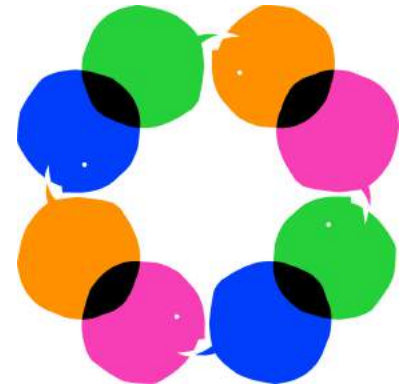


# STRONGER BIG LOCAL STORIES



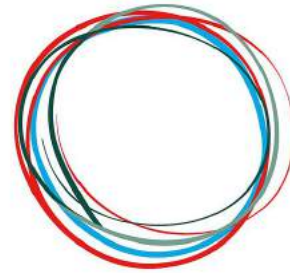
Story Workshop - 14<sup>th</sup> September 2019  
[strongerstories.org](http://strongerstories.org)



# **ABOUT US**

# STRONGER STORIES

We help good ideas get the attention they deserve.



SENSE  
about SCIENCE

**GOODMONEY**



AudioActive



# WE'RE A SOCIAL ENTERPRISE

No. of stronger storytellers

2,604

No. of stronger stories:

804



BUY ONE,  
GIVE ONE  
WORKSHOPS

**WHAT YOU WILL LEARN IN  
THIS SESSION**

1. A framework to build a stronger story about what you do
2. The communication preferences needed to win the hearts and minds of funders
3. How to make your story more appealing to funders
4. How to create guidelines for telling your story in your communications



# THE PATTERN BEHIND STRONGER STORIES

- Empathy
- Jeopardy
- Learning



Everyday hero



Ordinary world



Compelling villain



Mentor and gifts



Call to adventure



Cross the threshold



Allies and gifts



Three challenges



Better world



Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



# HARRY POTTER



Allies, mentors and gifts.



← Three challenges. →



Better world.



Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



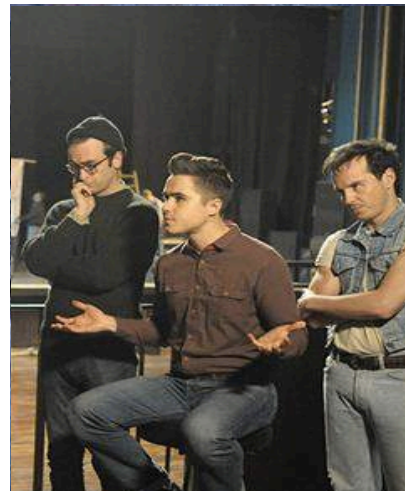
Crossing the threshold.



**PRIDE**



Allies, mentors and gifts.



Better world.



Everyday hero.



Ordinary world.



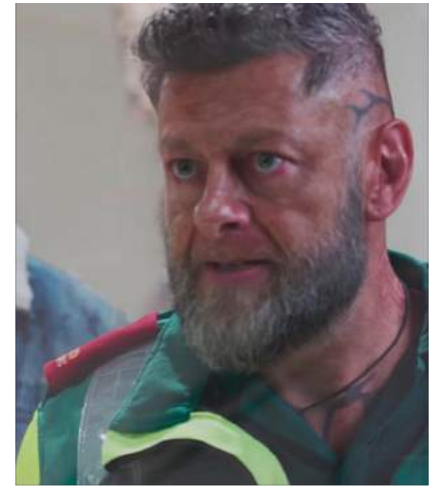
Compelling villain.



Call to adventure.



Crossing the threshold.



# BLACK PANTHER



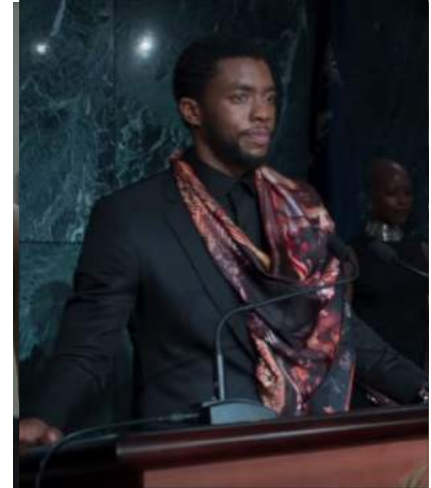
Allies, mentors and gifts.



← Three challenges. →



Better world.





Everyday hero.



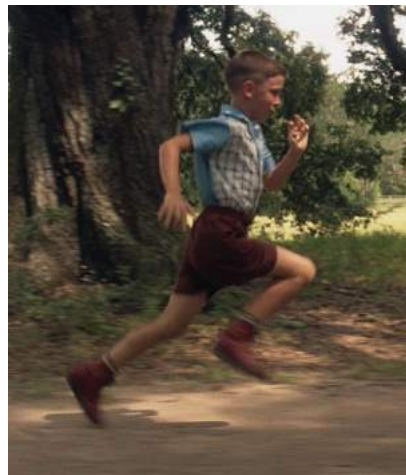
Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



# FOREST GUMP



Allies, mentors and gifts.



← Three challenges. →



Better world.





Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



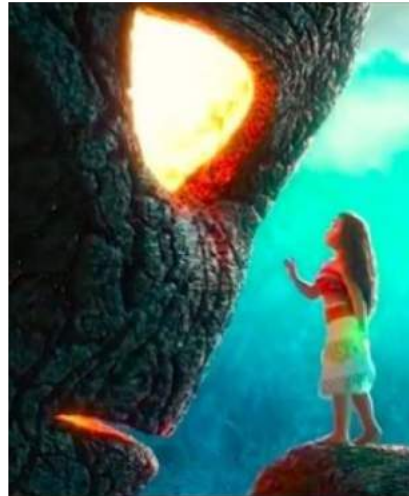
# MOANA



Allies, mentors and gifts.



Three challenges.



Better world.



Everyday hero.



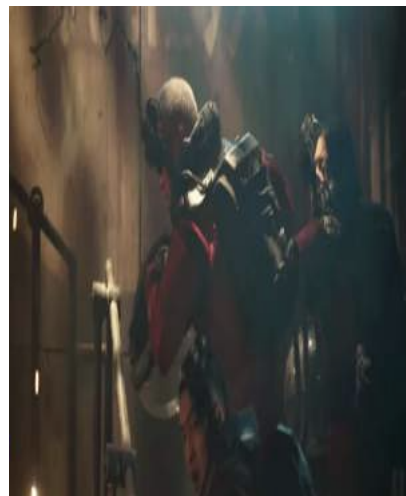
Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



Allies, mentors and gifts.



Three challenges.



Better world.

# THE WANDERING EARTH



Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



# ALIEN



Allies, mentors and gifts.



← Three challenges. →



Better world.



Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



**DANGAL**



Allies, mentors and gifts.



Better world.



Three challenges.



Everyday hero.



Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



# JAWS



Allies, mentors and gifts.



← Three challenges. →



Better world.



Everyday hero.



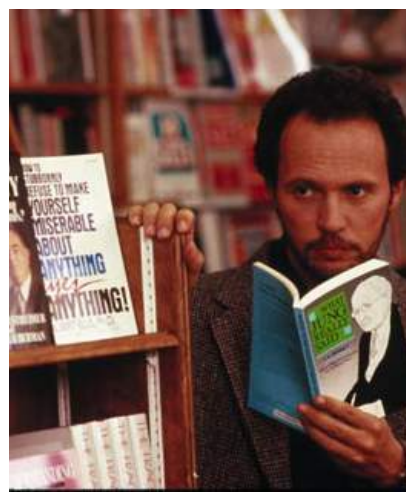
Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



Allies, mentors and gifts.



← Three challenges. →

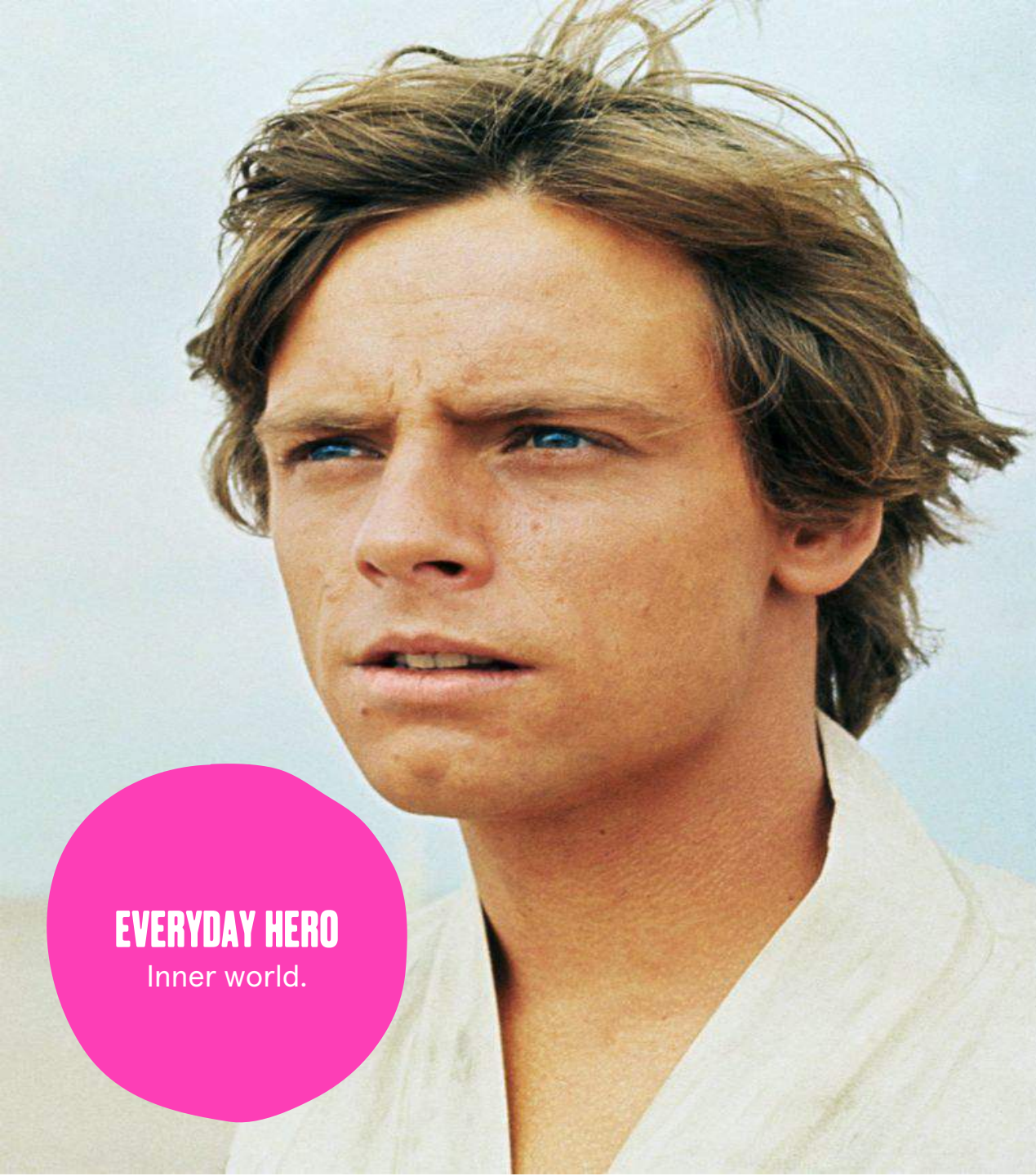


Better world.

# WHEN HARRY MET SALLY

**YOUR STORY**





**EVERYDAY HERO**

Inner world.





**ORDINARY WORLD**  
Outer world.







**COMPELLING VILLAIN**

Inner & Outer.







**CALL TO ADVENTURE**

Reluctant Hero.







**CROSSING THE  
THRESHOLD**

Taking control.





### THREE CHALLENGES

The stakes  
are raised.  
Inner to Outer.





## THE MENTOR

Source of guidance.  
Potential future?





## THE ALLIES

We judge heroes by the company they keep.





**BETTER WORLD**

Inner and Outer  
more aligned.  
Feeling of control.



 **EVERYDAY HERO**

The hero's core values, wants and needs.

 **ORDINARY WORLD**

The way things are now and why that is frustrating for the hero.

 **COMPELLING VILLAIN**

The specific problem the hero is facing.

 **CALL TO ADVENTURE**

Information that triggers the hero to start their journey.

 **CROSSING THE THRESHOLD**

Point of no return that shows commitment.

Specific help and friendship that means we believe the hero is more likely to succeed.

Difficult but confidence building hurdles that must be overcome.

Positive change and the difference the hero has made.

 **ALLIES, MENTORS AND GIFTS**



**THREE CHALLENGES**

 **BETTER WORLD**



Everyday hero.



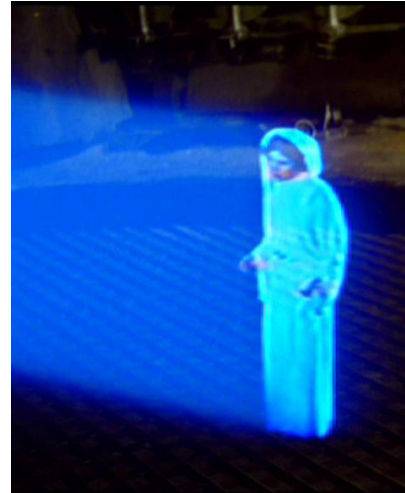
Ordinary world.



Compelling villain.



Call to adventure.



Crossing the threshold.



# STAR WARS



Allies, mentors and gifts.



Three challenges.



Better world.



Everyday hero.



Ordinary world.



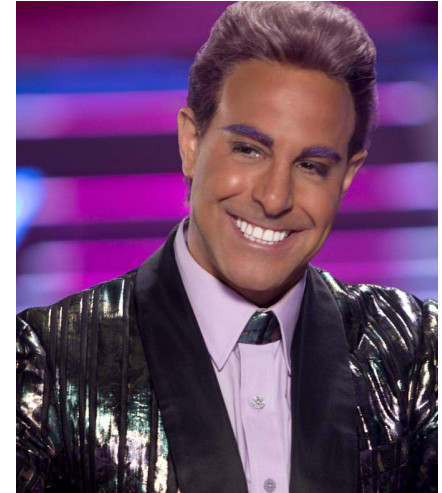
Compelling villain.



Call to adventure.



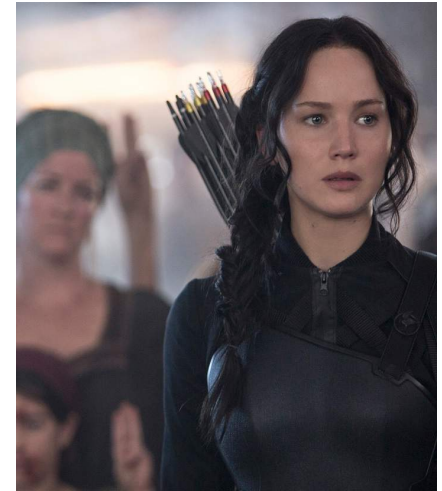
Crossing the threshold.



Allies, mentors and gifts.



← Three challenges. →



Better world.

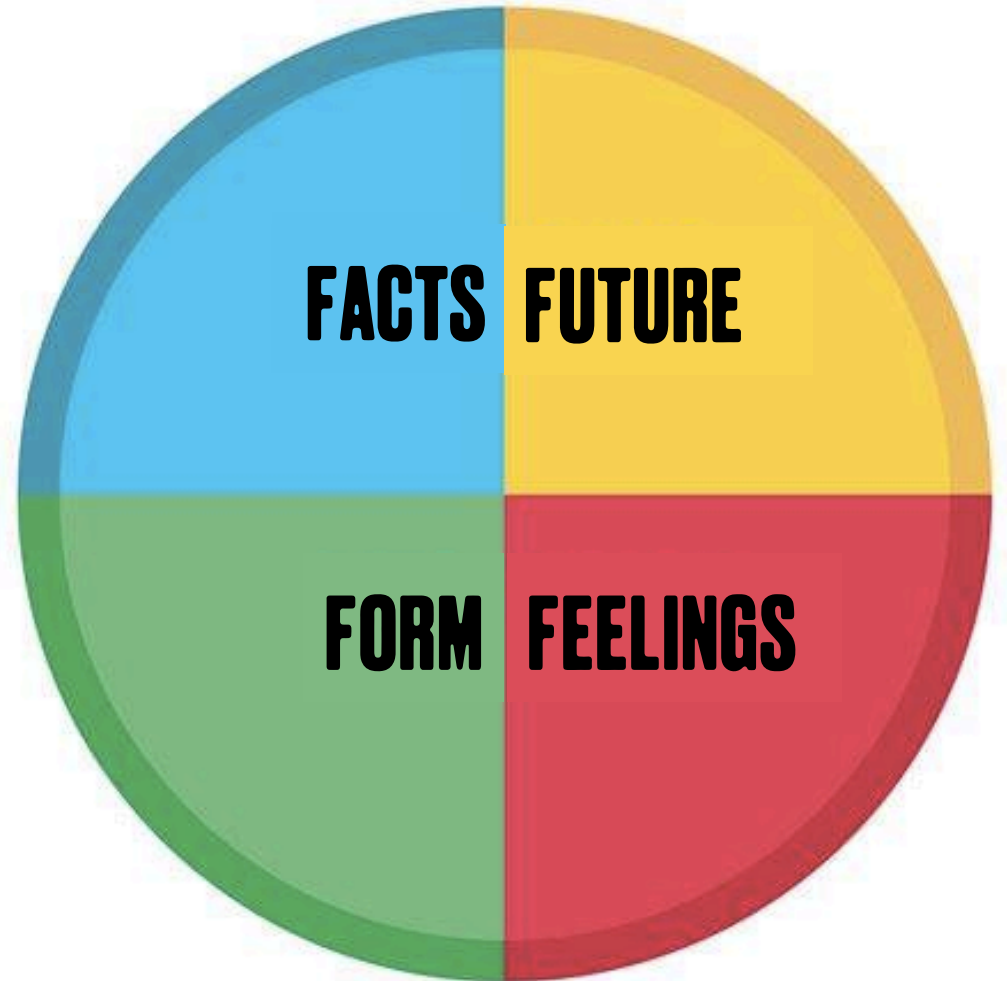
# THE HUNGER GAMES

**WIN HEARTS AND MINDS**



# COMMUNICATION PREFERENCES

- Facts** – people who like logic
- Future** – people who like vision
- Form** – people who like a plan
- Feelings** – people care about people and their own purpose



**MAKING YOUR STORY  
MORE APPEALING  
TO FUNDERS**



# MAKE YOUR AUDIENCE THE HERO:

- Empathy
- Jeopardy
- Learning



 **EVERYDAY HERO**

A funder interested in making a difference.

 **ORDINARY WORLD**

Ticking boxes, reading boring funding applications which include the same stories.

 **COMPELLING VILLAIN**

Bureaucracy/boredom within the funding system.

 **CALL TO ADVENTURE**

A genuine, new funding opportunity.

 **CROSSING THE THRESHOLD**

Reading a great application.

Think Tanks, Politicians, Celebrities, Charity Networks, Academics, Other Funding Sources.

**Feasibility**  
Reassure them you're well governed to pass due diligence.

**Viability**  
Show them you can provide a good ROI.

**Desirability**  
Give them something to get excited about (both professionally and personally).

Having an impact and helping to bring about change  
  
Funding something that gives them interesting stories to tell – including examples of excellence.

 **ALLIES, MENTORS AND GIFTS**



 **BETTER WORLD**

**FUNDERS STORY**



# **TURNING YOUR STORY INTO COMMUNICATIONS**



1. How can we better reveal who we are and what we value through our materials and channels (especially through the images we use)?



2. How can we more clearly communicate our frustrations with the way things were, to someone who might not have lived in our community?



3. Do we have a specific illustration of the problem we are tackling, that works for the hearts and minds of potential funders/supporters?



4. Do we paint a clear enough picture of how life will be better in our community when we are successful?



5. Is it an idea that can grow? Are we showing people how they could help?



6. How can we better bring to life the commitment of our people (in words and pictures) through our channels and materials?



7. Do we outline 3 key steps in our journey that others could support or fund?



8. Are we showing the true value our team can bring to the project? Are we also showcasing our current partners and supporters?



9. How can we build trust that we're going on the right journey of change in the right way?



# STRONGER STORIES

**THANK YOU.**

For more information:

[will@strongerstories.org](mailto:will@strongerstories.org)

[strongerstories.org](http://strongerstories.org)

GET HEARD

IDEAS

HELP  
GOOD