

# The Power of Story

For Elevate Youth CA Series by Fig + Sass

**Make a copy of this worksheet before you fill it out.**

*Webinar Exercise for May 16th:*

- *Think about a goal that your organization has or the objective of a campaign that your organization runs. What audiences do you want to reach?*
- *Think about one of your goals and audiences and brainstorm a story that might be strategic to engage this audience (5-6 min)*
- *Each of you has three minutes to tell your strategic story and receive feedback (9-10 min)*
  - *What stood out to you from the story you heard?*

## Part I

### Developing a Story

1. Think about a goal that your organization has or the objective of a campaign that your organization runs. What audiences do you want to reach?
2. Specify target audience: \_\_\_\_\_
3. What do you know about your audience's mindset?

*Note: You can use the [Audience Profile Template](#) for this.*

4. Specify your strategic communication objective for that audience. What are you trying to achieve through your communications?
  - Activate**
  - Persuade**
  - Neutralize**
5. Use the prompts on the next page to map out 3-5 potential stories you could use to achieve your strategic communication objective(s).

<b>Story Idea</b>	<b>Purpose</b> What does my story need to achieve? What kind of story might serve this purpose (ex. Journey story, why story, etc)	<b>Character</b> Who is the story about?	<b>Set the Scene</b> What will capture your audience's attention? What context about the character will benefit your audience? Is there an inciting incident that kicks off the action?	<b>Challenge aka the Action</b> What happens in the story? What challenges does the character encounter? How will you paint a picture so that your audience is transported into the story?	<b>Change</b> What is different at the end of the story? What has transformed the character, the community, or world? What is the moral of the story or takeaway you want your audience to gain?
<i>Example: A little girl in a red cape goes on an adventure in the woods.</i>	<i>Example: Persuade: help children, with a sense of adventure understand why they shouldn't trust strangers.</i>	<i>Example: A village girl people call Little Red Riding Hood.</i>	<i>Example: Paint a picture of who the girl is and why she is going into the woods, ie to visit her sick grandmother</i>	<i>Example: She meets a strange wolf in the woods and tells him where she is going. She stops to smell flowers along the way. When she gets to grandmother's house she doesn't realize the wolf is in disguise and eats her. She and Granny get saved by a lumberjack who hears their cries.</i>	<i>Example: Audiences identify with Little Red's spirit of adventure and the idea of visiting Granny but she also knows to be more careful around strangers.</i>

**Part II                      Developing a Storytelling Strategy**

1. Think about your priority goals. What are you trying to do? Who is your audience?
2. How will/do we collect and curate stories for impact?
3. How does our organization want to sync our values and ethics to our storytelling strategy?
4. What stories aren't we telling? Should we consider telling them?
5. Where/What channels will you use to share/distribute your stories?