



Good Communicators
Exchange

The Finer Points of Social Impact Storytelling

TODAY'S AGENDA



1. About Storytelling for Nonprofits
2. Storytelling Ethics
3. Legal Issues
4. Building and Managing a Story Bank
5. The Complexities of Storytelling Across Cultures
6. Participatory/Community-led Stories

1. About Storytelling



WHY TELL STORIES?

Storytelling brings in your audience and establishes an emotional relationship with those interested in donating or volunteering to your cause. It shows the organization as a relational, transformative, trustworthy entity—something they can believe in.¹

1. Firespring.com

2. Storytelling Ethics

What is Ethical Storytelling?

An ongoing collaborative process that values relationship-building and moves at the speed of trust and consent. It defers to the knowledge of the storyteller, incorporating their expertise at the very beginning and sees people as multifaceted, whole human beings.*

***EXCELLENT RESOURCE!**
Ethicalstorytelling.com

Storytelling Ethics



Ethical storytellers ask:

What stories are we telling and what power are we using to tell them?

How do people want their own stories to be told?²

3. Real Life Storytelling Legal Issues

DEFAMATION

The unprivileged publication of a false statement of fact that injures another's reputation. A communication that harms the reputation of another so as to lower him/her in the opinion of the community or to deter third persons from associating with them. (Fact vs. Opinion)

Storytelling Legal Issues



TIP: ALWAYS OBTAIN RELEASES

Obtain a release from anyone or anything portrayed in the story including family members, third parties, locations, etc.

Storytelling Legal Issues



INVASION OF PRIVACY

- Public Disclosure of Private Facts
- Intrusion into Seclusion
- Misappropriation of Name or Likeness
- ****False Light****

Portraying a person in a false light to the public. Plaintiff DOES NOT NEED TO PROVE HARM to his or her reputation, just show the portrayal is highly offensive to the reasonable person, and may expose the person to hatred, contempt, or ridicule in the public eye.

Storytelling Legal Issues



TIP: ALWAYS OBTAIN RELEASES

Obtain a release from anyone or anything portrayed in the story including family members, third parties, locations, etc.

RESOURCE

<https://thesterlingfirm.com/legal-issues-in-telling-real-life-stories/>

4. Building & Managing A Story Bank

WHAT IS A STORY BANK?

A strategic system for collecting, vetting, storing, and sharing your nonprofit's stories, including the raw materials they're based on. A story bank is implemented using a set of closely managed tactics, techniques, and tools.

Managing A Story Bank



TIPS:

1. Identify your goals – How will you use your stories?
2. Set guidelines about how to capture and share stories
3. Index & store your stories so other users can easily find them
4. Track dates, demographics and times used



5. Storytelling Across Cultures

"Storytelling is at the core of culture... Shared culture is rooted in a shared tradition of communicating. The stories a group tells meta communicate what a culture values. But it's not just what stories they choose to tell that transmit culture, it's how they choose to tell them."³

- Angela Rodriguez, VP Strategic Insights, Alma (expert of culturally driven marketing)

3. <https://bit.ly/3zeBP9c>

Storytelling Across Cultures



TIP:

BE AWARE OF THE POWER OF STORIES AND STORYTELLING IN DIFFERENT COUNTRIES AND CULTURES.

Storytelling Across Cultures



TIP:

BE VIGILANTE ABOUT DETECTING BIASES THAT CAN EMERGE WHEN AN INDIVIDUAL TELLS A STORY ABOUT A CULTURE THAT IS NOT THEIR OWN. This is why...

Storytelling Across Cultures



The best real-life storytelling is told by members of the community in which the story took place.

6. Participatory/Community-led Stories

Let the community you are assisting
identify and tell their own stories.



Participatory/Community-led Storytelling

Participatory storytelling supports the sharing of information among the various stakeholders, active listening, and providing storytelling instruction to facilitate the community's power to tell its own stories.



Thank you.