



JULIA CAMPBELL PRESENTS

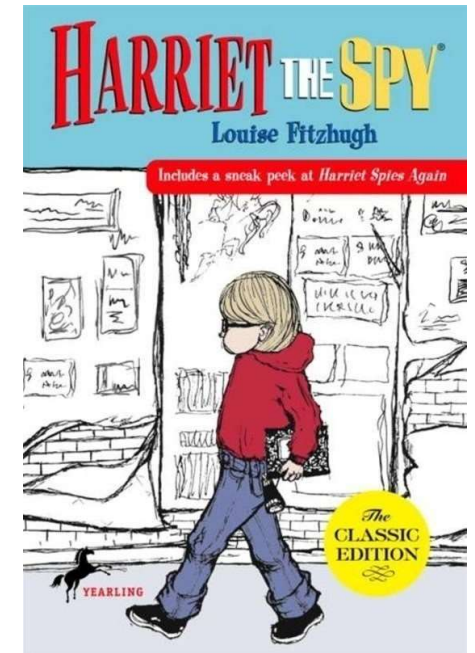
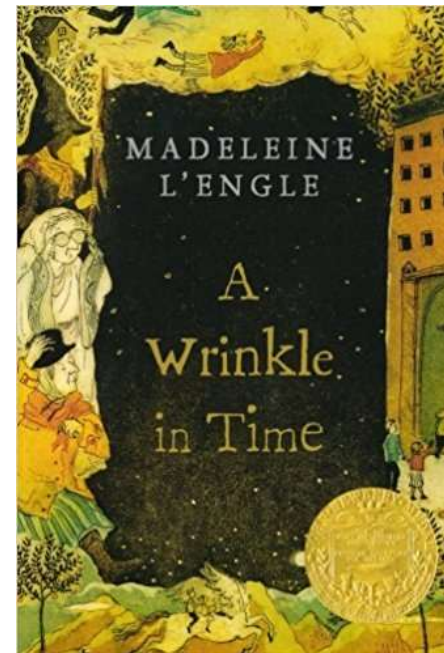
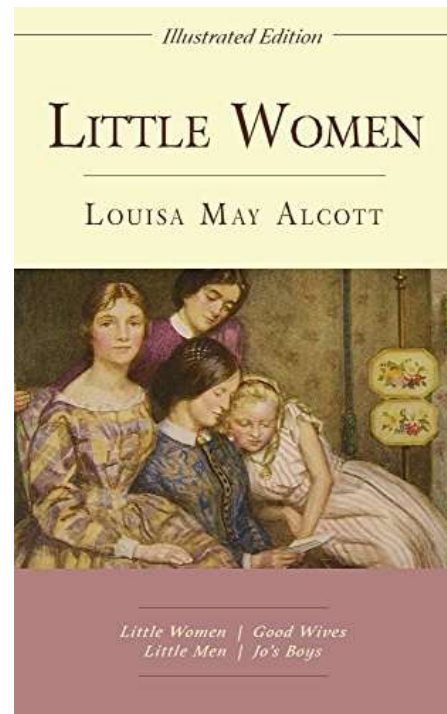
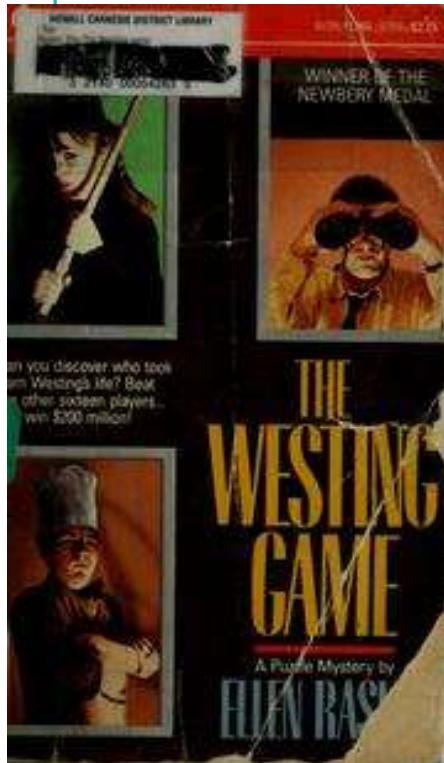
# How to Use Storytelling to Build Community

North Carolina Center for Nonprofits Conference











# HOW STORYTELLING AFFECTS THE BRAIN

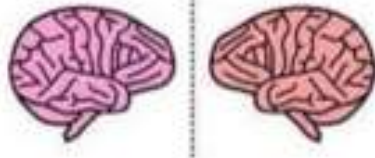
## NEURAL COUPLING

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.



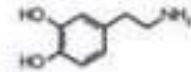
## MIRRORING

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.



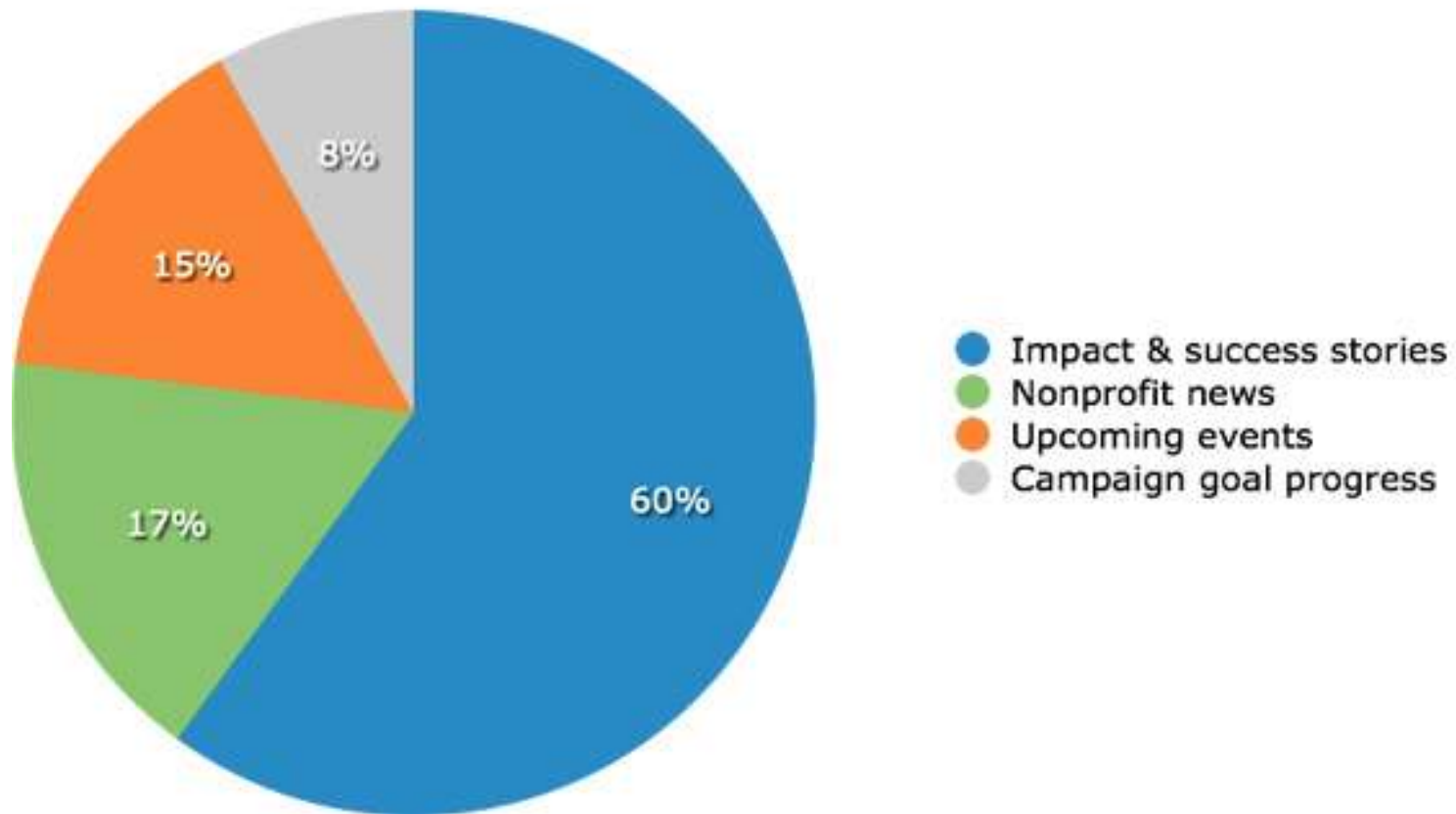
## CORTEX ACTIVITY

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.



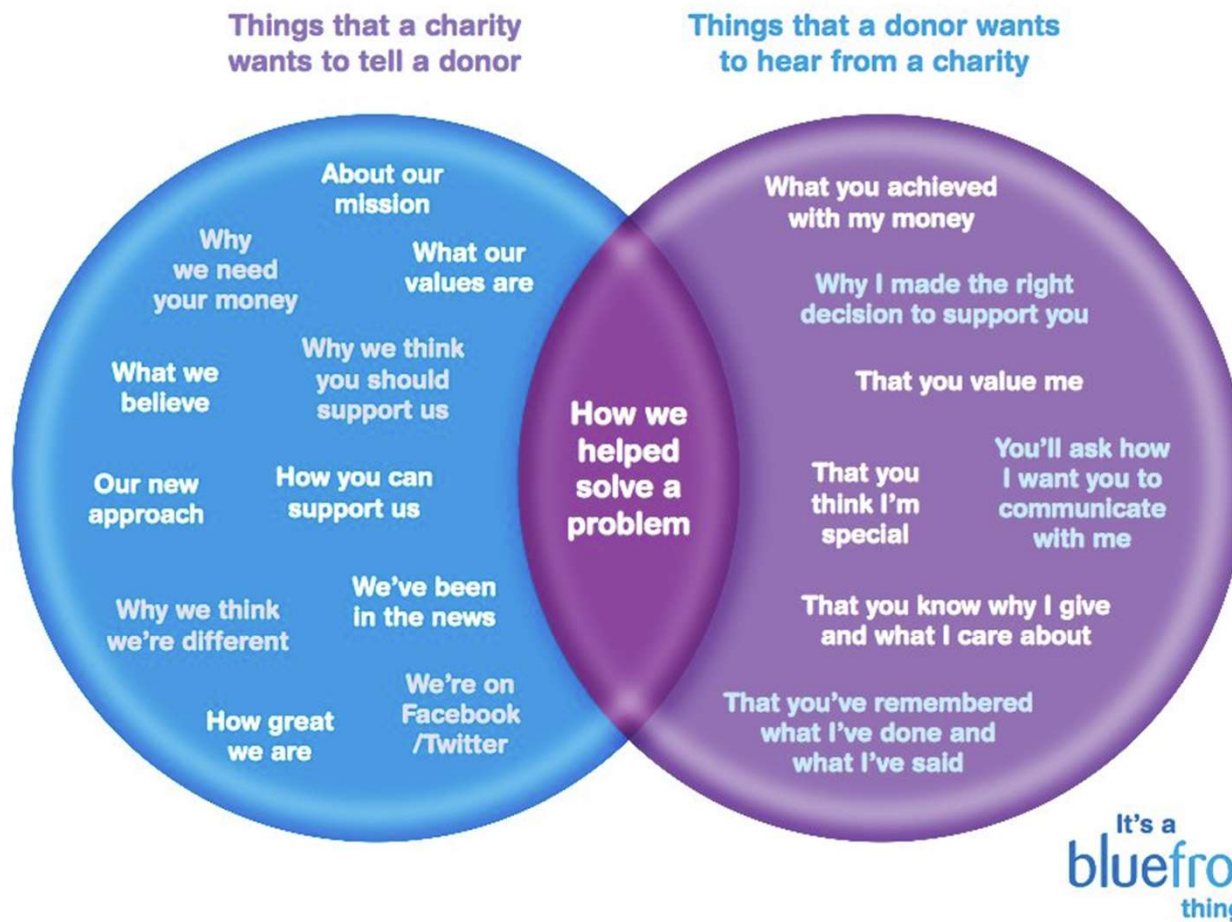
The stories we tell  
CREATE  
the world  
WE LIVE IN.

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<https://www.softwareadvice.com/resources/how-to-create-repeat-donors/>

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<https://queerideas.co.uk/2015/10/the-fundraising-paradox.html>

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STOP THINKING  
OF STORYTELLING  
AS A MEGAPHONE  
TO PROMOTE  
YOUR AGENDA.

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START THINKING  
OF IT AS A GIFT  
FOR YOUR  
SUPPORTERS.

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"THERE IS MORE TO ME THAN WHAT YOU SEE."  
**BEYOND THE STEREOTYPE**  
 THERE IS HISTORY."



CSUSM Student:  
 Amgenette Houshaghe Goodlander  
 (American Indian, Cheyenne & Arapaho)  
 Major Psychology

LaDonna Harris (1921 - )  
 LaDonna Harris, an enrolled citizen of the Comanche Nation, is born and president of Americans for Indian Opportunity. As a national leader, Harris has influenced the agenda of the civil rights, social, environmental and world peace movements.  
 Photo by Robert Hight/Corbis

California State University  
 SAN MARCOS  
 Photography and graphic design created by and courtesy of the  
 California Indian Culture and Sovereignty Center

"THERE IS MORE TO ME THAN WHAT YOU SEE."  
**BEYOND THE STEREOTYPE**  
 THERE IS HISTORY."



CSUSM Student: Steven Wilson  
 African and American American  
 Major: Bio Tech and Molecular Biology

Dr. Martin Luther King Jr. (1929-1968)  
 Dr. Martin Luther King Jr. was a Baptist minister and civil rights leader. He was the leader of the American Civil Rights Movement in the United States from the mid-1950s until his death in 1968. He is considered one of the most influential leaders of the American Civil Rights Movement.  
 Photo by AP/Wide World

California State University  
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"THERE IS MORE TO ME THAN WHAT YOU SEE."  
**BEYOND THE STEREOTYPE**  
 THERE IS HISTORY."



CSUSM Student: Nancy Nguyen  
 (Vietnamese/German)  
 Major: Masters of Social Work

Linda Tammy Duckworth (1968 - )  
 Is the first Asian American woman elected to Congress in Illinois, and the first member of Congress born in Thailand. As Iraq War veteran Duckworth served as a U.S. Army helicopter pilot. She was the first female combat aviator in the war. She has been a fierce advocate for veterans and their families.  
 Photo by United States Congress

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 SAN MARCOS  
 Photography and graphic design created  
 and courtesy of the California Indian Culture  
 and Sovereignty Center

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What are the essential building blocks of captivating stories?



How can we spread these stories to a passionate audience?

# HOW DO WE BUILD COMMUNITY WITH OUR STORIES?

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# 5 ESSENTIAL BUILDING BLOCKS OF CAPTIVATING NONPROFIT STORIES

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## THE HOOK

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September 23, 2013

Dear Julia

Sometimes one of our young people says something that stops me in my tracks. That happened last week, when Josh, our program director told me of his conversation with Michael. They were at the doctor's office because Michael wasn't feeling well. While waiting their turn, Michael turned to Josh and asked,

**"If I died, who would come to my funeral?"**

Michael wasn't joking. Not even close. His heartfelt question accurately reflected his situation. He and Josh knew the answer was grim.

**No child should ever have to wonder about the answer to that question.**

The young men and women who come into Plummer's programs often have been bouncing around the foster care system for years. During that time, they have lost touch with siblings and extended family. Sometimes they don't even know if they have family. And because they've been moved from place to place so frequently, they haven't developed ongoing, supportive relationships.

The result can be one of almost total isolation.

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## That time I almost died in Honduras

October 16, 2018 | Mary Speta, Development Director



**"We have to go. Now."** I don't remember who said it, but it made the reality of the situation hit like a rocket. From where I was lying, I could only see the ceiling and a few heads bobbing around the room. It began to dawn on me that this was worse than just a bad case of the flu.

Everything hurt – the kind of hurt that makes a broken arm seem like a paper cut. Within 36 hours I went from having a blackout to complete paralysis. No one knew what had happened. I couldn't move anything, but the level of pain was beyond anything I knew existed. All I wanted was to be held and told that everything was going to be okay, but the pain prevented any human contact from lasting more than a few minutes.

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## Unusual Support Group Brings Together People Affected In Different Ways By Suicide

For Steven Palm, the blazing days of July are the toughest time of year.

The Taunton resident lost his 14-year-old daughter, Kacie, to suicide in July of 2014.

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# COMPELLING CHARACTER

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A woman with a warm smile, wearing a red hijab with a subtle pattern, is the central figure. She is positioned in what appears to be a doorway or a brightly lit hallway, with soft light coming from behind her. The background is slightly blurred, showing architectural details like door frames.

# Muqueedah's Story: A New Beginning

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**"It made me feel so good to move in."**

Our Outreach team met Christine on the streets, and talked to her at length about coming in to shelter. They told her about a house in JP where she could live if she worked to get sober. Finally, she said yes.



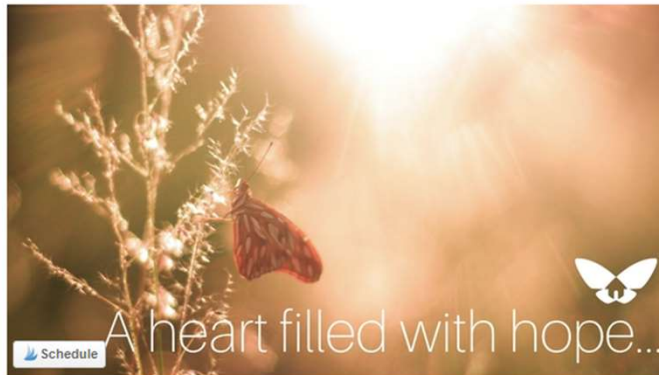
**If you can see it, you can be it.**

Lisa faced many challenges throughout life, but worked hard and dedicated herself to moving beyond these obstacles. Once homeless and battling addiction, she completed Dine Street's two job training



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### **This is what hope looks like...**

This week, Survivor Iris graduated from Phase 1 of her program moving into Phase 2. This is a HUGE step in a woman's program, as she takes on more responsibilities and begins both vocational trauma recovery as well as starting the deep work in her emotional trauma recovery. Moving from Phase 1 into Phase 2 means that she has shown the staff stability, maturity, and a readiness to face the darkness.

Iris shared these words and wanted the community of Amirah to hear them as well. This is what hope looks like:

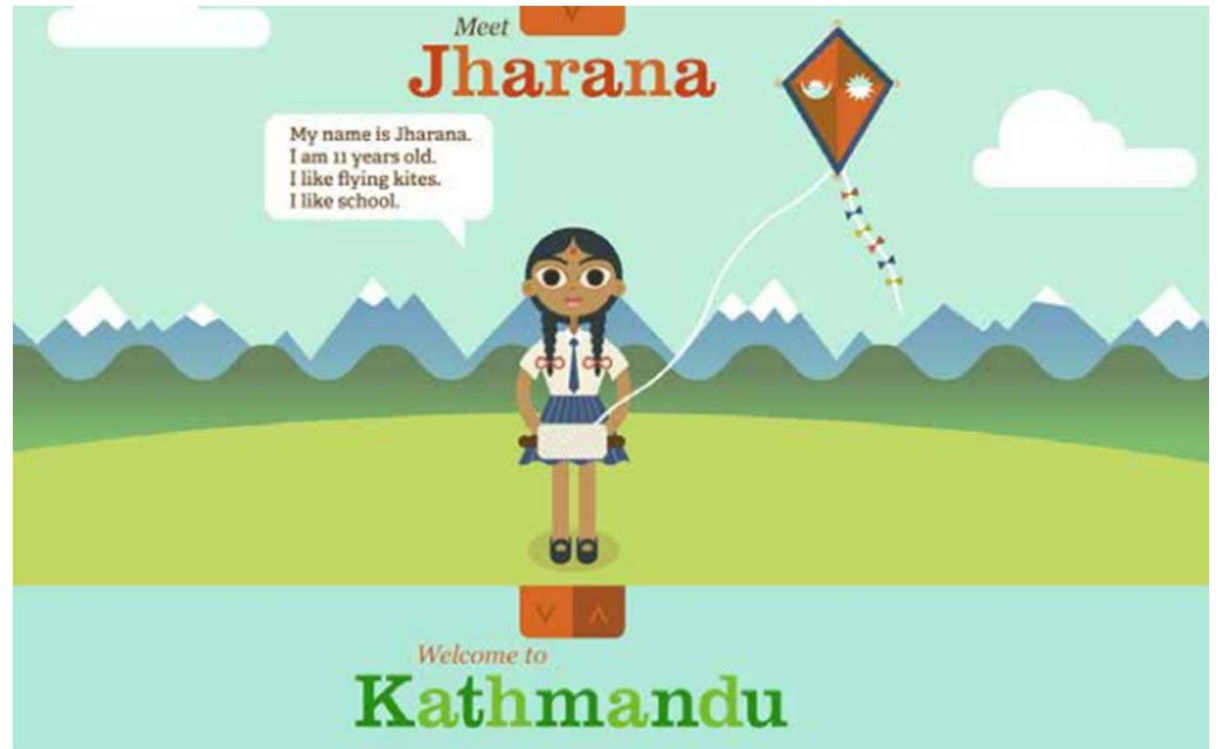
*"Today I will lay to rest the delusion I created for myself, no matter how painful reality is. I lay to rest my numbness, denial, and belittling that has taken my anger from me. I lay to rest the pain of the child who will never be, I lay to rest the words and actions of people who abused me, and the ones who said I would never make it. I rid myself of the confusion and people that told me I didn't know who I am. I lay to rest the fear of my future, of the "real world" and I take back what has been stolen from me: my dignity, my self-love, and most importantly, I take back my voice. I take back my heart from those who never*

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# SPLASH — MEET JHARANA

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# HUNGRY KATE: THE GIRL WITH A BELLY ACHE



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**PERSONAL STORIES ARE  
THE MOST POWERFUL.**

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# DESCRIPTIVE DETAILS

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# Imagine if you were homeless.



*Imagine if you were homeless.*

There I found myself, 47-years-old, sitting on a sidewalk begging for change in New York City. The air was cold and the longer I sat there, the more the chill cut to the bone. I had no idea where my next meal would come from. The sea of humanity swept around me as I blended into the background with my cardboard sign. No longer human, I was part of the familiar landscape of this renowned city. They say that if you can make it here, you can make it anywhere. I found myself amongst those who blended into the background, like part of the concrete, because they definitely weren't making it and there was no light at the end of the tunnel either. How did I find myself here?

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**feedingamerica** "When Hurricane Maria was approaching, we went and stayed with my grandfather farther inland. The hurricane brought water all the way inland, and our houses flooded. Mud and water reached up to the top of the door frame and washed everything away.

My house is completely destroyed. I'm just trying to put our life back together." - Deborah. To support families like Deborah's, visit the link in our profile.

**cillasflowers** 🙏

**kickzstartnonprofit** ❤️❤️❤️

**quickwitsocial** 🙌🙌



**317 likes**

AUGUST 23

Like to like or comment

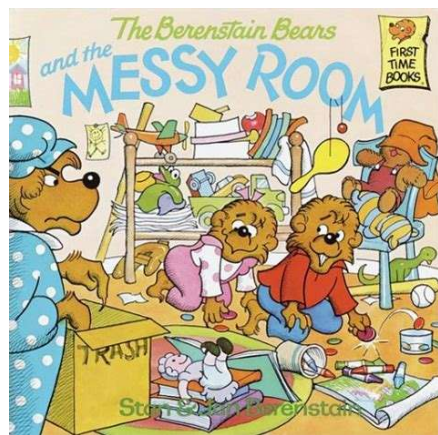
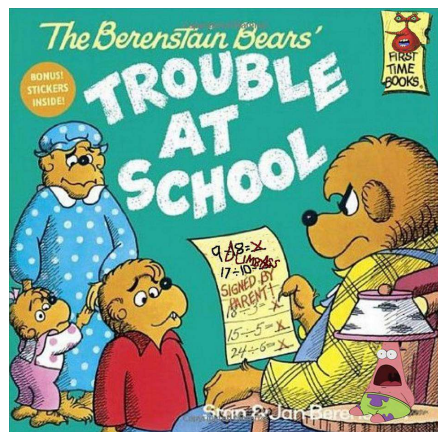


# STAKES


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A story without stakes --  
is just an essay

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**The Greater Boston Food Bank**

September 3 at 4:50 PM · 🌐

Joe found himself unexpectedly unemployed. Unable to feed his family, he turned to the Falmouth Food Pantry. Now back on his feet, he gives back to the community.

"When I walked through those sliding doors at the Service Center, the overwhelming feeling of being welcomed just hit me."

<http://bit.ly/StoryofHope-Joe>

#HungerActionMonth



**HUNGER ACTION MONTH** | **FEEDING AMERICA**

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*"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*



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REAL-LIFE STORIES

## What Is It Like to Be a Childhood Cancer Survivor? It's Complicated.

by Zoe Enderle Wagner

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🕒 June 25, 2018

Honored Kid [Zoe](#) was diagnosed with [acute myeloid leukemia](#) when she was a teenager. Now, almost four years after finishing treatment and getting the news that the cancer was gone, Zoe is taking a look at what she's learned during her cancer — and cancer-free — journey.



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# CALL-TO-ACTION

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

**A N T O N I O   D A M A S I O**

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What do you want people to do?

What do they need to believe and feel in order to do it?

How can storytelling make them believe and feel that way?





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# YOU DID IT!

Today, we reached our \$1.7 million goal for water projects in Rwanda. We couldn't have done it without you.



1,788 of you started fundraising campaigns for clean water. You went out and inspired your friends to donate. And 13,782 of them did. Today, the September Campaign hit its goal of \$1.7 million raised. That means 26,000 people in Rwanda will soon drink clean water. Thank you for changing lives.

- the charity. water team



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# GOOGLE SEARCH: REUNION



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**“It’s less about technology and more about what the visitor can bring to the equation.**

**In the end, we want people to feel ownership of this museum.**

**We ask them to tell us what they think.**

**We want to engage with our community.”**

**~Shelley Bernstein, Chief Technology Officer,  
Brooklyn Museum**

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# INSPIRE

Join us.

Join the movement.

Help children like Kate.

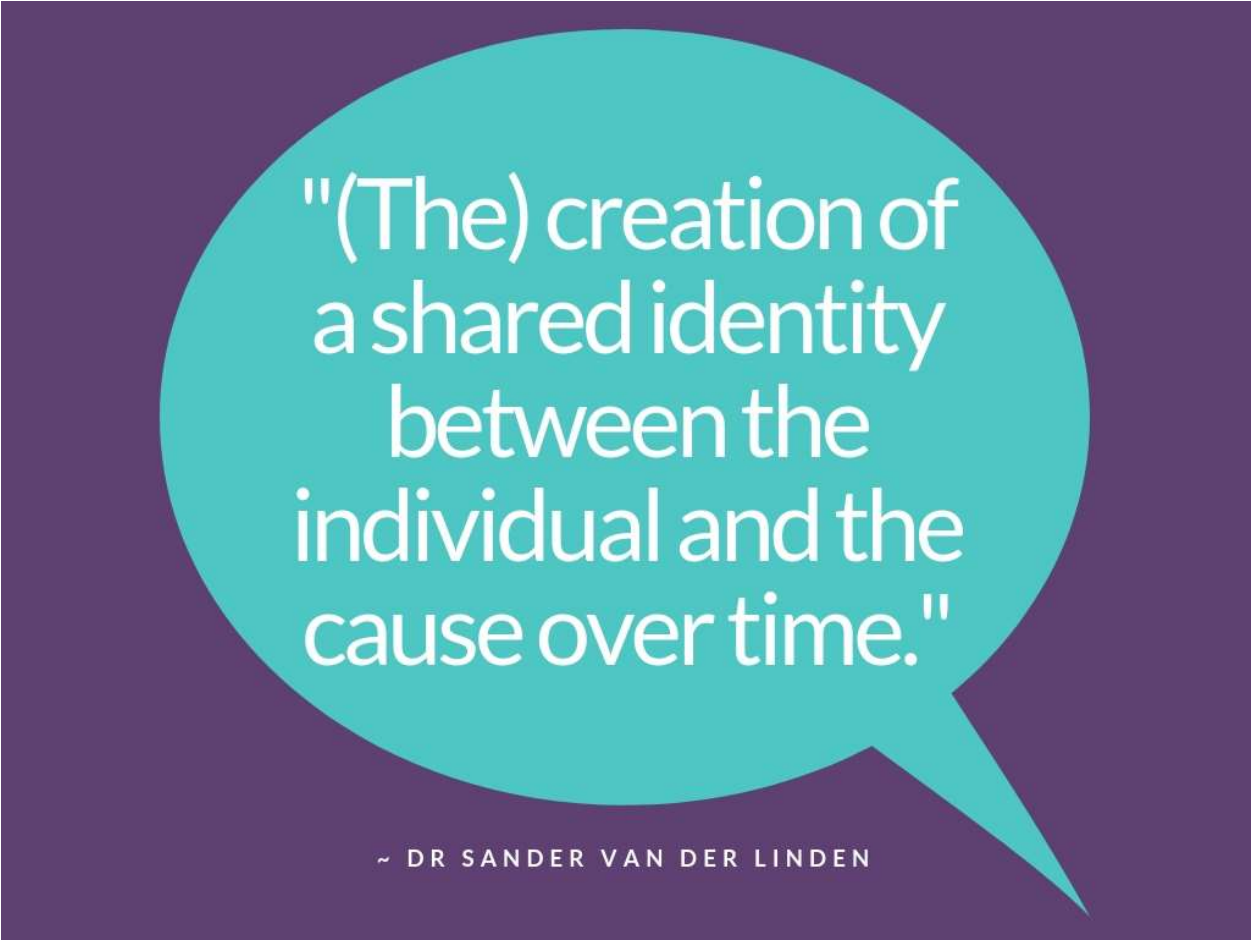
We can do this.

Let's work to stop this.

Let's solve this together.



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

~ DR SANDER VAN DER LINDEN

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ASK YOURSELF:

Are you telling real stories,  
or just sharing messages?

What new insights will your  
audience gain from your  
stories?

Are they interesting?

Are they challenging  
assumptions in creative and  
engaging ways?


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**YOUR STORIES  
MAKE YOUR IDEAS  
REAL FOR YOUR  
AUDIENCE.**

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PEOPLE WILL FORGET  
WHAT YOU SAID.  
PEOPLE WILL FORGET  
WHAT YOU DID.  
BUT PEOPLE WILL  
NEVER FORGET HOW  
YOU MADE THEM FEEL.

*Maya Angelou*

The Restaurant Boss

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# QUESTIONS?

[www.JCSocialMarketing.com/blog](http://www.JCSocialMarketing.com/blog)

Get the free Digital Storytelling Workbook:

Text the word **WORKBOOK**

to **345345**

or go to: [www.JCSocialMarketing.com/workbook](http://www.JCSocialMarketing.com/workbook)

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