



Storytelling for SCA Programs:

Using the Power of Story to Build Strong Support for Your Program

By Lisa Bailey Vavonese
July 22, 2020

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Housekeeping

- All participants are on mute
- Please use the “Chat” function for technical questions
- Please use the “Q & A” function if you want to ask the presenter a question
- At the end of the presentation, there will be a very brief survey

Let me start with a story ...



Pop Quiz!



Why Storytelling?

“[P]eople can’t face facts if they’re looking the wrong way. So, first, we tell them a story.”

*-Andy Goodman, Storytelling as Best Practice, Seventh Edition (2015) and
Why Bad Presentations Happen to Good Causes*

Why Storytelling?



Agenda

Part One: tell a compelling narrative

Part Two: tell a story with your data



Part One: tell a compelling narrative

Understand your audience

- Who?
- What?
- When?
- How?
- **Know your audience and get specific**

The Art of Storytelling: the questions to ask

- Who's the protagonist?
- What's the hook?
- What keeps it interesting?
- Where's the conflict?
- Have you included telling details?
- Where's the emotion?
- Is the meaning clear?

* Andy Goodman, *free-range thinking*TM (monthly journal of communications and best practices)

The Art of Storytelling: how to build a story

- Once upon a time ...
- And every day ...
- Until one day ...
- And because of this ...
- And because of this ...
- Until finally ...
- And ever since that day ...
- Dorothy lived in Kansas
- Dorothy felt lonely and misunderstood
- A tornado transports Dorothy to Oz
- She wants to return home and must get to the wizard
- Dorothy must kill the Witch
- Dorothy gets home, but in an unexpected way
- Dorothy realizes she had the power all along

*As told by Brian McDonald, author Invisible Ink: A Practical Guide To Building Stories That Resonate

Let's connect the dots

- Who's the **protagonist**?
Dorothy from Kansas
- What's the **hook**?
She felt **lonely and misunderstood**
- What **keeps it interesting**?
She is **transported to Oz**
- Where's the **conflict**?
She wants to get **home**
- Have you included **telling details**?
She must get to the **wizard** and kill the **witch**
- Where's the **emotion**?
She finally gets **home**
- Is the **meaning clear**?
It is where she always **belonged**



How to Publicly Tell Your Story

Pro Tips

- Be well-organized
- Start on time, end on time, stay on topic
- Set a specific goal for the audience
- Include an emotional component
- Present as knowledgeable, credible, and passionate
- Your voice should be well-modulated and your body language strong
- You know your story because you practice

*Pamela Wells, public speaking coach

What kind of stories should you tell?

- Creation
- Values
- Vision
- Success
- Future

How should you tell your story?

- Elevator pitch
- Spotlight
- One pager
- Full brief



Looking for something?



DONATE

Volunteer

Shop

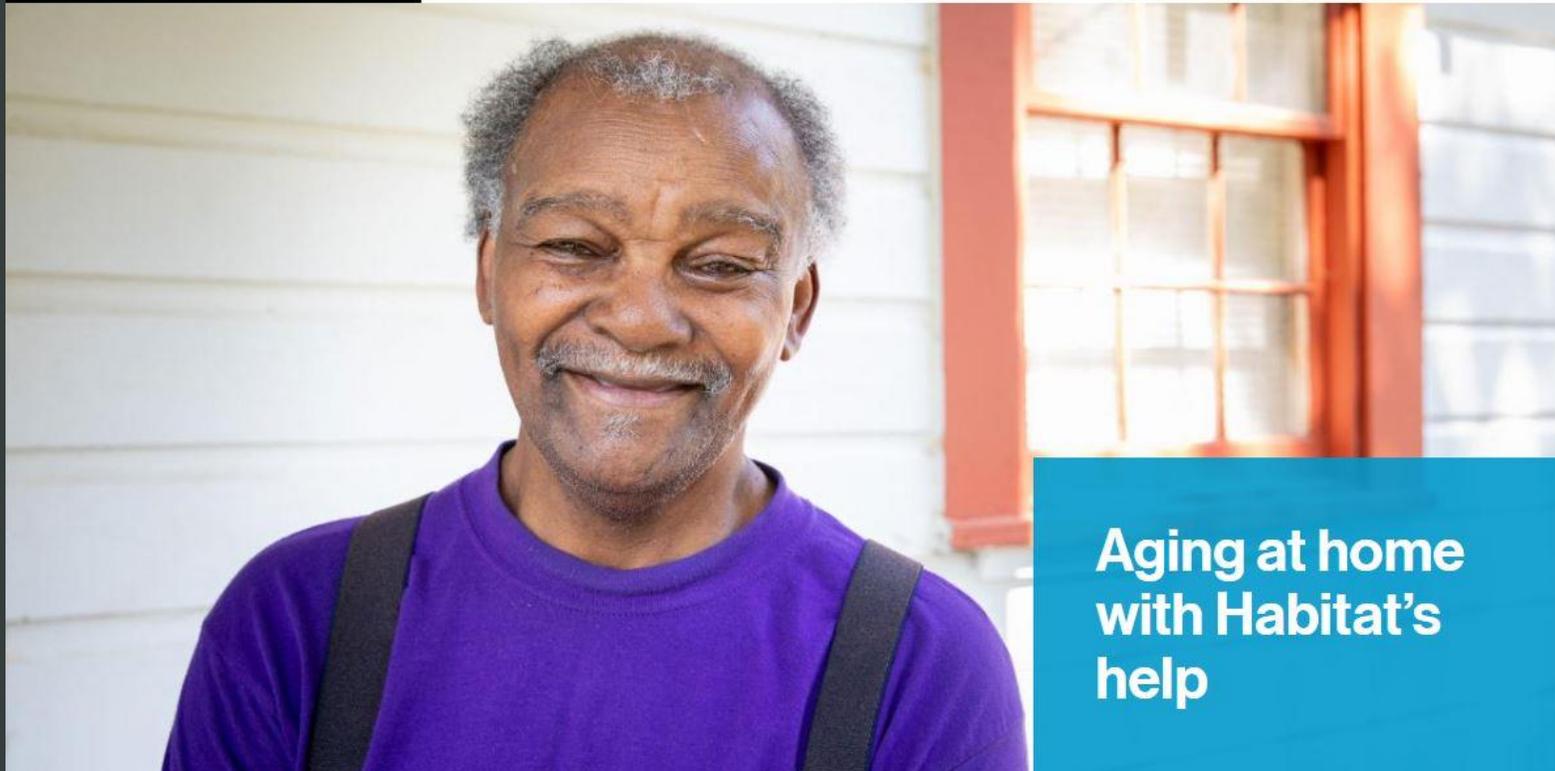
Support

Advocacy

Impact

Housing
Help

About



Aging at home with Habitat's help

The first time Walter took a shower in his new bathroom, he cried. That's because it was the first time the 81-year-old had a bathroom to shower in.

"If I think about it, it will make me shed some more tears," says Walter, sitting on the front porch of his white house **30 miles south of Atlanta**. He spent what seemed like hours in that first shower, he says. "The water was so hot and I just loved it."

It was only a few months earlier that Walter's daughter Francine reached out to **Southern Crescent Habitat**. She was worried about her aging dad going to the outhouse at the edge of the backyard, especially at night. "I didn't want him out there in the cold or falling in the dark" she says.

Walter's parents built the house where he would raise his eight children. He had a job as a **city street sweeper** but still couldn't swing a bathroom. "It was embarrassing," he says. "We had washtubs, and we heated water. We were clean."

"All those years, I never got used to not having a bathroom" Walter says. "**Now I am so proud.**"



Generosity.org
@generosityorg



A few community leaders finishing installing a well in the Oyoko community of Ghana that now serves 250 people.



2:50 PM · Oct 22, 2014



See Generosity.org's other Tweets

Some advice

- Avoid too-much-too-soon
- The reader or listener should see themselves in the story
- Don't accept "we"
- Look for moments of vulnerability
- Push for quotes and details
- If you are in the business of changing beliefs, ask two questions
 - What story is already in their heads?
 - Is your story strong enough to replace it?

“The most powerful thing you can hear, and the only thing that ever persuades any of us in our own lives, is [when] you meet somebody whose story contradicts the thing you think you know. At that point, it’s possible to question what you know, because the authenticity of their experience is real enough to do it.”

– Ira Glass, Host, *This American Life*

Questions?

Part Two: tell a story with your data

Why tell a story with your data?

“The true power of data comes from conveying the “so what” behind the numbers.”

– Jake Porway, Three Things Great Data Storytellers Do Differently, June 8, 2016,
Stanford Social Innovation Review

Data Visualization v. Data Storytelling

- Data **visualization** is any visual representation of data, including charts, graphs, and pictures. It is communicating the substance of your metrics in a visual way.
- Data **storytelling** is a compelling narrative crafted around and anchored by compelling data. It provides meaning and value.
- Data visualization + data storytelling = **success**

Key Concepts

- Know your audience
- Direct your audience
- Use words

*Cole Nussbaumer Knaflict, *Storytelling with Data: A Data Visualization Guide for Business Professionals* (2015)

Decluttering your data

- Contrast
- Color (hue and intensity)
- Position
- Added marks

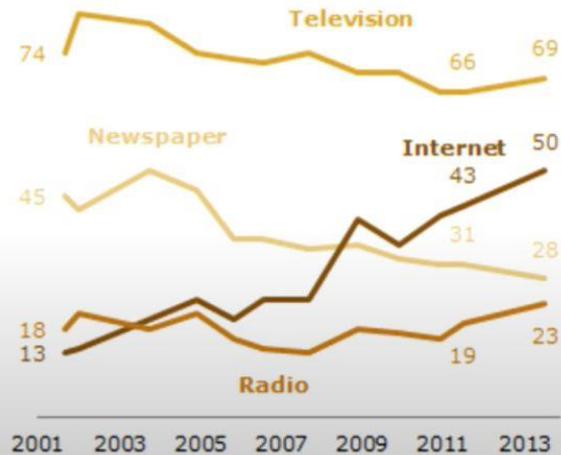
Cole Nussbaumer Knaflic, Do you **see** it? The Important of **contrast** with communicating data
@storywithdata, www.storytellingwithdata.com





1. More Americans get news online... 50% of the public now cites the internet as a main source for national and international news , still below television, but far above newspapers and radio. ([Report](#))

Main Source for News

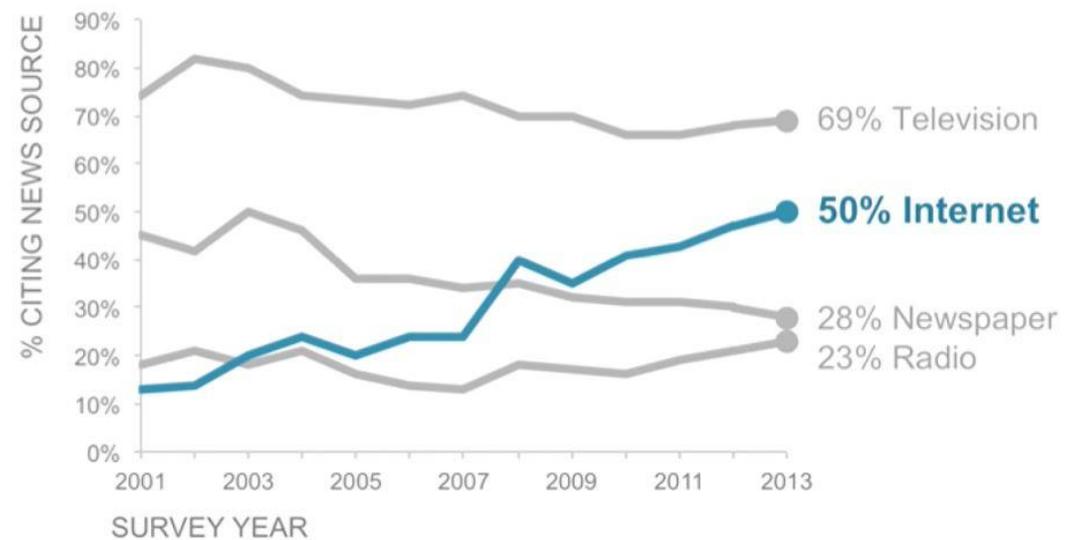


PEW RESEARCH CENTER July 17-21, 2013. Q46.
Respondents were allowed to name up to two sources.

More Americans get news online

50% of the public cite the **internet** as a main source for national & international news. This remains below television, but is far above newspapers and radio.

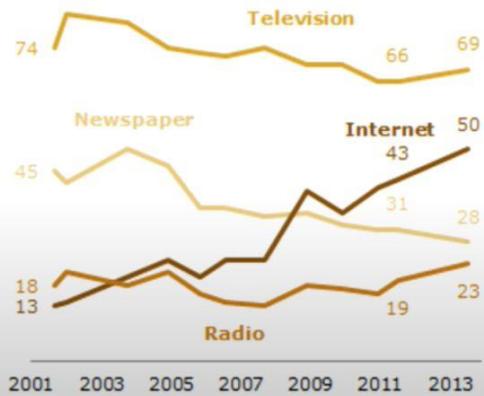
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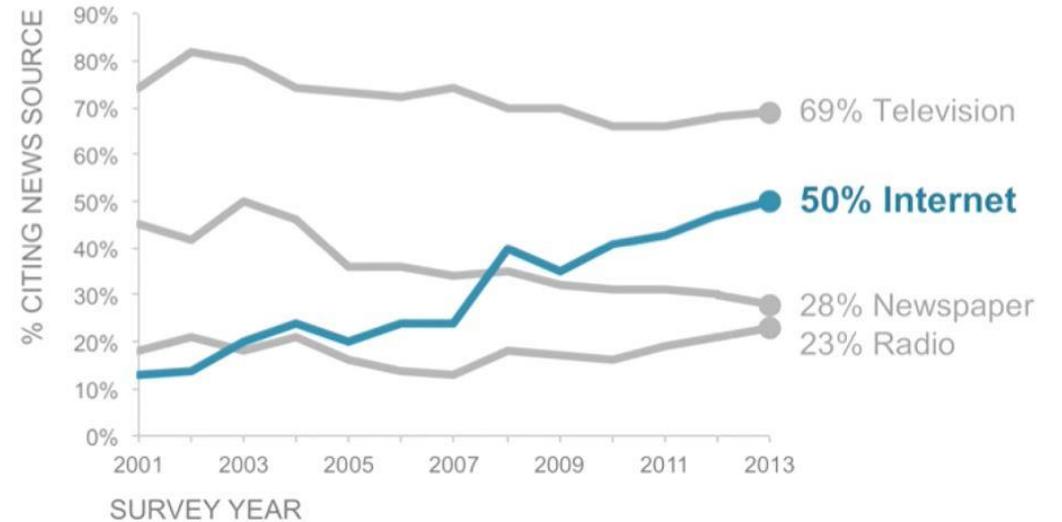


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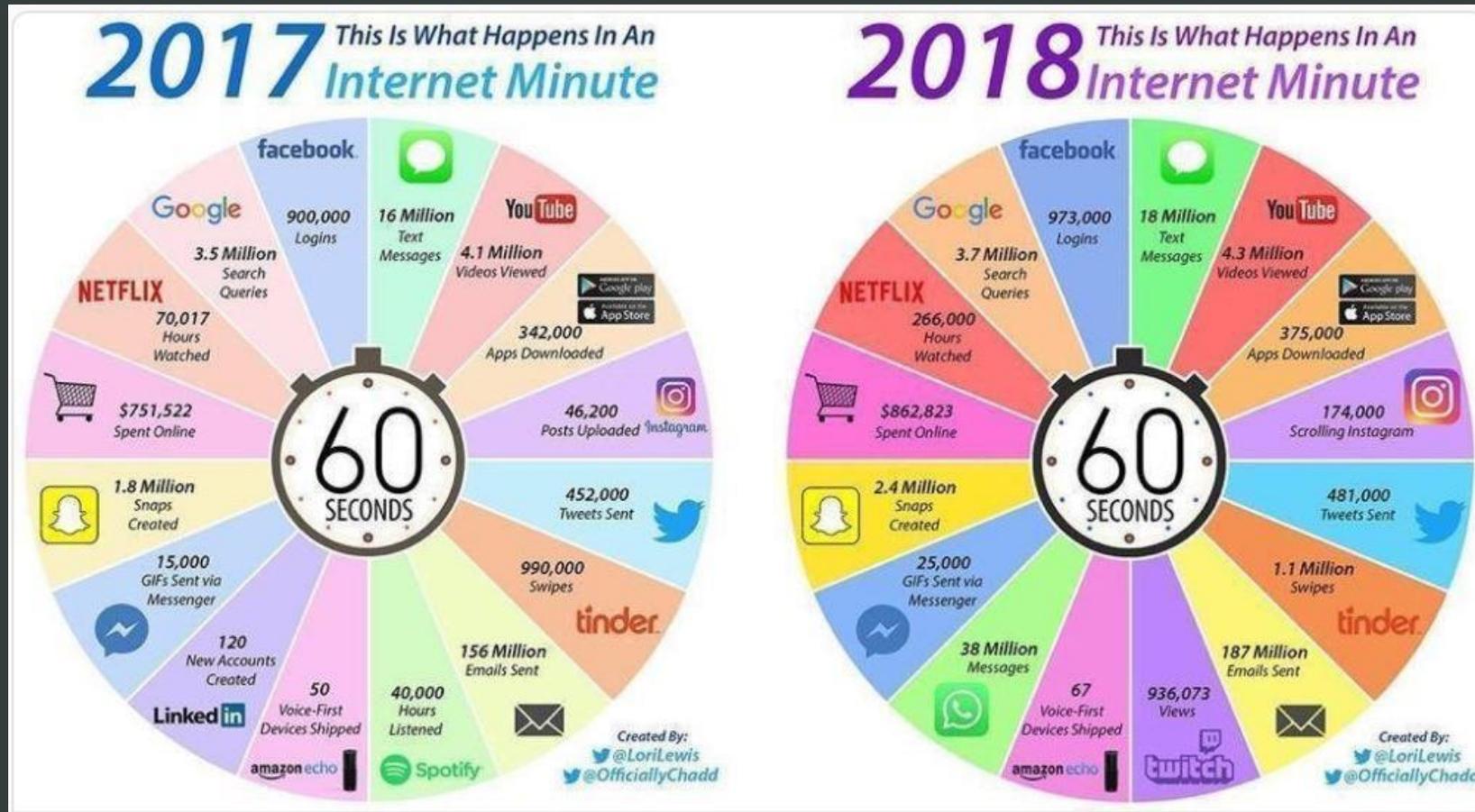


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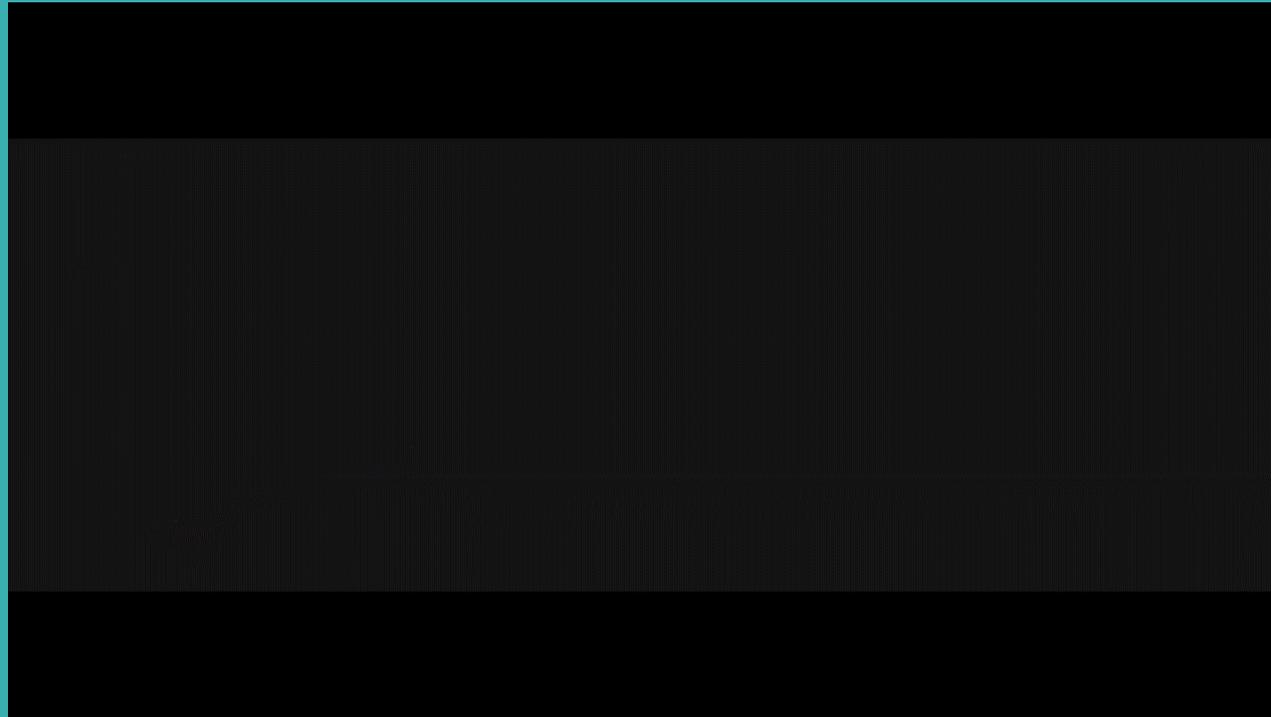
A paramount goal of New York State's bail reform was to reduce the number of people held awaiting trial, before any finding of **guilt or innocence**. The evidence is compelling that this goal was accomplished. Our analysis of data from New York City shows that, in the year following the April 2019 passage of the law, it contributed to a **40 percent decline** in the city's pretrial jail population, with slightly greater reductions in the rest of the state.



Example: confusing data visual



Periscopic: Do Good With Data



Pop Quiz!



Questions?

Brief Survey