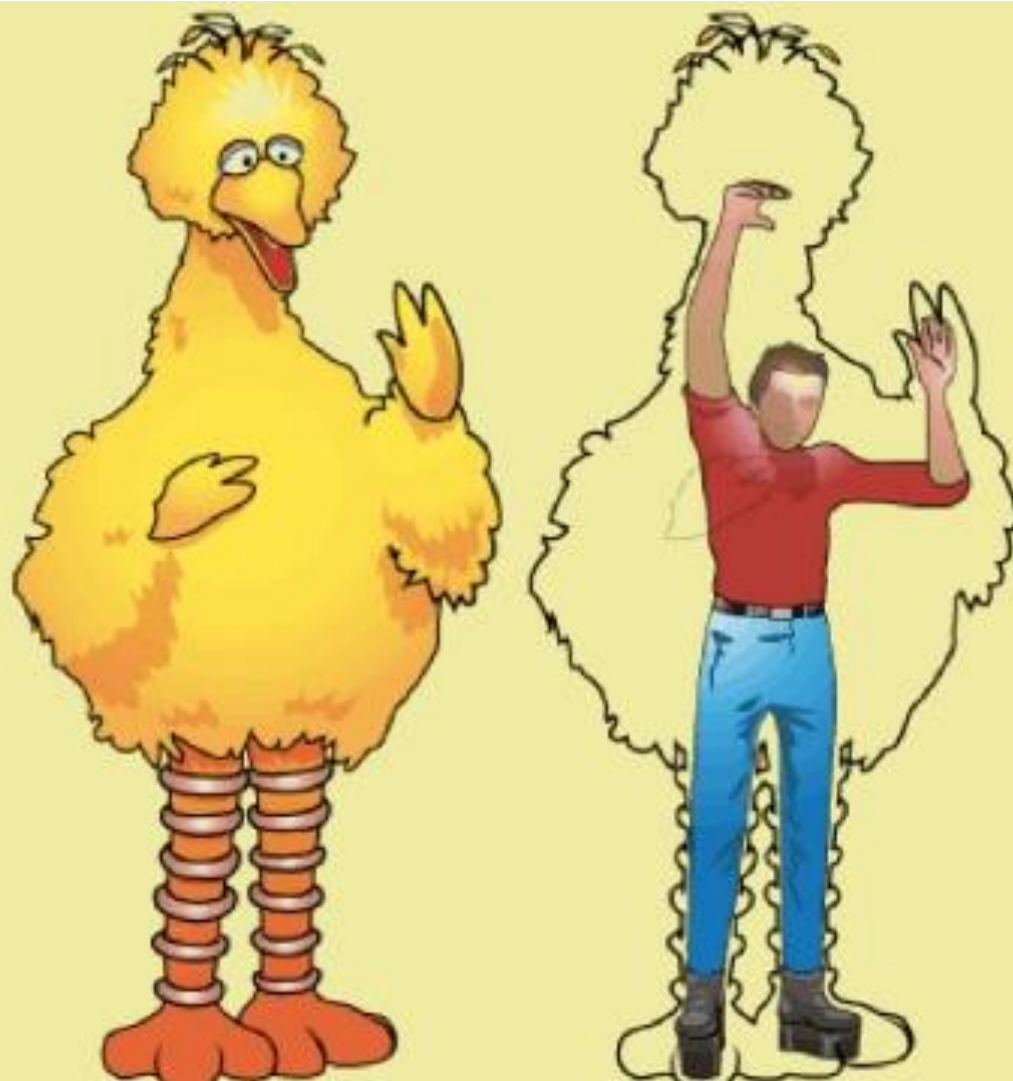


The stories we tell
CREATE
the world
WE LIVE IN.











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

A N T O N I O D A M A S I O



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

Memory



Experience





3-PART STORYTELLING FRAMEWORK



Grab attention.



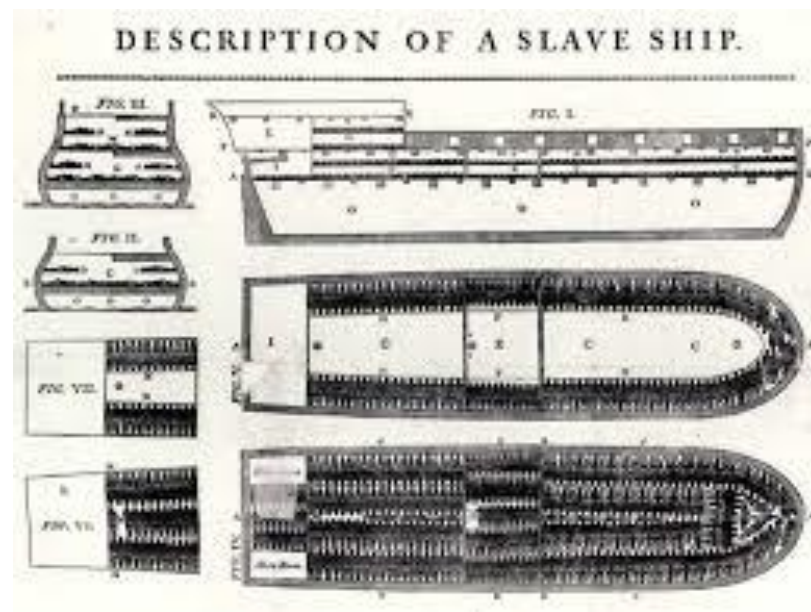
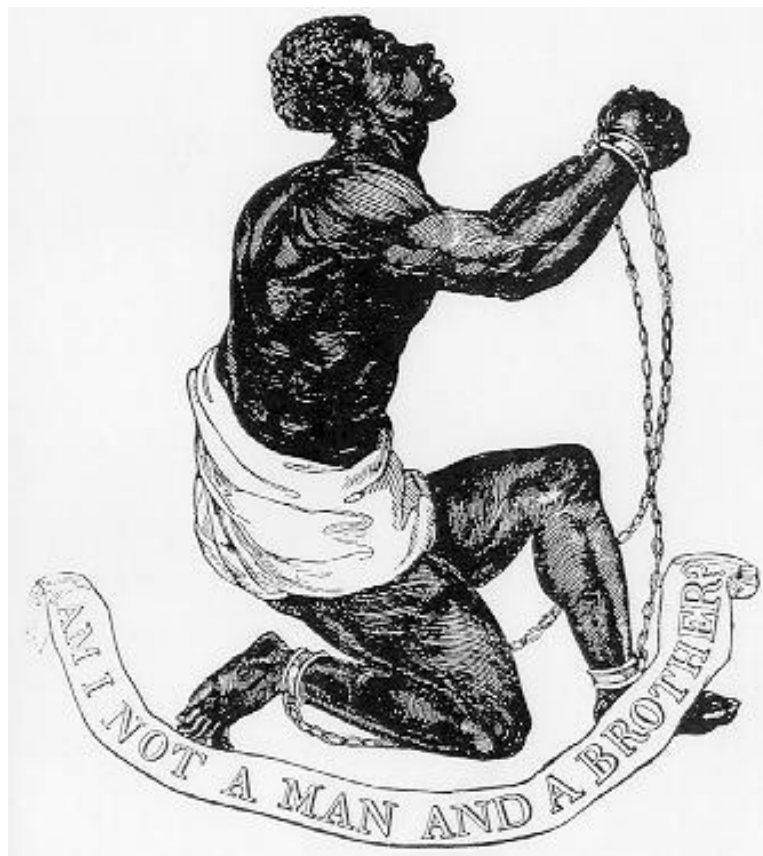
Elicit emotion.

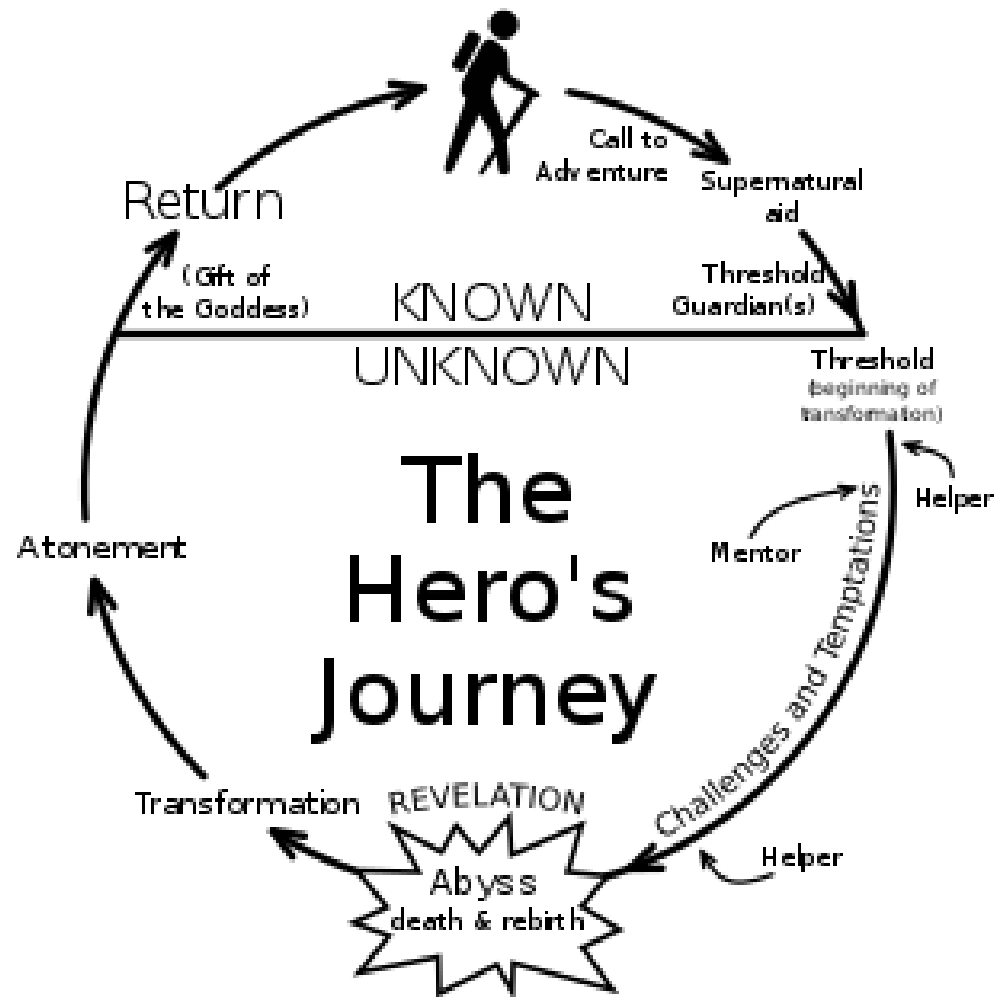


Inspire action.









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!
\$\$\$

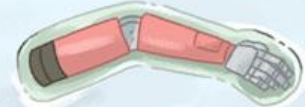
INCLUDES
WORKERS COMP!



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



A woman with a warm smile, wearing a red hijab with a subtle floral pattern. She is positioned in the center of the frame, with a blurred background showing what appears to be an indoor setting with light-colored walls and a doorway.

Muqueedah's Story: A New Beginning



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).



DearFutureMom



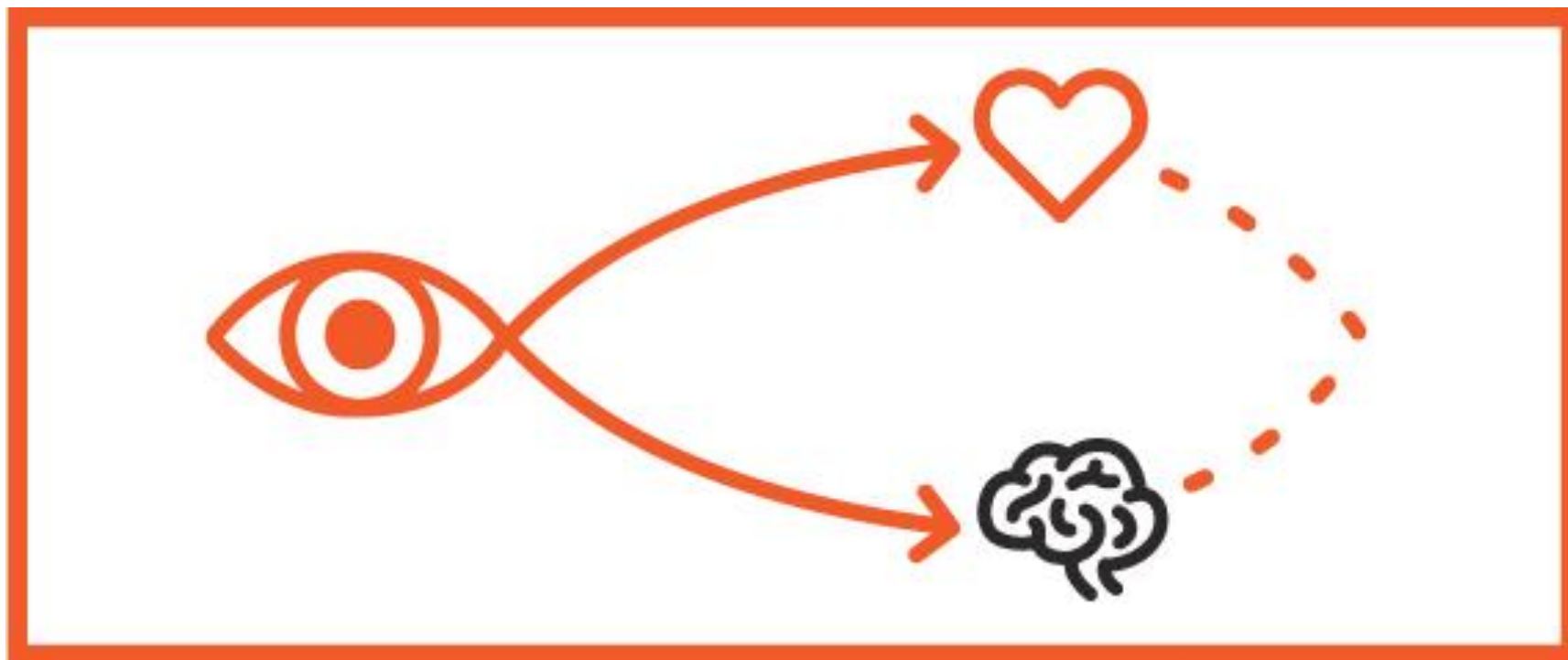
"Beginning" - A Pencils of Promise Virtual Reality Film



BEGINNING

A VIRTUAL REALITY EXPERIENCE







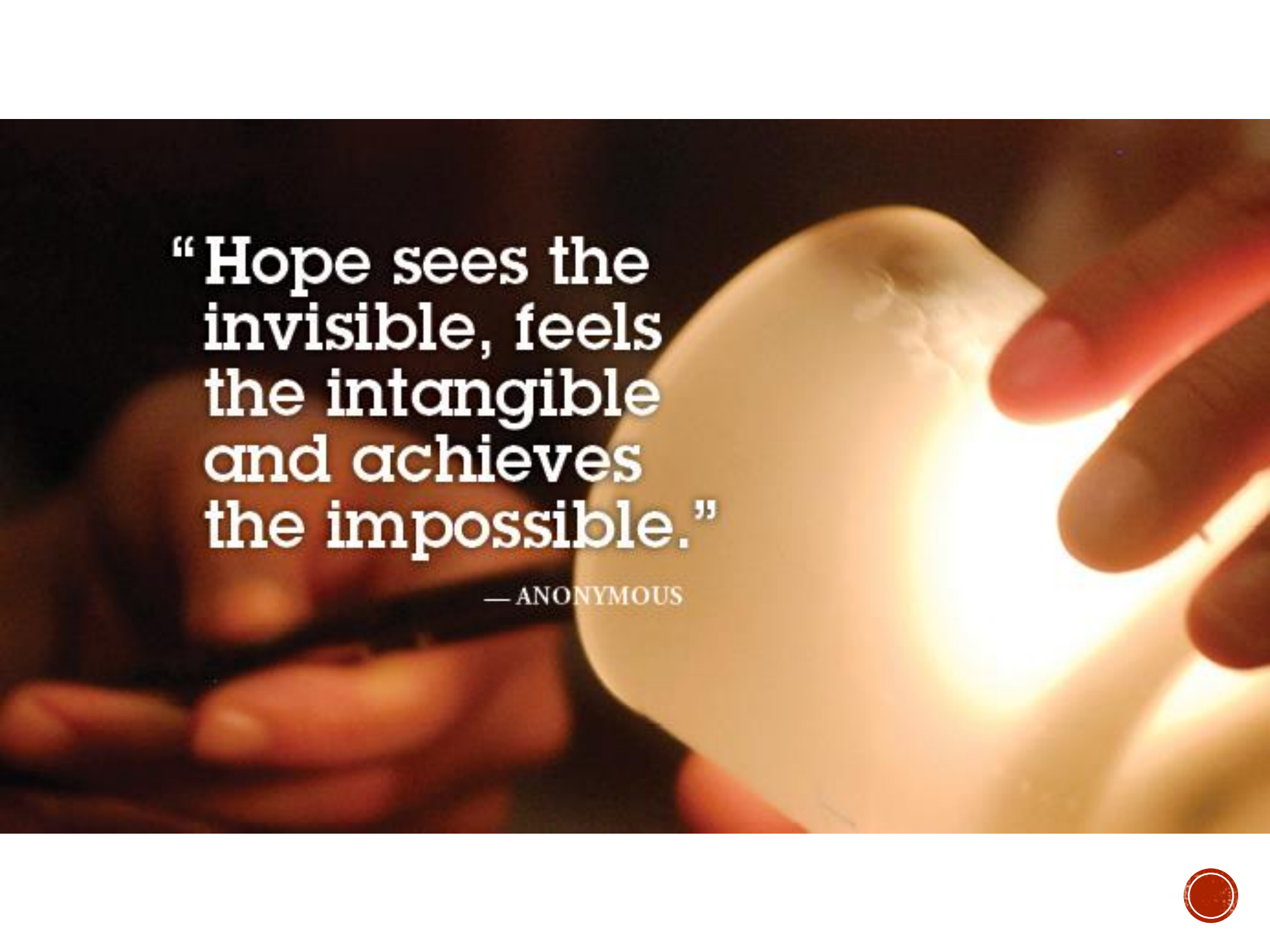


HI MY NAME'S SARAH MCLACHLAN

I'M ABOUT TO RUIN YOUR DAY

quickmeme.com



A close-up photograph of a hand holding a glowing, translucent orb. The orb is bright yellow and orange, emitting a warm light. The hand is visible on the right side, with fingers gently gripping the orb. The background is dark and out of focus, showing other hands in a similar pose, suggesting a group of people holding such objects. The overall mood is hopeful and inspiring.

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

— ANONYMOUS





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

~ SETH GODIN



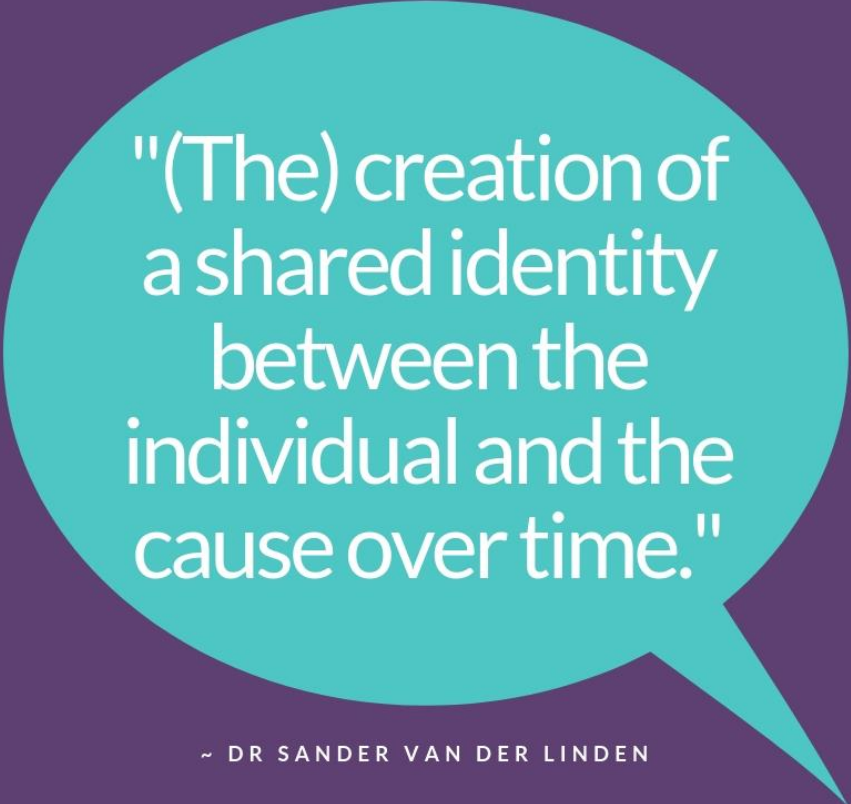


A Beautiful Past, and a Future for the Indonesian Forest Worth Fighting For

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.



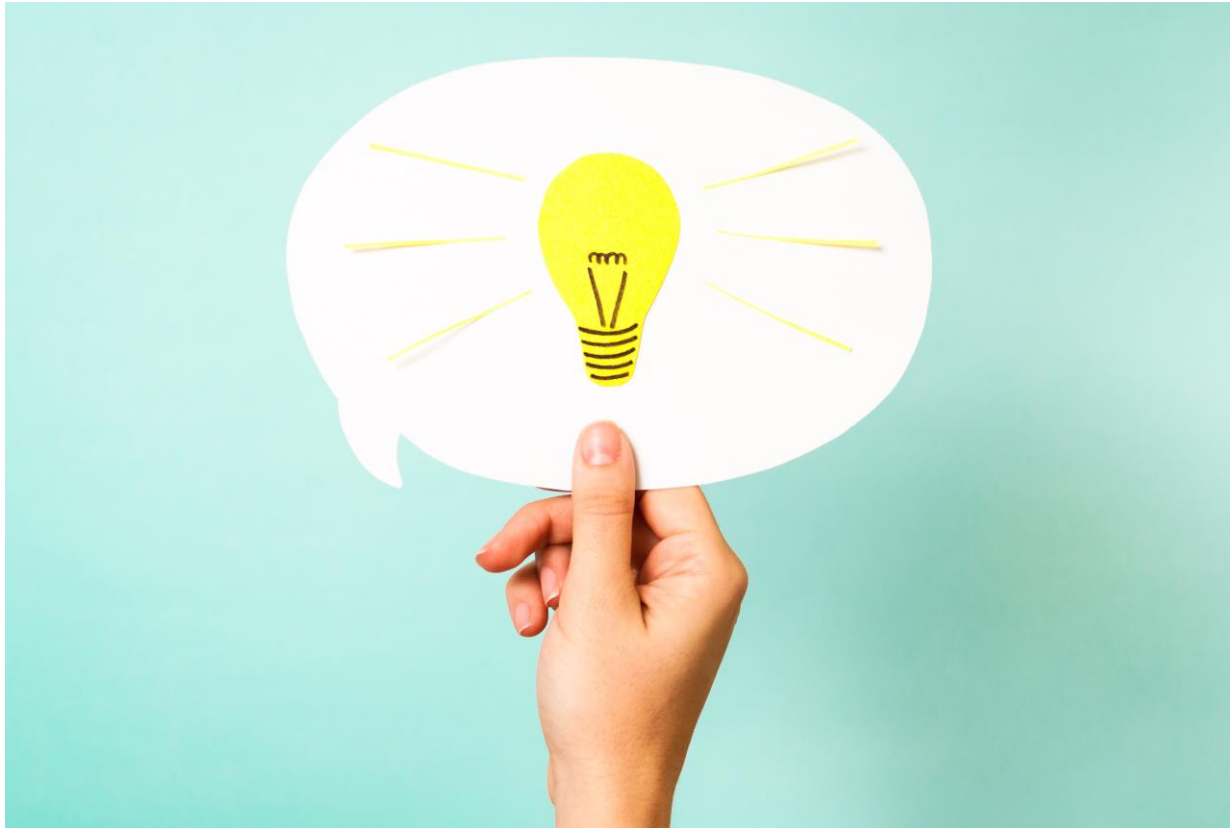


"(The) creation of
a shared identity
between the
individual and the
cause over time."

~ DR SANDER VAN DER LINDEN







Don't do this:



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>

