

Presenting and sharing stories count

With Bexley CVS



What we'll cover today

- ✓ Storytelling essentials
- ✓ Crafting your own story
- ✓ Practical tips social and marketing
- ✓ Free and affordable digital tools that can help





What's in a story?

Read the story I drop into the chat. A few minutes.

Breakout – say hi to someone. How did the story make you feel?

Come back to the Zoom space with everyone.



Presenting and sharing stories
can be this simple...



100 Volunteers



100 Volunteers



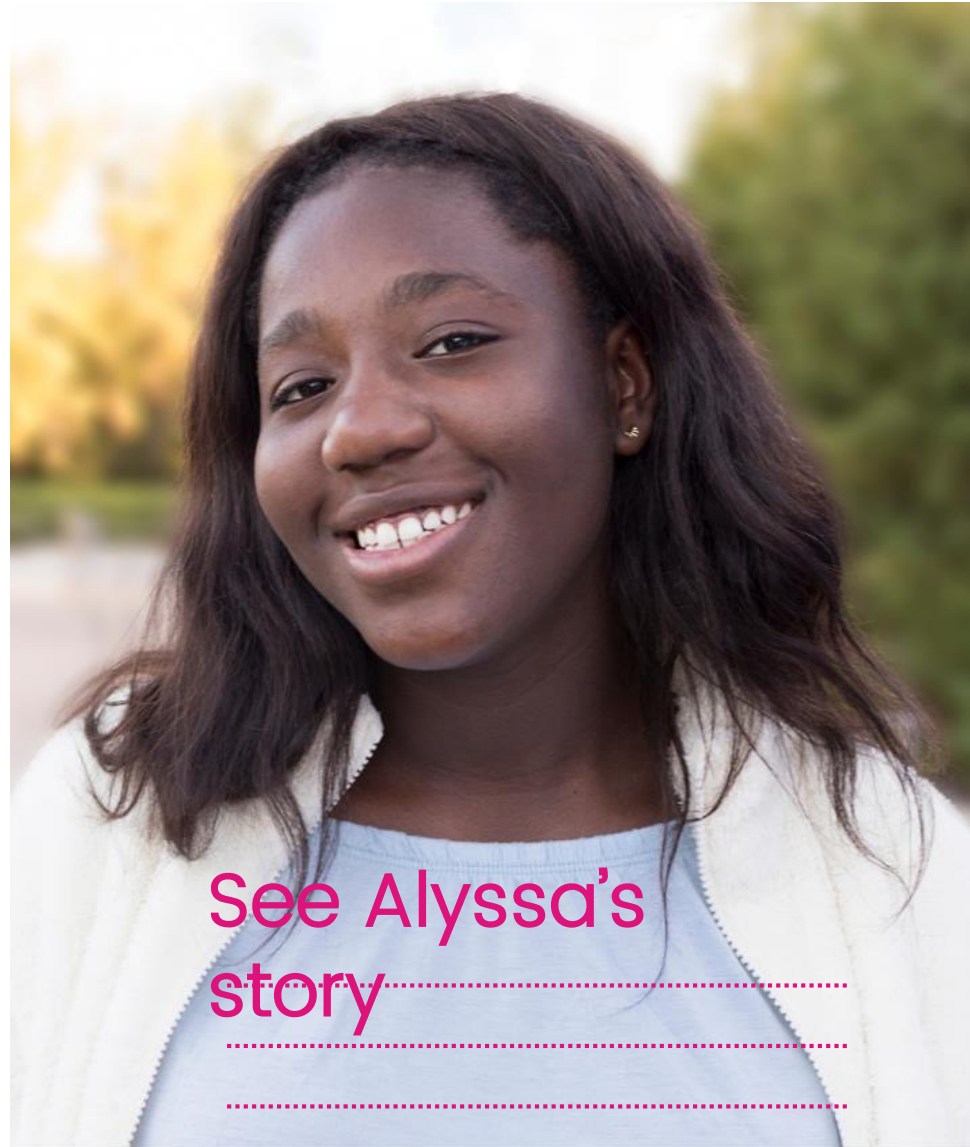
100 Volunteers

got out of bed on a
Saturday morning
to read to children



100 Volunteers

got out of bed on a
Saturday morning
to read to children



See Alyssa's
story





What's your story?

What's the story?

Who's it for?

What do you want them to do?

On the Padlet board

Storytelling essentials: creating a narrative



Outline a path from problem to solution



Storytelling in action with...

SWITCHBACK



Simple story arc – useful for influencing e.g. policy makers

Situation-Opportunity-Resolution





ABOUT US ▾

OUR CHARITIES ▾

INDIVIDUALS ▾

COMPANIES ▾

DONATE

PRISON TO PANDEMIC

Patrick was one of the 37% of prisoners released straight into homelessness during the pandemic .

With the ceaseless support of Raph, his Switchback mentor and now friend, Patrick has not only a home but a bright future.

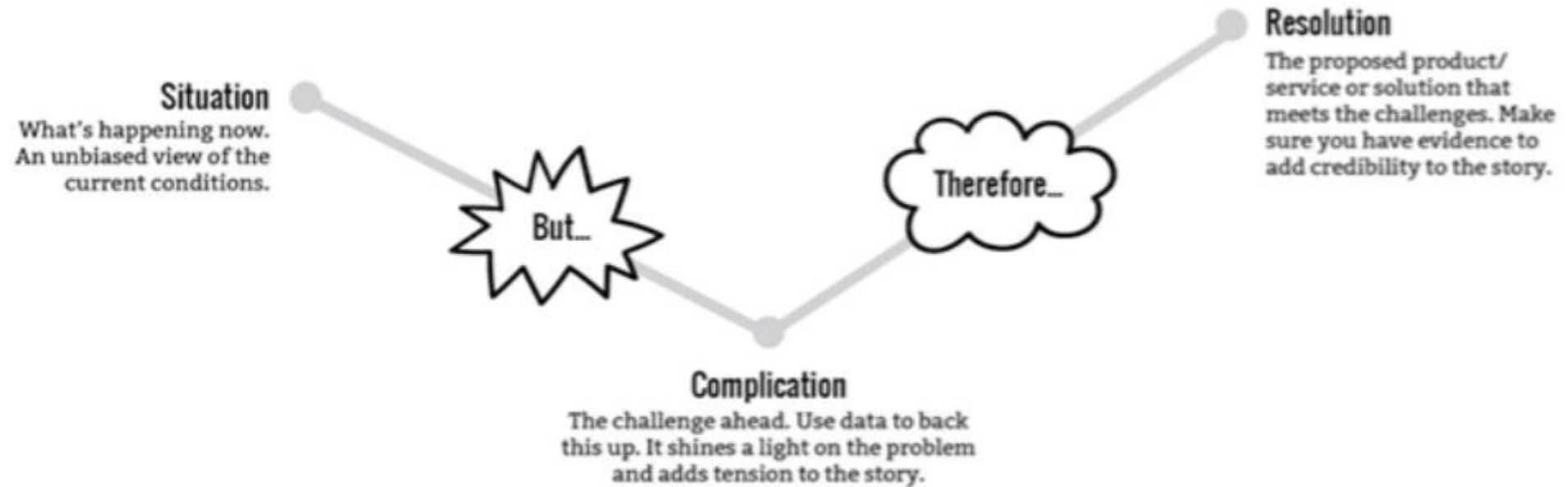
READ MORE →

<https://raiseyourhands.org.uk/stories/prison-to-pandemic/>

Funder shares stories of grantees



Simple story arc – complication offers tension



Join Switchback's call to Reshape Release

Every month, thousands of people are released from prison with just a plastic bag of belongings and nowhere to go.

Prison leavers are 56% more likely to reoffend when homeless

This is not only a huge waste of human potential – it's also causing more crime and placing huge strain on public spending.

Reoffending costs the economy £18bn every year

We're calling on the government to **reshape release** for people leaving prison, to reduce reoffending and give people a real chance to change.

SEE OUR
CALLS TO
ACTION

SIGN UP TO
OUR
CAMPAIGN

DOWNLOAD
OUR BRIEFING

Tweets

Tweets & replies

Media

Likes

Pinned Tweet



Switchback @Switchback_Idn · Jul 27, 2021

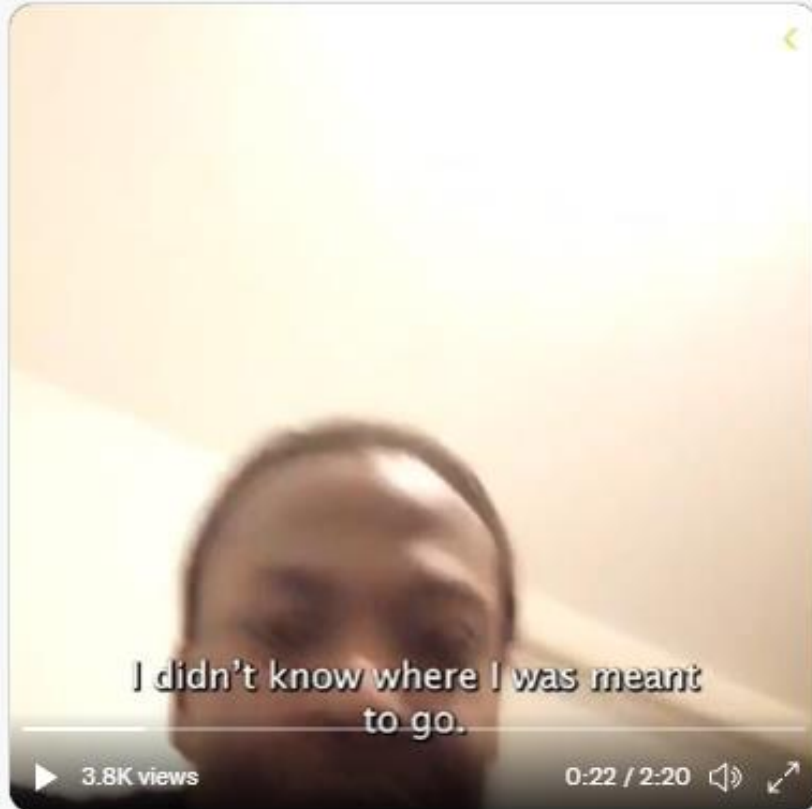
JOIN SWITCHBACK'S NEW CAMPAIGN

50,000 people are released from prison each year, often with just a plastic bag of belongings and nowhere to go.

Without the basic means to survive, people can't move forward.

Join our call to [#ReshapeRelease](#).

switchback.org.uk/reshaperelease/



2

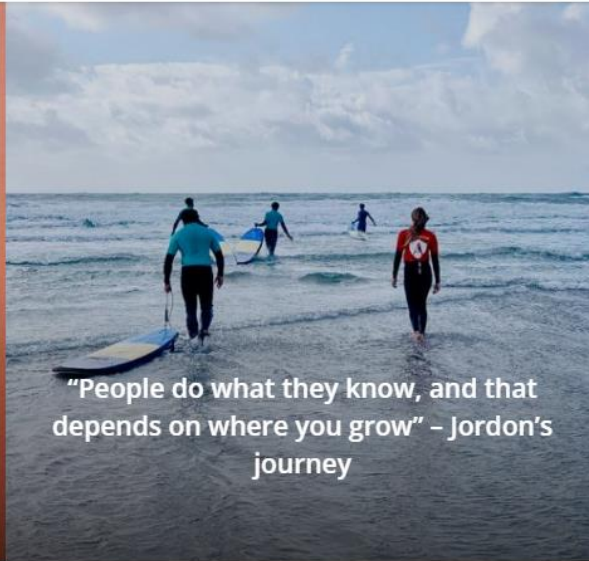
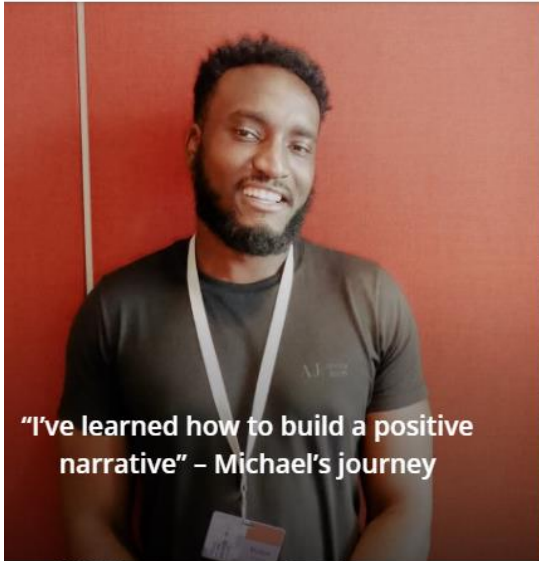
82

76



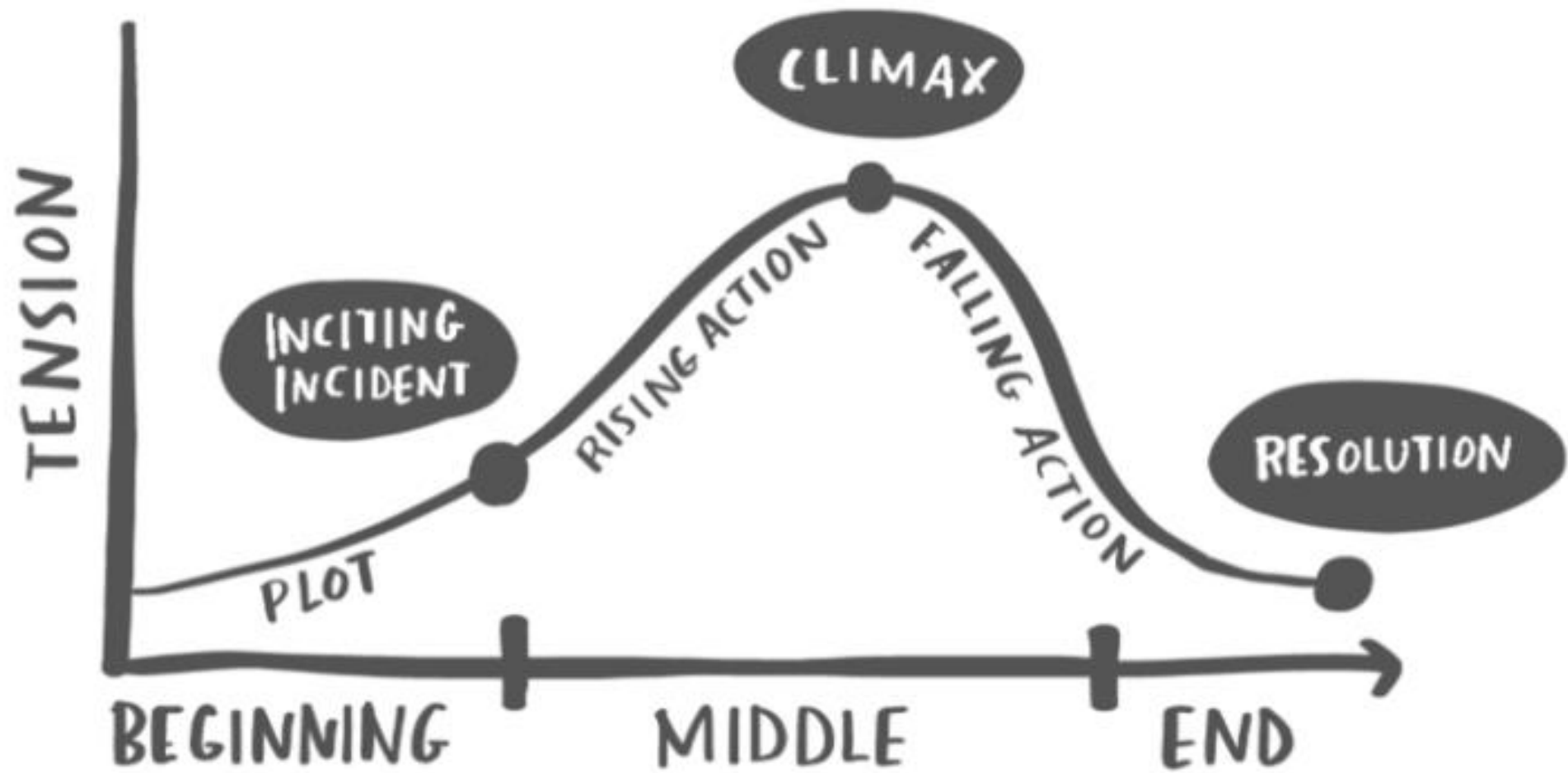
Simplified version for Twitter





Take a look at one of the first eight [Switchback trainee journeys](#) what kind of structures do you see?





[Storytelling with Data](#)



A SAMPLE STORY LINE

Introduction

Eric was a bright young boy enjoying school

Rising Action

...but when his nan died, Eric's behaviour fell away. He started lashing out at other pupils.

Transformation

His mum called and we started weekly sessions so Eric could talk about his feelings.

Falling Action

Now Eric is thriving in school and is even a buddy for new pupils. Thanks to your donations, we can be there for children like Eric.

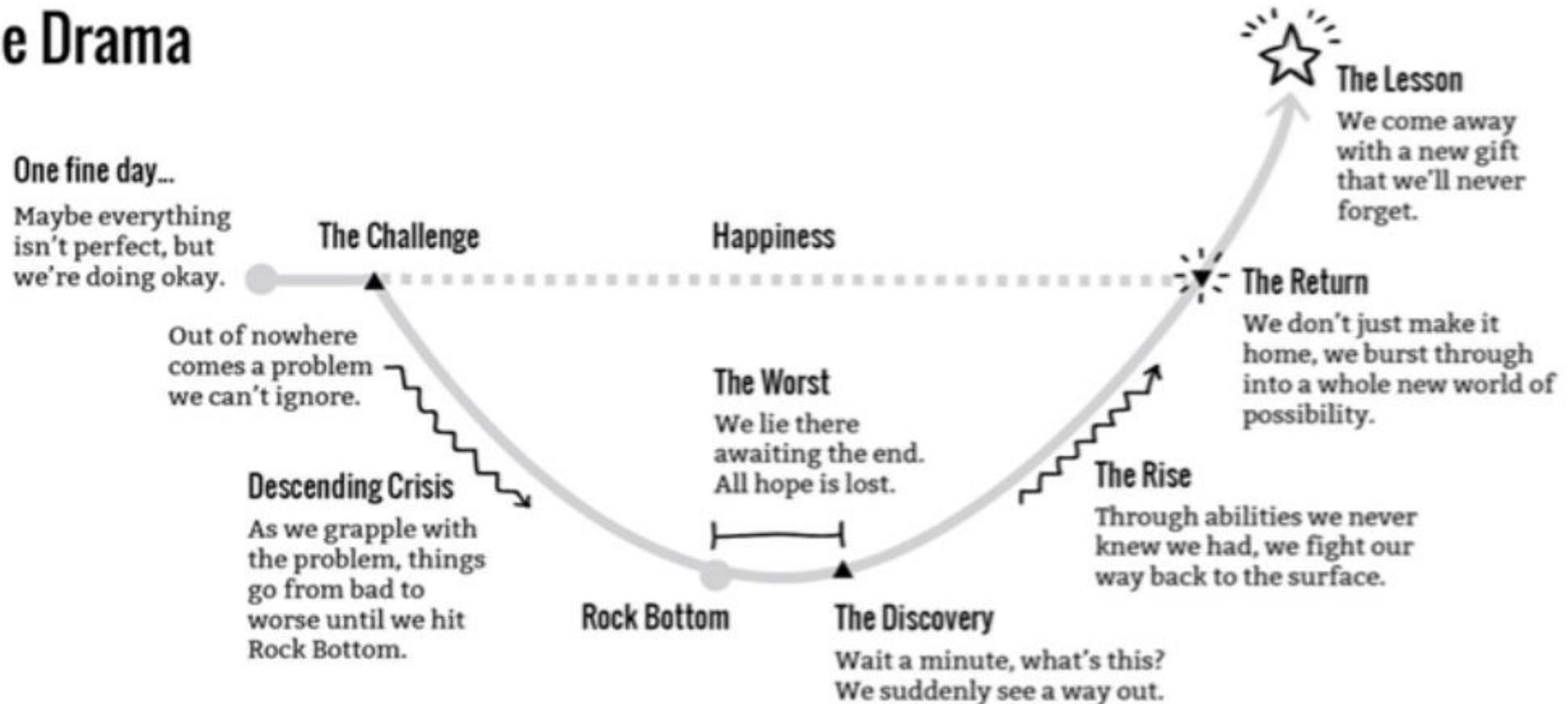
Resolution

[Writing a case study: telling powerful stories: Bexley CVS](#)



New belief or way of looking at the world – suits longer in-depth personal stories

The Drama



Classic hero storytelling

Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey					
Set up Tell us about your hero (es) and their world before the quest begins	Call to adventure What happens that causes your hero to undertake this quest	The challenge What trials or challenges are preventing your hero reaching their goal?	The Climax Show how your hero over comes obstacles and reaches their goal – with your help!	Resolution How is the world better now? How does your hero feel now?	Call to action Are you looking for more heroes? Or do you need funds for more quests?



‘Tell me about a time when ...’



Asking questions



Let's play wheel
decide together.

What questions can we ask to capture people's stories?



Let's play 'Who's your hero'



A group of parents that are tired of taking their



young children



to a rundown park and playground, with broken swings and litter everywhere



launch a campaign for a safe playground with their local council



What's *your* story?

Choose a storytelling structure to create your own basic outline. You can add to your Padlet entry

Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey

Set up	Call to adventure	The challenge	The Climax	Resolution	Call to action
Tell us about your hero (es) and their world before the quest begins	What happens that causes your hero to undertake this quest	What trials or challenges are preventing your hero reaching their goal?	Show how your hero over comes obstacles and reaches their goal – with your hero	How is the world better now? How does your hero feel now?	Are you looking for more heroes? Or do you need funds for more quests?

A SAMPLE STORY LINE

Introduction: Eric was a bright young boy enjoying school

...but when behavior started

Situation
What's happening now. An unbiased view of the current conditions.

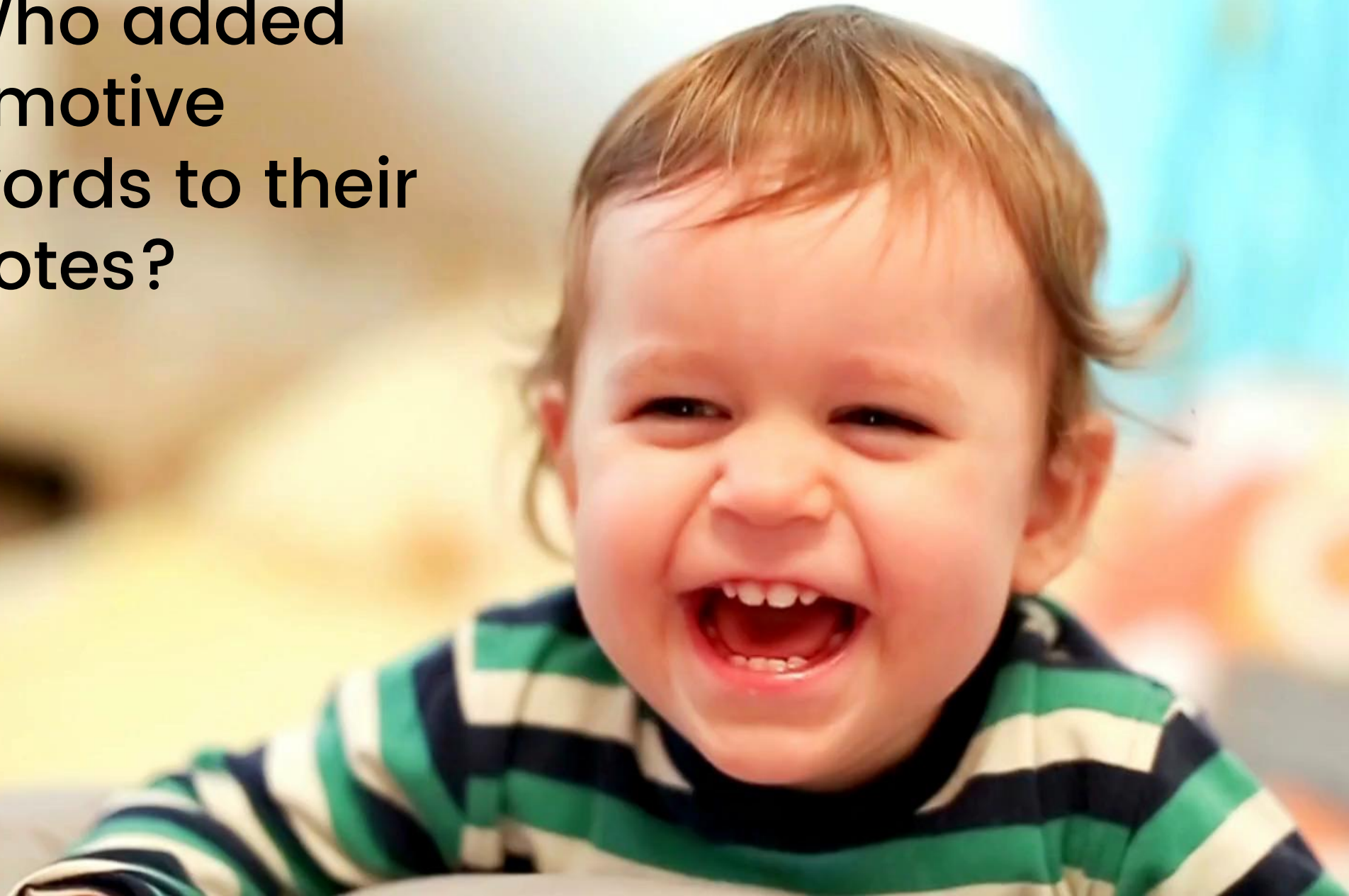
But...

Complication
The challenge ahead. Use data to back this up. It shines a light on the problem and adds tension to the story.

Therefore...

Resolution
The proposed product/ service or solution that meets the challenges. Make sure you have evidence to add credibility to the story.

**Who added
emotive
words to their
notes?**



Emotion + experience = winning



Later you could have a quick look through [this list of emotive words](#) and add one to each part of your narrative.



Now let's add oxytocin and dopamine





Switchback

1 November 2021 · 🌐

"These little calls and messages from Lamahl, someone having faith in me, has really motivated me and made me think I don't have to think negatively. People actually believe in me."

Here's Switchback Trainee Kimen (on the right) during a gym session with Switchback Mentors Lamahl and Kameran.

When Kimen joined Switchback in September, his goals were to get into construction and to be a good role model for his two young children. In a few days, he will be starting his firs... See more



4

2 shares

What do you notice?



Create scroll stopping social media using Psychology



The TEFL Academy
Sponsored · 🌐

You can do your TEFL course online AND teach online. Plus if you buy our course today you will get:

- 🕒 6 months access to our online campus
- 🕒 198 hours of TEFL training
- 🕒 30 hour FREE top up course



THETEFLACADEMY.COM
Teach English Online 🇬🇧
Enrol today

Learn More

145% more conversions than other text variations.

Rowcroft Hospice
Sponsored · 🌐

South Devon's biggest girls' night out is back with a difference! Shine bright as you Sleep Walk - Your Way 🎭🌟



rowcroft hospice

ROWCROFTSLEEPWALK.ORG.UK
Shine bright and support Rowcroft
Help raise money and lift spirits

Learn More

101% more landing page views than other text variations.

<https://youtu.be/NToS4uPtUHM?t=1817>



Why stop there?



In 2008 volunteers set up Incredible Edible Todmorden to grow food in the local community.

How could we tell a better story?



2008

A group of folks meet in a café. Pam and Mary work alongside a number of volunteers to share hopes and stories about what they dreamed for their town. They said things like – if you eat, you're in and believe in the power of small actions. Pam and Mary led the group of friends to start Incredible Edible Todmorden, using growing as a visible sign of a kinder connected community.



Uses in email marketing



Jane, Centrepont



Cold. Lonely. Deadly. The streets are no place to spend Christ...



DONATE NOW



Dear Sorrel,

You may have noticed temperatures dropping and weather conditions worsening over the last week as Storm Barra rages across the UK. For homeless young people, cold weather can be more than unpleasant - it can be a serious health risk.

We predict that over 29,000 young people will be homeless or at risk of homelessness this winter. That's a shocking number of vulnerable people who may be forced to sleep in places like public toilets or park benches, through no fault of their own.

You might have already responded to our Christmas Appeal from one of our Key Workers, Ben Signer. If so, thank you so much. Your kindness will go so far in helping those who desperately need our support.

[If you haven't had the chance to respond, there's still time to make a life-saving donation to our Christmas Appeal today.](#)

DONATE NOW



Not all stories work the same way – you need to use the right frame

“ Our economy creates powerful currents that can pull people into poverty, like low wages or increasing living costs. ”

[JRF Poverty Reframing Toolkit](#)

[The Frameworks Institute: Reframing 101](#)



My story to get here is all-too-familiar for families in England: my mum worked full-time, earning minimum wage to make sure we always had a good evening meal on the table.

But it was not enough.

The system was not built for families like mine to succeed, regardless of how hard my mum worked.

Marcus Rashford's open letter to MPs

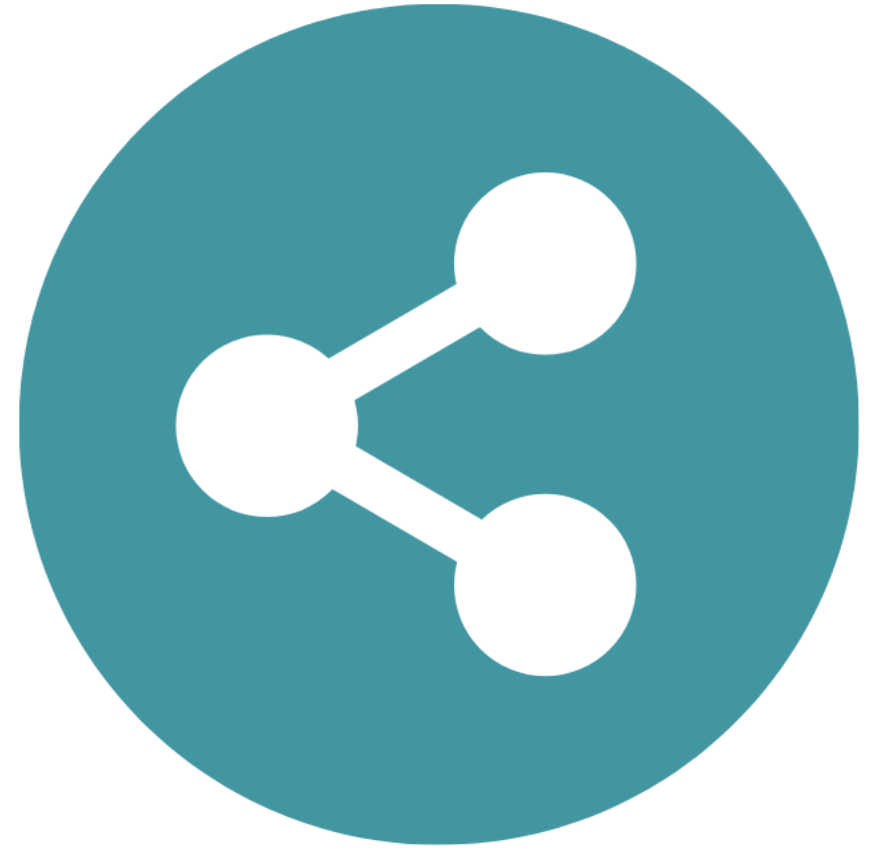




Digital tools that
can aid your
storytelling

Quick tools swap

What have you used in your storytelling?
e.g. to create content, for data or to share stories

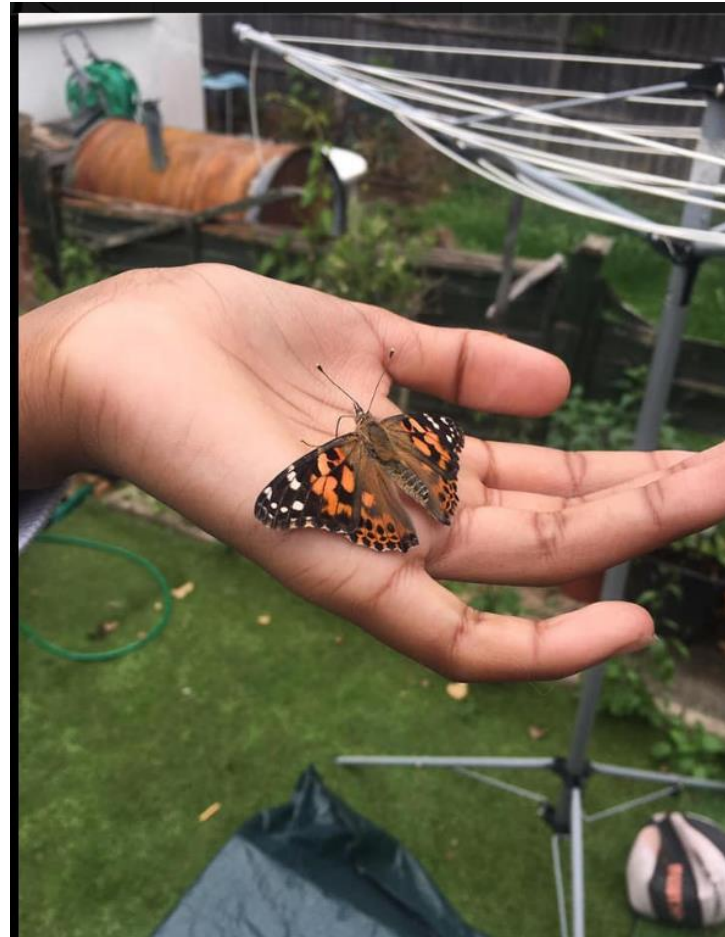


<https://www.menti.com/k9jqv5onf3>



**Words and
pictures**

A picture tells a thousand words



Sutton African and
Caribbean Cultural
Organisation





FoodCycle

February 17 at 2:51pm · 🌐

These likely lads each weigh 1.2 tonnes! And that's exactly what we saved in #foodwaste last week!! Thank you to all our brilliant #Hubs ❤️

1.2 tonnes

(that's the same weight as one of these beauties)



👍 Like

💬 Comment

➦ Share



👍 15

Even when using numbers!

[See our list of free photo sites](#)





**Stories at the
heart of impact
reporting**

Restore

Phil's Story

After years in a high-pressured corporate environment, Phil felt burnt out and needed a complete change of direction. He ended up working as a carer - a job he really loved.

But the pandemic hit and his hours were dramatically reduced. This meant Phil couldn't afford the high cost of rent in Kingston.

After a spell of house sitting and sofa surfing, Phil was put in touch with KCAH and offered a place on the Access Project.



"When lockdown happened, my hours literally went down to about an hour a day, because the man I care for has multiple sclerosis and is very, very vulnerable. Normally I take him out to lots of places, but because he had to shield, I was only able to spend about an hour with him each day, helping him in and out of bed. I was really struggling then, with almost no work.

The support that I received from KCAH has just been absolutely brilliant. During lockdown, I once only had £10 to last me two weeks. KCAH arranged for food to be delivered to me by volunteers. They were delivering so much food, I had to ask them to deliver every other week! It was such a great thing and I'm truly grateful! I can just say that despite a really stressful situation, the support that I've been given

HCIS in Numbers*

* between April 2019 and March 2020

1789

repeat visits dealt with



332 new clients

211

clients who declared themselves homeless were provided accommodation



838 food vouchers distributed

£134,322 income recovered for clients (back-dated benefits etc.)

Restore

A Year In Review from April 2019 into 2020



Kingston Churches Action on Homelessness storytelling annual reviews follow a theme every year and are introduced by a client, volunteer or stakeholder

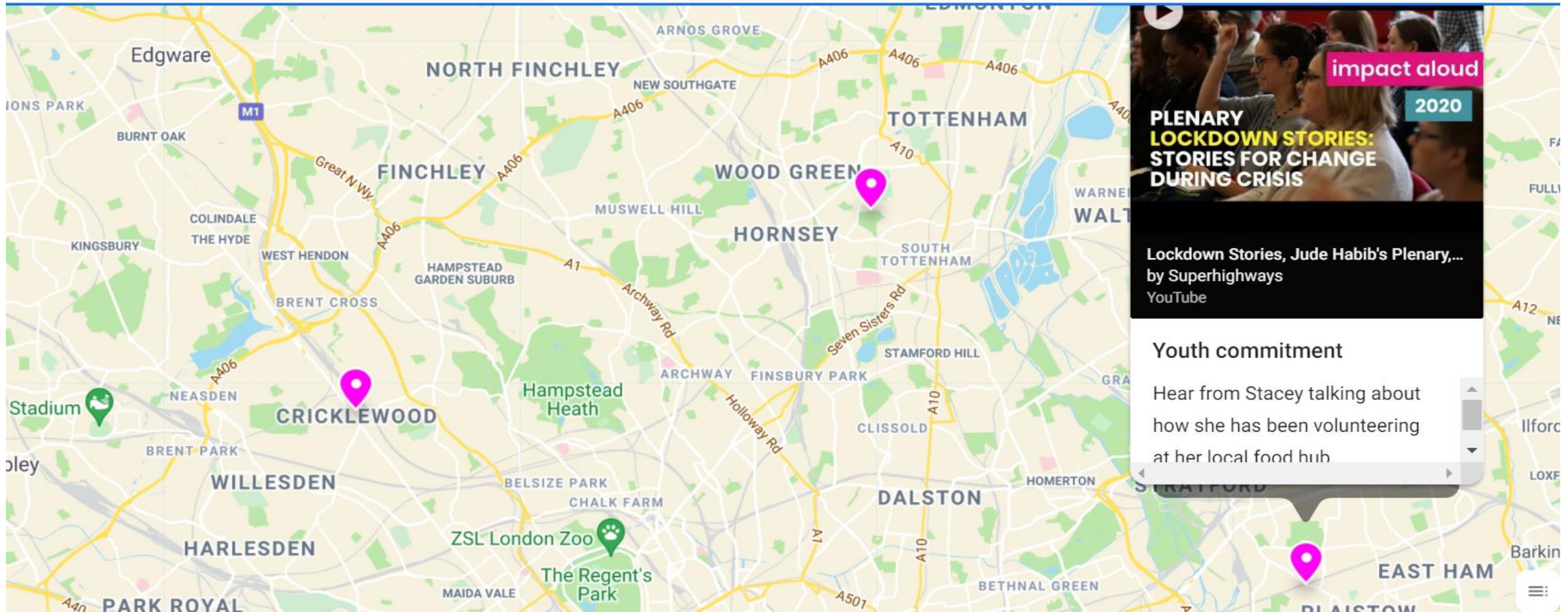


Padlet story map example

 katewhite71 + 1 • 14d

London Stories

Made with panache



PLENARY LOCKDOWN STORIES: STORIES FOR CHANGE DURING CRISIS 2020

Lockdown Stories, Jude Habib's Plenary,...
by Superhighways
YouTube

Youth commitment

Hear from Stacey talking about how she has been volunteering at her local food hub

Long form – events, campaigns, reports & sub sites!

wakelet

Save, organize and tell stories with content from around the web

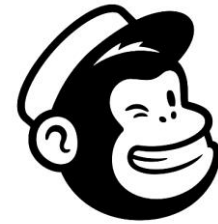
Sign up for free

Create a quick collection

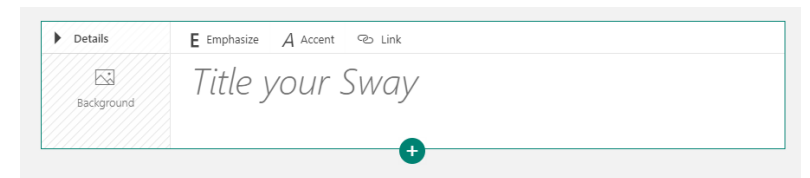
It's a tool to turn many links into one
No sign up needed



Spark Page



mailchimp



Street tree heroes

Protests, petitions, planting and paints. It takes all sorts
to stand up for street trees.

A quick peek at the Woodland Trust using long form content for their [Street Fighters story](#)



Some useful data visualisation tools

(click on the logo for the link)



Word cloud
of digital
exclusion
themes
from
feedback
which could
be included
as part of a
longer story



Providing vital support to our community when it was needed most

12,000+
Advice enquiries



Last night I kept the gas on for the first time in years and I was able to wash my hands in hot water, and it's not costing me extra. I'm paying for what I'm using and not what I owe and it made a difference in my mind set



CONSCIOUS KITCHEN



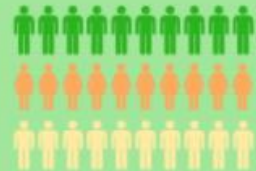
nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

SINCE CK COVID-19 RESPONSE BEGAN:

10,000

 TOTAL MEALS TO DATE

fresh, local, organic, scratch-cooked, nutritious meals prepared by Conscious Kitchen chefs to support the health of people and planet



STUDENT BREAKFASTS AND LUNCHES

4,094



healthy, delicious meals available daily for pickup outside of Bayside MLK Academy for all students and anyone under age 18

4,859

 COMMUNITY DINNERS

hot, organic, nutritious meals delivered daily to multiple pickup locations in Marin City for individuals and families



SENIOR LUNCHES

1,047



individually packed, balanced meals delivered directly and safely to seniors at home daily

JOIN CONSCIOUS KITCHEN TO NOURISH THE COMMUNITY AMID COVID AND BEYOND



consciouskitchen.org/covid
info@consciouskitchen.org
[@consciouskitchn](https://www.instagram.com/consciouskitchn)



*Information based on Conscious Kitchen data from March 25 - April 17, 2020



This numbers infographic is an adaptation of a report template in Canva: easy to adapt/





Audio and video storytelling

Audio stories – giving voice to impact



Edit Analytics Total plays: 12

Man & Boy: a positive story of impact

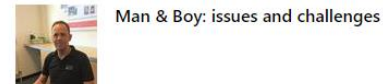
26 Sept 2018, 16:58



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Next

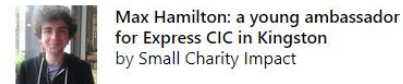


Man & Boy: issues and challenges

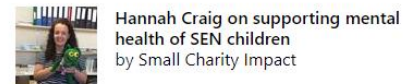
Top Episodes



Matt Hay Talking about Refugee Action Kingston's Summer Playscheme by Small Charity Impact



Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact



Hannah Craig on supporting mental health of SEN children by Small Charity Impact

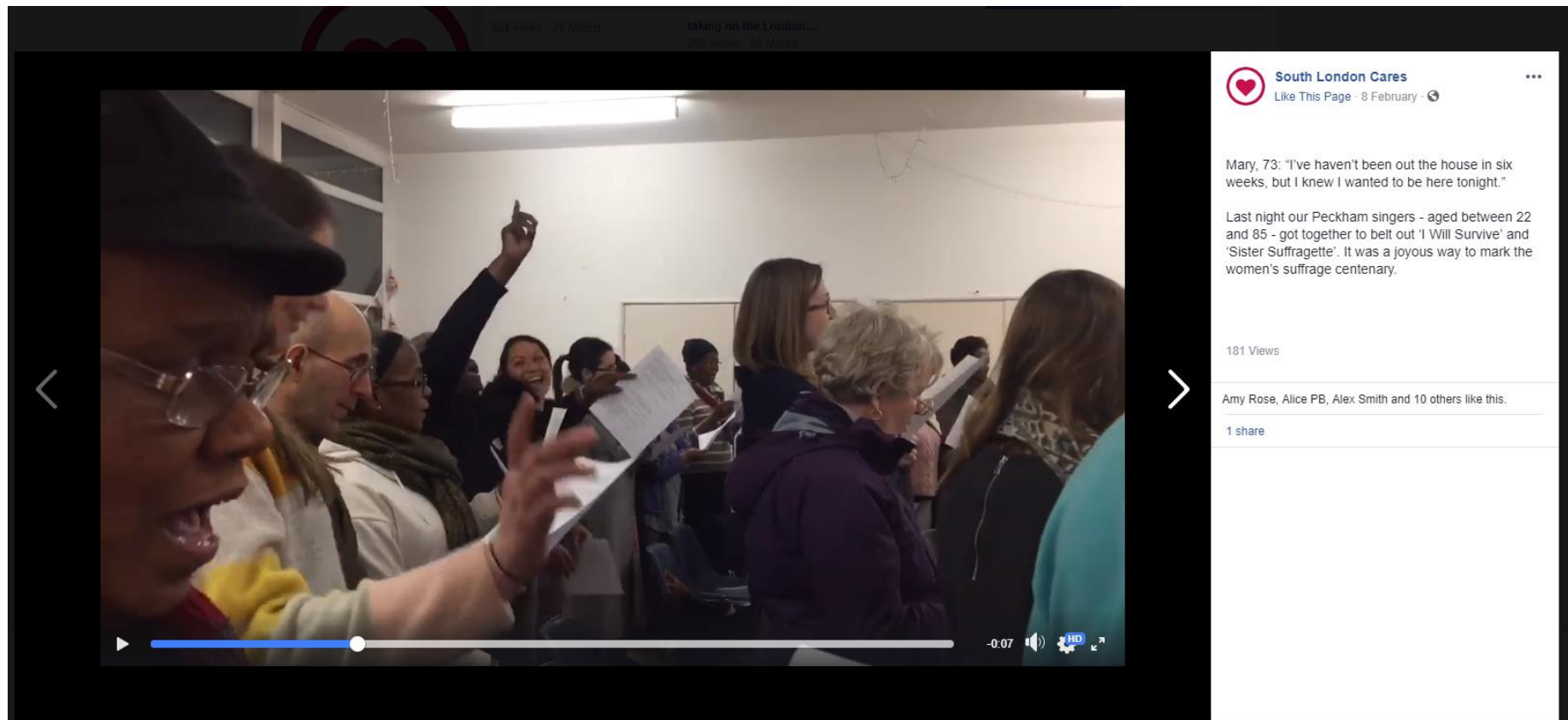
KINGSTON'S CHARITABLE SECTOR



Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION



You don't need feature films...



South London Cares
Like This Page · 8 February

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

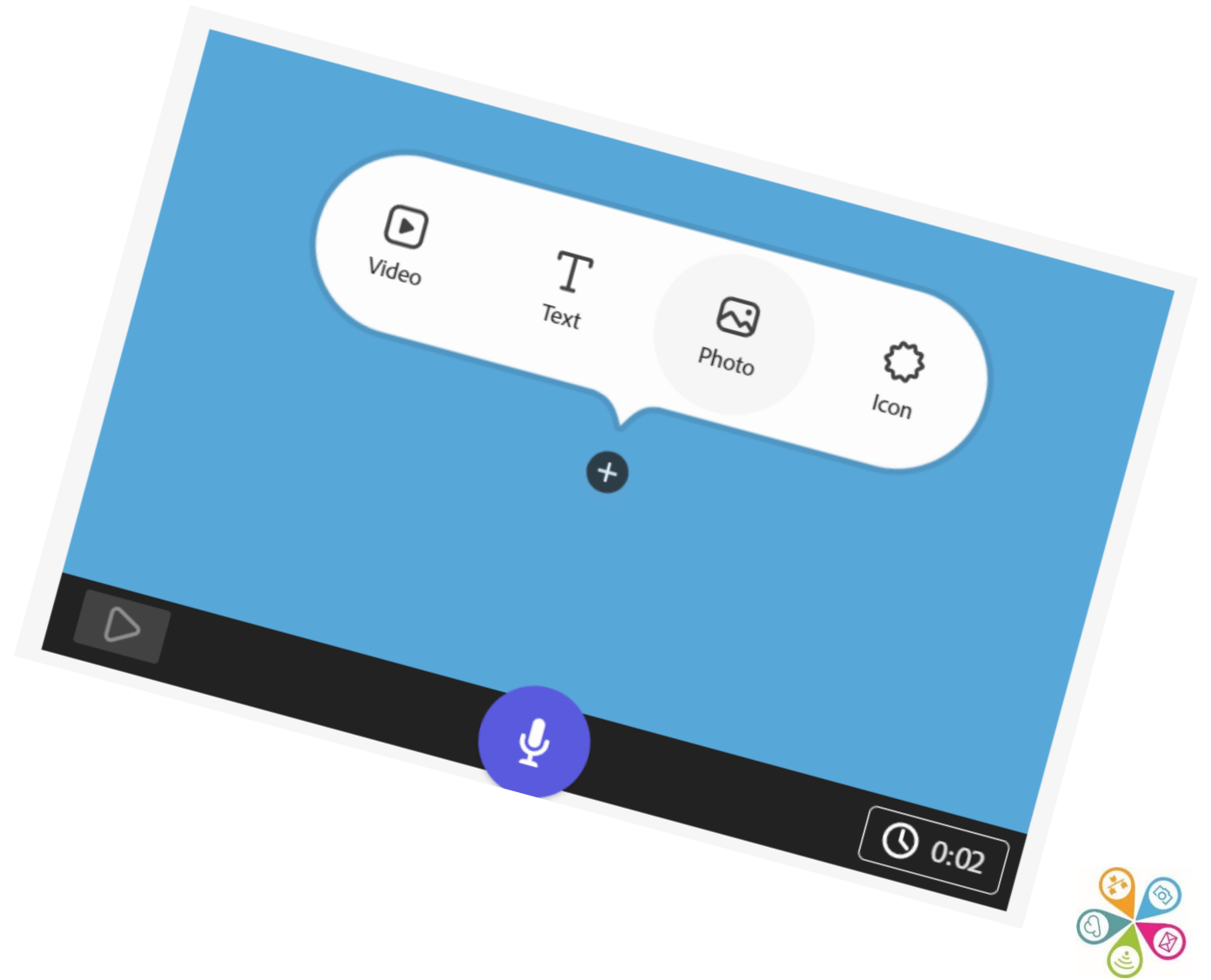
Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share



Create a video with Adobe Express

1. Demo
2. Create your free account
3. Download photos from Google
4. Create a short photo caption story





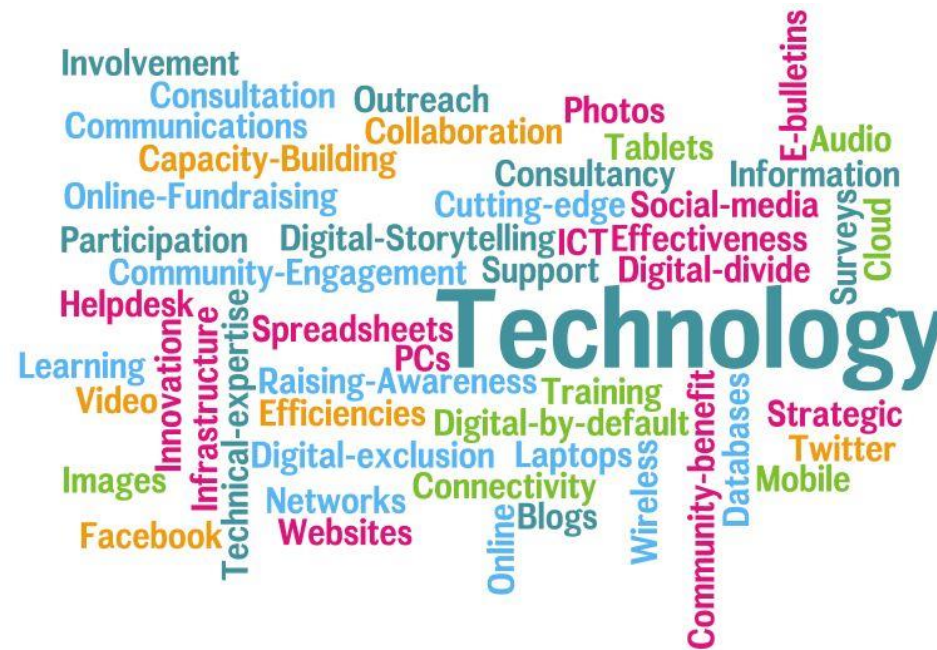
Final
thought...

What will
you try
next??

About Superhighways....

Providing tech support to the sector for 20 years

- ✓ Tech Support
- ✓ [Training](#)
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Digital leadership
- ✓ [Datawise London](#)



E-news sign up <https://superhighways.org.uk/e-news/>



Thank you for taking part today



Sorrel Parsons

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@SuperhighwaysUK

