

Digital Storytelling for Nonprofits

A VCF Workshop with
Barbara Ganley of Community Expressions
&
Guest Meg Campbell of The Preservation Trust of Vermont

September 30, 2015

Itinerary



Hour One

Laying the Groundwork: Good Stories, Great Stories
Telling Stories, Listening
Diving Right In

Hour Two

Digital Storytelling -- Not the Same Old Story
The New Visual:
Websites, Newsletters, Annual Reports & Emails
Trying Out Visual Stories

Ten-Minute Break

Hour Three

Social Media and Storytelling:
The Case for Blogs, Tumblr & Facebook
Twitter & Instagram

Hour Four

Becoming A Digital Storytelling Organization:
First Steps to a Storytelling Strategy
Story Culture within Your Org
Building a Story Bank
What Next

Strategic Story Flow



Exercises

Persona Exercise



Images via the Noun Project by
Meghan Hendricks,
Mattis Gutschke & Jens Tarning

1. List your primary goal & campaign objectives
2. List top three audience groups you wish to reach
3. Create names for two actual people
4. List key characteristics, passions, interests of #3.
5. Where do they get their information? Connect?
6. What do you want them to do? Why should they pay attention?
7. What stories do you have that will help you meet those objectives?
8. Should the stories be long or short? Written or spoken? Online or not?

Long-form Narrative

1. What **OBJECTIVE** might a longer digital story help you meet?
2. **WHOM** are you trying to reach? Why? (What do you want them to do and why should they?)
3. **WHAT STORY** could you tell? Who should tell it?
4. What **CHANNEL** will you use? (Website, Newsletter, Blog, Medium, Exposure, Cowbird) Why?

Facebook

1. **WHO** should you be reaching better through FB?
2. What larger **VISUAL NARRATIVE** could you tell through FB stories?
3. How might FB help you bring your audience to your **blog &/or website**?
4. Come up with **2 ideas for FB posts unlike anything you've done**, yet you could do tomorrow.

Reflections on the Workshop - Looking Ahead

In your small groups, share:

1. **2 takeaways** from the workshop
2. **2 digital storytelling ideas** you want to put into action
3. What you will **tell your org** tomorrow about digital storytelling



First Draft of a Story Project



What

Why

Mission Goal

Project Objectives

Audience

Who/Relevance/Resonance/
Location/Actions

Channels/Media

Project Ideas

Evaluation

2 Platform guide

Which platform will you use for what activities?

Platform	Priority (high, medium, low)	What will you do on this platform (per activity)
Your website		
Facebook		
Twitter		
Instagram		
Pinterest		
You Tube		
Flickr		
Blog		

From Digital Engagement Booklet by Jasper Visser & Jim Richardson

Workshop Resources

Slides, links, hand-out, examples and how-to's -- <http://community-expressions.com/september-vcf-digital-storytelling-workshop/>

If you have follow-up questions, feedback and/or ideas you'd like to share with us, please contact us at:

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