

Storytelling for Impact

Community-based organizations and nonprofits have great stories to tell. Unfortunately, due to limited resources and staffing, we aren't always telling the most impactful stories. However, with a bit of reframing and strategy, organizations can identify and amplify stories to influence change and inspire action.

Why Stories Matter?

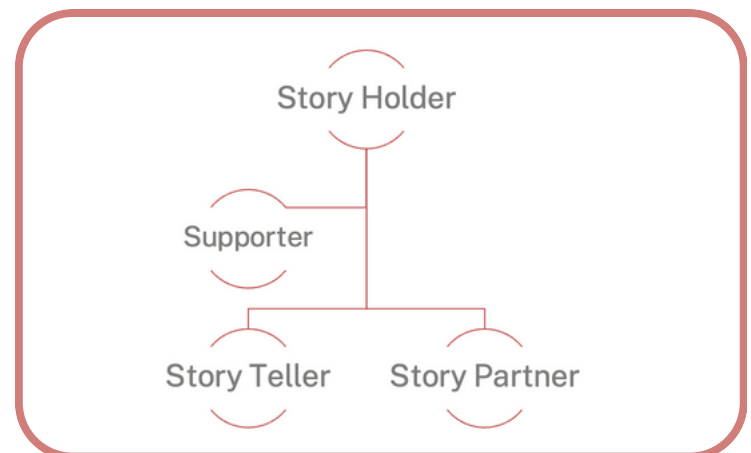
- Stories activate multiple brain regions (e.g., empathy, emotion).
- Stories show what changed, and how.
- Invite people to imagine something different to motivate them toward change



Roles in Storytelling

Not every story an organization shares belongs to them, but the goal is to help amplify those stories to serve as a story partner.

- Story Holder:** *The person the story belongs to*
- Supporter:** *Holds the relationship with the story holder, e.g., case manager, therapist, etc.*
- Storyteller:** *Person sharing the story*
- Story Partner:** *The organization amplifying and distributing the story*





Storytelling for Impact Key Principles

- ✓ Show, don't tell
- ✓ Jargon = confusion
- ✓ 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
- ✓ As an organization, you are a story partner not a story holder
- ✓ K.N.O.W. your audience
 - Keep track of them*
 - Note shared values & need*
 - Observe traits & behaviors*
 - Where & how do they engage*



KMC
Social Impact Strategies

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Partner Tool Kit.

