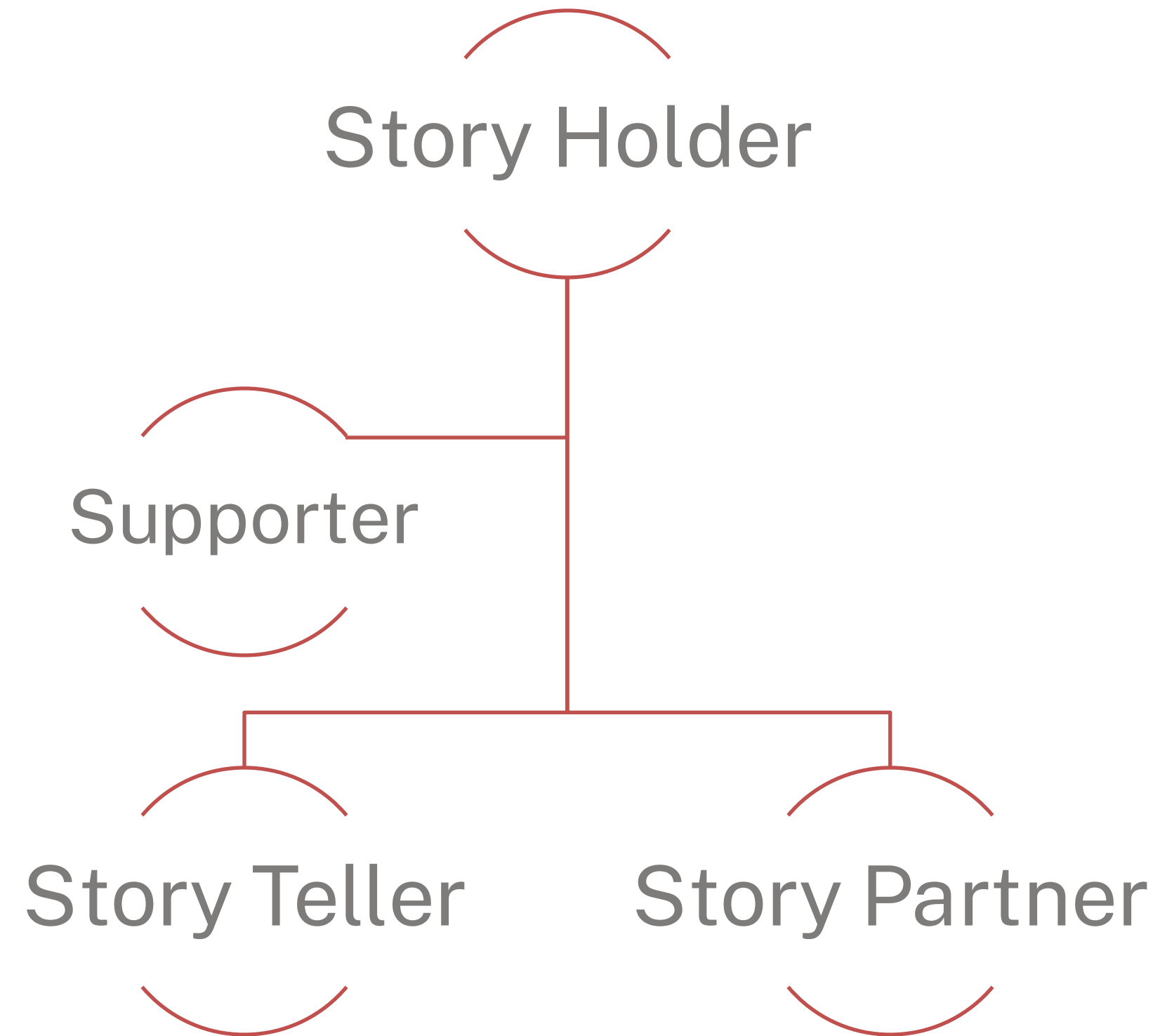


Storytelling for Impact

Tools to Inspire and Influence Change



Roles in Storytelling



K.N.O.W. Your Audience(s)

K

Keep track of
who they are

N

Note shared
values & needs

Values inspire
action through
emotion

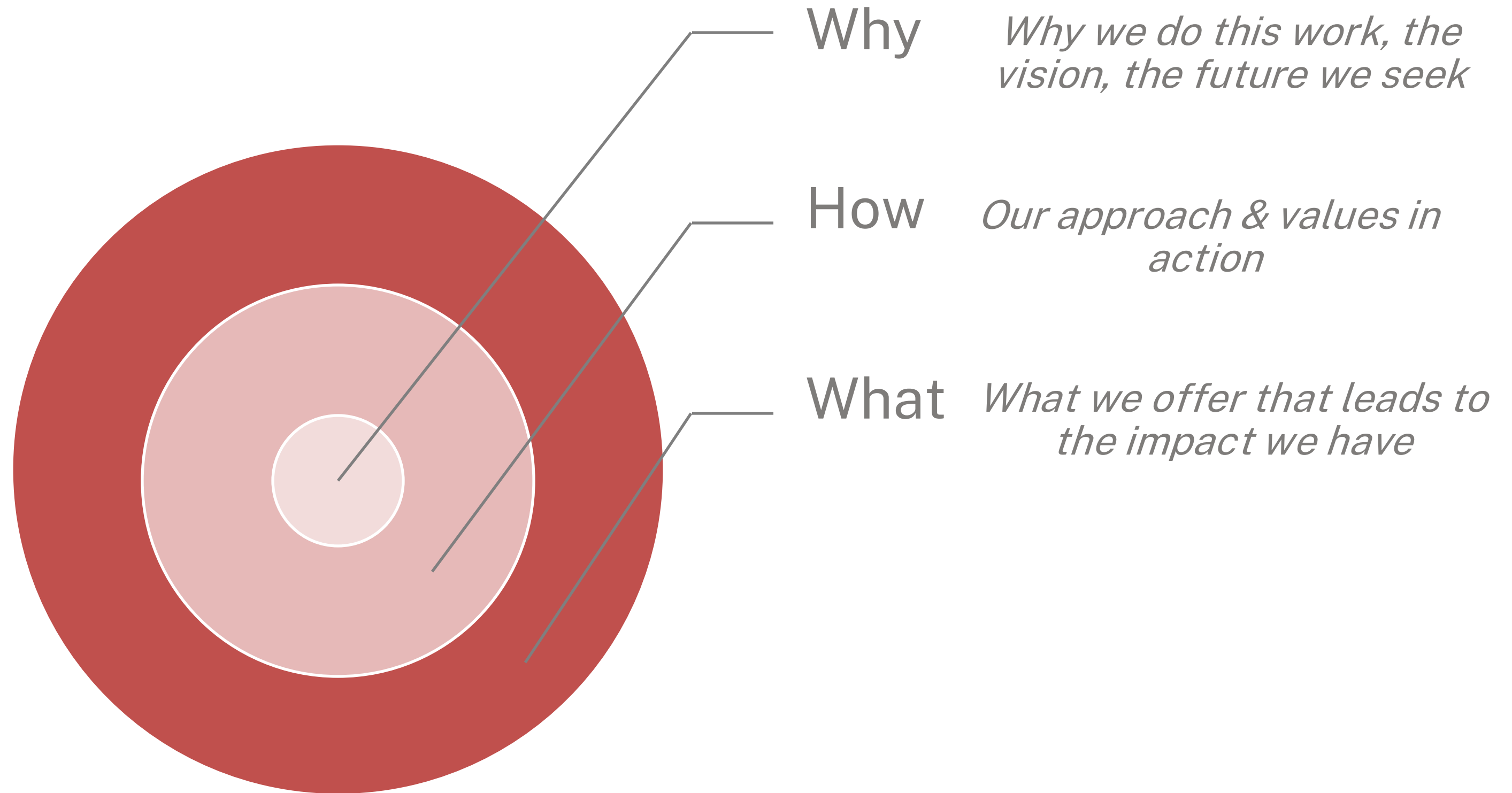
O

Observe their
traits &
behaviors

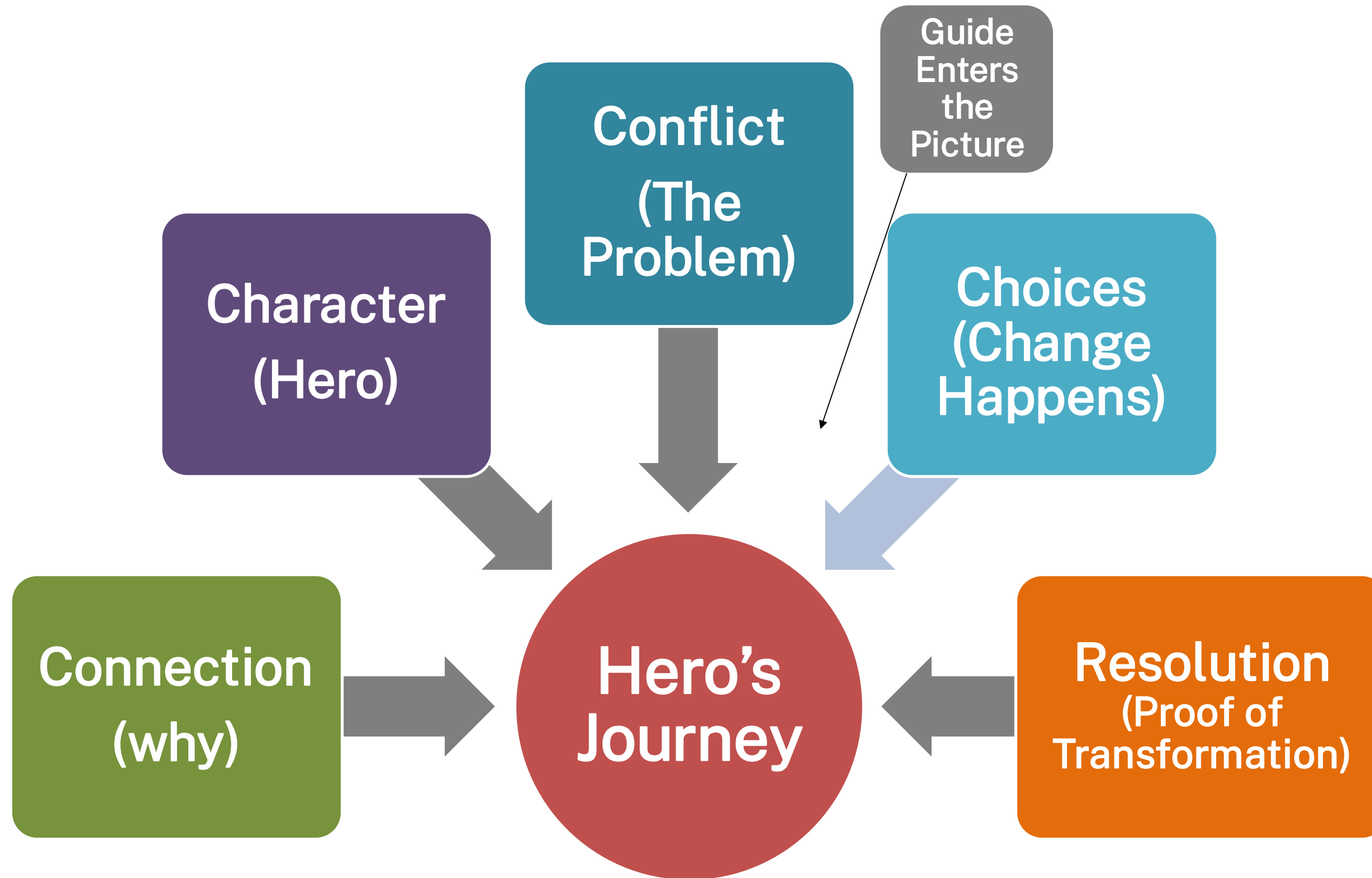
W

Where & how do
they engage
with us?

Persuasive Messages



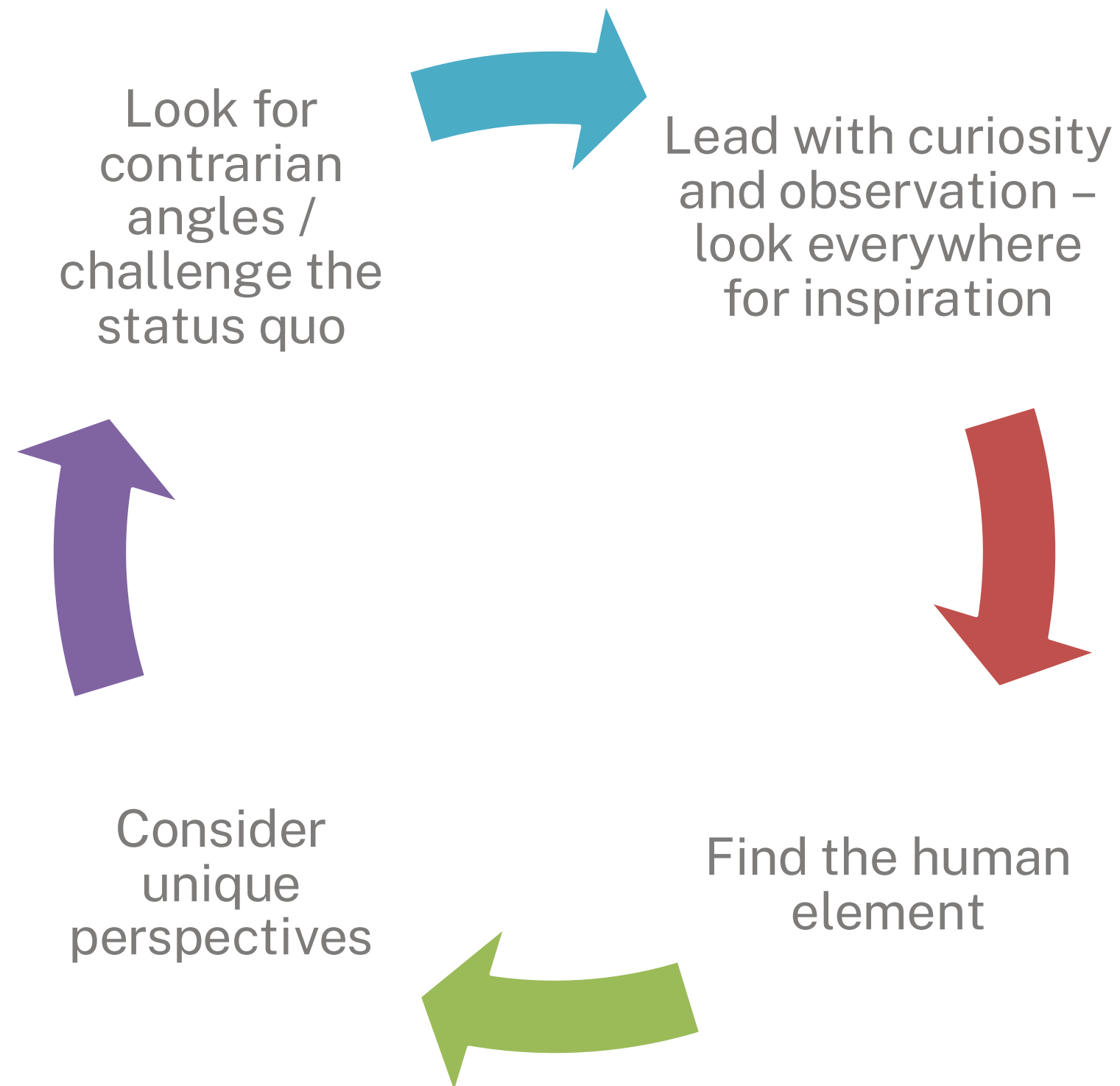
Story Frameworks: Hero's Journey



Story Frameworks: Public Narrative



How to Spot a Story



Creating a Storytelling Culture

- Leaders, set the tone from the top!
 - Value storytelling as a strategic priority, not just a tactic
- Embed storytelling into existing processes
 - Intake forms
 - Grant reporting
 - Program evaluations

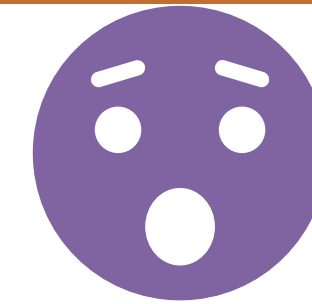
Open-Ended Questions



What is your vision for the future? What are you looking forward to right now?



Is there a story more people need to hear? Why?



What surprised you most about your journey/experience?



How would you describe your journey?



Who or what helped you most along the way?



Do you have a favorite experience or quote that relates to your

Storytelling as a Leadership Practice

- Deputize & Democratize: Everyone can be a storyteller!
- Mission Moments: Share a 5-minute story in team meetings, one-on-ones, department updates to highlight recent impact.
- Story Circles: Invite individuals to share stories in groups, good for team meetings, retreats, etc.

Work Smarter, Not Harder

Repurpose story content
across platforms, e.g.,
remarks, newsletter, email
appeal, social media copy,
etc.

**Homeboy Industries** 

Apr 30 · 

Today's thought, as shared by Angel, inspires us to continue making a meaningful impact.



youtube.com
Homeboy Industries Thought for the Day April 30, 2025:
Angel - identifying our role

**HOMEBOY INDUSTRIES**
Be the first to donate!

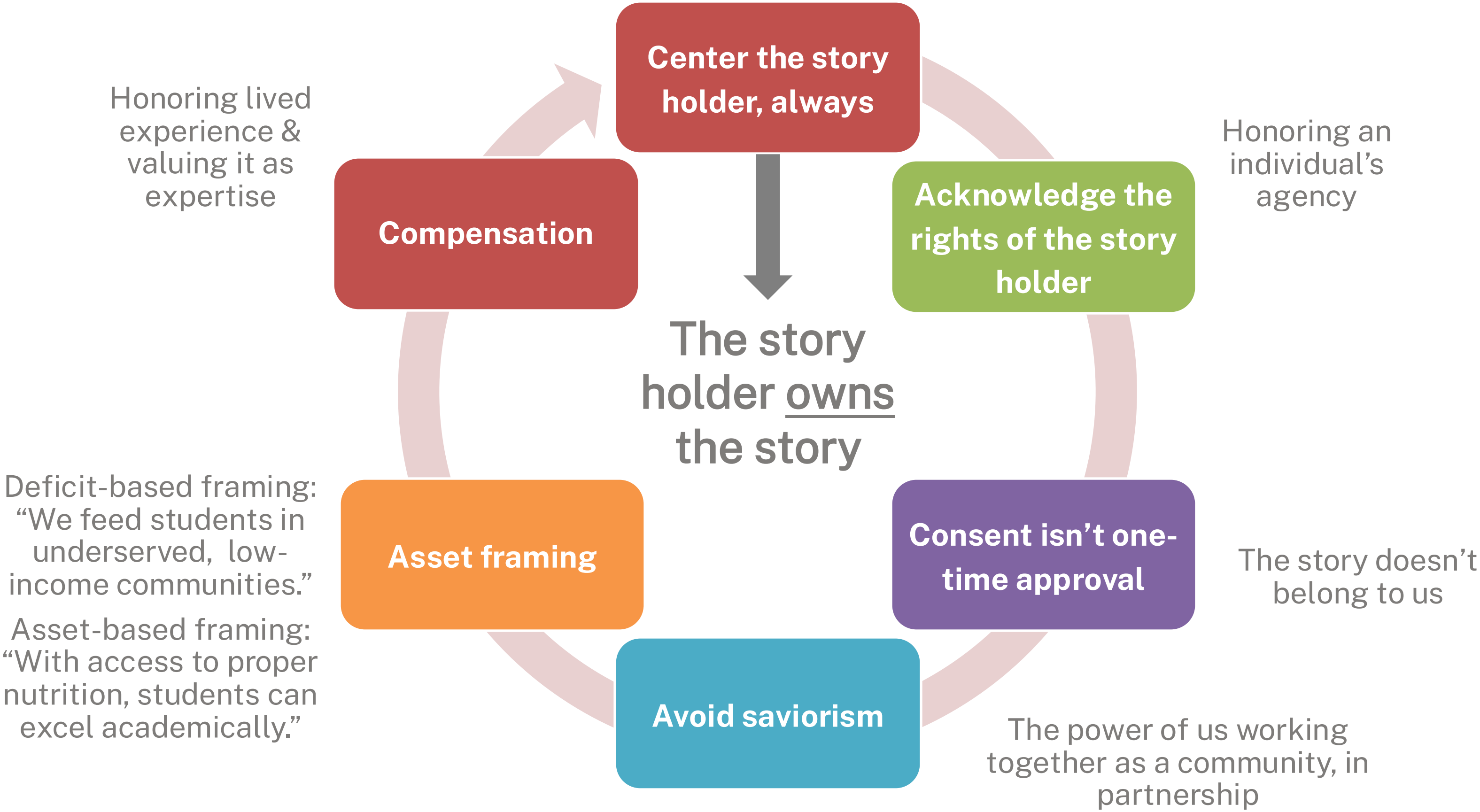
[Donate](#)

  58

6 shares

 Like  Comment  Send  Share

Ethical Considerations



Measurement + Evaluation



"If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

Quantitative

Donation
conversion rate

Calls/emails to
legislators

Video views &
completion
rates

Average
donation size

Newsletter &
email
open/click-
through rates

Website traffic
patterns

Donor retention
rates

New donor
acquisition

Petition
signatures

Qualitative

- **Surveys or Polls:** Ask how stories impacted understanding or connection.
- **Interviews:** Ask donors and volunteers to share which stories resonated and why.
- **In-depth Profiles:** Individual donors or advocates who acted specifically because of a story. These can become stories you also share in campaigns.
- **Internal Reflections:** From fundraising, communications, program teams, and the board on how storytelling influenced responses they are seeing/hearing.
- **Social Media:** Evaluate the tone and emotional language in responses and comments on posts.

Key Reminders

- Stories belong to the Story Holder, not the Story Partner/Teller
- Jargon = confusion
- K.N.O.W. your audience
- Storytelling is a leadership practice for everyone
- Define individuals by their strengths and aspirations
- Consent is not ongoing
- Work smarter, not harder – repurpose content
- If you haven't measured it, you can't improve it

Resources + Your Feedback Needed



Story Partner Toolkit

<https://bit.ly/KMCStorytellerToolkit>



Survey



Thank You

———— **KMC Social Impact Strategies**

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