

Growing Your Mission Through Personal Storytelling and Amplifying Volunteer Voices



What We'll Cover

- How to Tell Our Stories: Organizations and Volunteers
- Helping Volunteers Become Storytellers
- Methods of Raising Our United Voice in this Important Work

BONUS: We'll build community while we do this!

Warm up!

Your challenge: Newspaper Headline or Tweet from the future

- Write a positive tweet or headline from the future based on a trend you see in the work your organization is doing.
- What has changed for this to be true? Stretch your thinking.
- How likely is it? Where does your work and organization fit in?

Share out

The FMTM Workshop



Things to Consider

- What opportunities can/do you provide your volunteers to share their stories? How do you support them in doing so?
- How do you currently share your program or organization's story?
- You can use the same tools to help your volunteers tell their stories, and help your organization.

Let's try one of those tools!

A scenic landscape at sunset. A dirt path leads up a grassy hill towards a mountain peak where the sun is setting. The sky is a mix of orange, yellow, and blue. The word "Reflect" is overlaid in white text.

Reflect



Story

- A narrative - with a beginning, middle and end

Goal

- Think of stories as assets: It is as much a way of life – an organizing frame – as it is a tool.

Let your feelings
flow forth.

Keep talking.

DRAW

Journal

100%

Share Stories to Convey Purpose

Must explain why you exist. The best stories tell the *why*, NOT the how or what.

- Why are we doing this?
- Why does the problem you're addressing need to be solved?
- Why should someone join the program?
- Why should someone invest in it?

Inside Out

WHY do you do what you do?

Write down why you joined the organization you work for:

_____.

Write down why you work there now:

_____.



Share stories to inspire Empathy

- What do you want your audience to feel?
- What should they walk away with?
- Who do you want them to feel for and with?



Who is the hero of your story?

How could you make your *user or volunteers* the hero of their own story?

Ordinary person named _____

Faces extraordinary odds _____

To achieve something quite remarkable _____

Design and Share Key Stories

- Key stories are strategic stories
- They are intriguing, authentic and inspiring with a strategic message that drives growth by enhancing your organization's message.

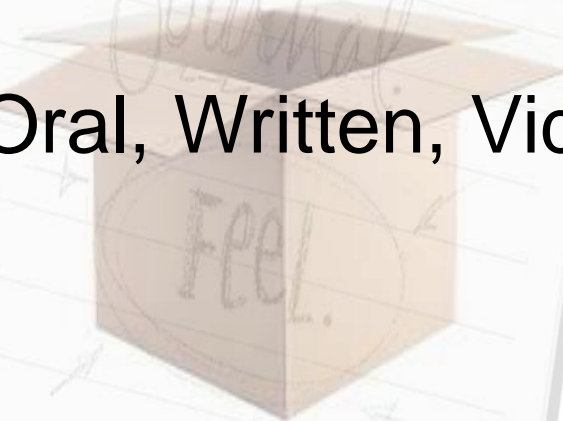


Your Key Stories

- Write down one of your key stories.
- Is it Intriguing, Authentic and Inspiring?

How to Tell Your Story

- Reflect
- Prepare
- Find a Format or Frame that Fits You: Chapters, Themes, High Points, Low points...
- Tell the Story You Want to Tell
- Know Your Audience
- Decide on Your Medium: Oral, Written, Video, Social...





1 WHAT?
What happened?
Choose an event.

2 SO WHAT?
How can I look at
what happened
in a deeper way?

3 WHAT'S WHAT?
What does this
mean for me?

4 NOW WHAT?
What am I going
to do now?

Continue with this event.

OR

Move to new event.

Remember and replay
what happened. Describe
details, not feelings. **a**

Make connections
in your life. **a**

What does the
experience tell you? **b**

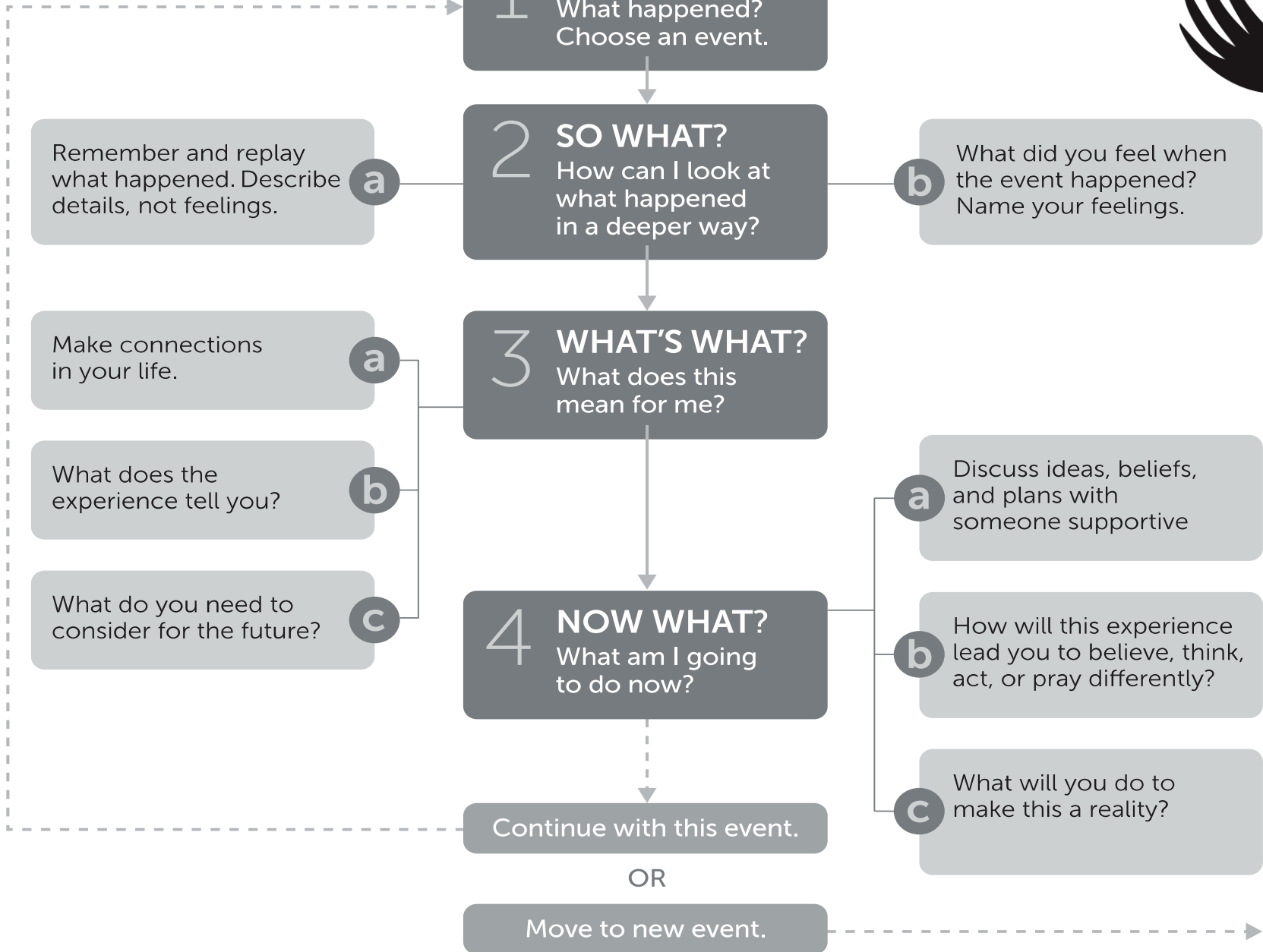
What do you need to
consider for the future? **c**

What did you feel when
the event happened?
Name your feelings. **b**

Discuss ideas, beliefs,
and plans with
someone supportive **a**

How will this experience
lead you to believe, think,
act, or pray differently? **b**

What will you do to
make this a reality? **c**



What Makes a Good Story?

- A single focused goal
- Grabs attention
- Keeps audience engaged – story arc – set-up, core action, resolution
- Enables others to share

Story Off!



Methods for Raising our United Voice

A background image showing the silhouettes of a group of people with their hands raised in the air, suggesting a crowd at a rally or a group of volunteers. The scene is set against a bright, hazy background, possibly a sunrise or sunset.

- In person: Right here, right now
- Regularly connecting and collaborating
- Online: Social Media, Webinars
- Getting our volunteers together across generations
- Using images and movement, other creative outlets

What ideas do you have?

Call to Action

A grayscale background image showing the silhouettes of a crowd of people with their arms raised, suggesting a group activity or a call to action. The image is semi-transparent, allowing the text to be overlaid.

- One thing you will do differently
- One story you'd like to amplify of your volunteers or organization
- One person/program from today's workshop you plan to connect with more

Share your stories!

Resources

- From Mission to Mission
- *The Dragonfly Effect* by Jennifer Aaker and Andy Smith
- Professor Jennifer Aaker lecture notes from Stanford University School of Business 2016

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