



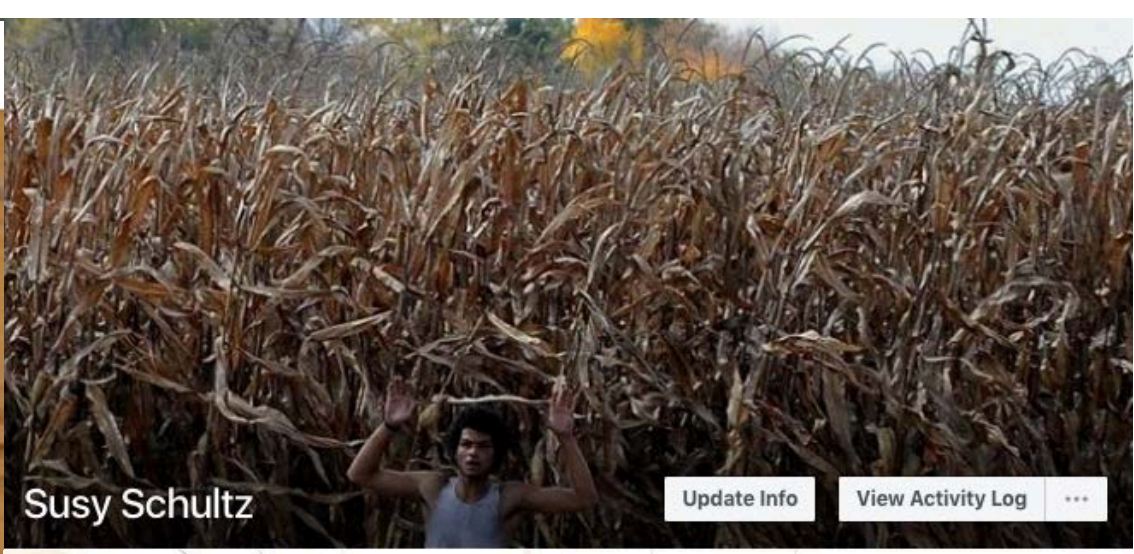
# PUBLIC NARRATIVE

**Crafting effective messages & strategic pitches**

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Midwest Injury Prevention Alliance

11.30.17



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NARRATIVE

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**Public Narrative**  
Community Organization · Public  
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100% response rate, 20-mins response time  
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1,748 likes +3 this week  
Vicki Schultz and 121 other friends

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1. Tell our stories & understand the importance of storytelling/communications.

2. Understand messaging and the process.

3. Find the message *in* the story.

4. *Now think about the pitch.*

# But first ...

## Our Problem

**What does  
communications  
mean?**

# Point the Way

## Chicago-area Capacity Building Landscape Study Final Report

March 2017

Prepared by:



LEARNING *for* ACTION

**Exhibit 11. In your opinion, what types of capacity building services are most needed by your organization/Chicago area nonprofits right now? (Select up to five.)**

Item	Results for:			
	All Organizations (n=419)	Nonprofits (n=331)	Funders (n=42)	Capacity Building Providers (n=46)
<b>LEADERSHIP CAPACITY</b>				
Board development	58%	60%	50%	59%
<b>Leadership development***<sup>1,2</sup></b>	32%	26%	57%	52%
Staff development	35%	38%	29%	24%
Executive coaching	17%	17%	14%	24%
<b>ADAPTIVE CAPACITY</b>				
Strategy and planning	49%	47%	62%	52%
Evaluation	27%	27%	40%	17%
<b>MANAGEMENT CAPACITY</b>				
<b>Human resources and performance management**<sup>1</sup></b>	29%	32%	14%	22%
Change management	25%	22%	38%	33%
<b>Volunteer management***<sup>2</sup></b>	13%	16%	7%	0%
<b>Mergers and restructuring***<sup>1</sup></b>	9%	6%	31%	11%
<b>TECHNICAL CAPACITY</b>				
<b>Fundraising***<sup>2</sup></b>	61%	66%	50%	39%
<b>Communications and marketing***<sup>2</sup></b>	49%	54%	31%	26%
Technology	36%	38%	40%	22%
Financial systems and management	23%	21%	33%	28%
Legal	6%	7%	0%	7%
I don't know	5%	5%	0%	11%
Other	2%	1%	2%	7%

\*p < 0.05; \*\* p <0.01; \*\*\*p<0.001

<sup>1</sup> There was a significant difference in responses between NPOs and Funders.

<sup>2</sup> There was a significant difference in responses between NPOs and Providers.

<sup>3</sup> There was a significant difference in responses between Providers and Funders.



**To be successful, communications must be at  
the heart of ...**

Programs

Leadership development

Fundraising

Strategy and planning

1.

Telling our stories &  
understanding the power of stories

**What's your story?**

# EXERCISE

PUBLIC (IP) NARRATIVE

## WHAT'S YOUR STORY?

Hello, my name is \_\_\_\_\_ and we ...

I work for \_\_\_\_\_  
(your organization's mission and work)

And I do ... (your job) \_\_\_\_\_

But let me tell you why I do what I do. I'm here because ...

A close-up portrait of Edwidge Danticat, a Black woman with dark, curly hair, looking slightly to the right. She is wearing a dark top with colorful sequins. The background is blurred.

"We tell our stories  
to become whole.  
We tell stories to  
live, to connect with  
one another and to  
build community."

~Edwidge Danticat

Edwidge Danticat

"We all are  
storytellers,  
whether we  
know it or not."



**Branding = Connecting your organization to  
an underlying truth.**

**You become recognized as a brand when people buy into the narrative you create and want to be part of your community.**



# Why use stories?

- Create bonding and community.
- Give believability and familiarity.
- Honor complexity and yet, keep it simple.
- Influence, persuade and direct.
- To be long lasting and memorable.
- Speak to emotions as well as to the intellect.
- Create loyalty.
- To give us power over our past.

# Stories hit us right in the brain.

## HOW STORYTELLING AFFECTS THE BRAIN

### NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

### MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



### DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

### CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



A good story paints  
a picture

**Good stories effect people and  
can move them to action.**

**So, good stories, must be woven into our  
programs, our development, our board  
and our culture.**

**Stories show, they don't tell.**

**'Don't tell me the moon is  
shining, show me the glint  
of light on broken glass.'**



Anton Chekhov

If you tell me ...

**More than 1.8 million Illinoisans – including  
over one in five children – live in poverty. ...**

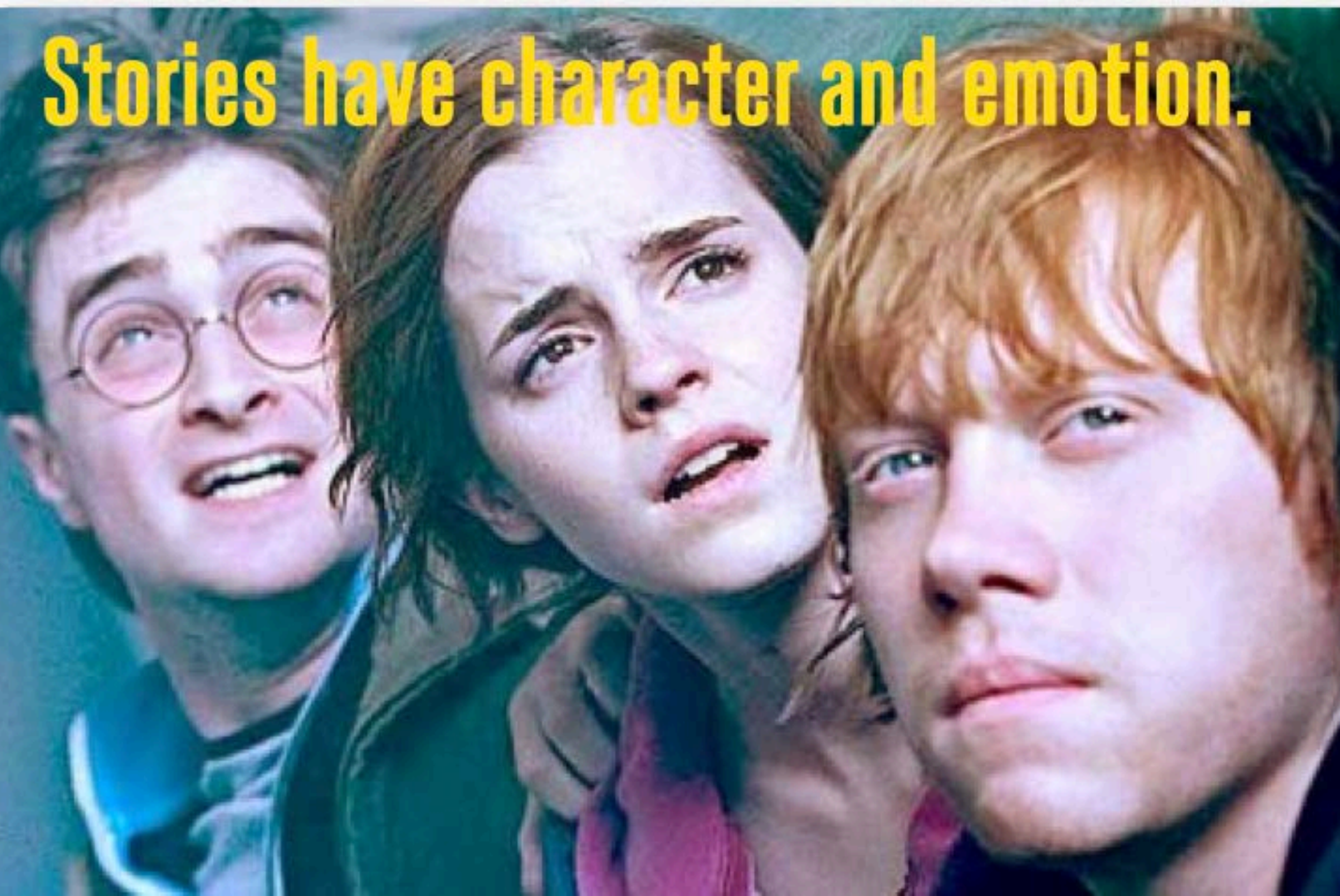


But if you show me ...



**Stories have structure:  
a beginning,  
a middle and  
an end.**

**Stories have character and emotion.**



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NARRATIVE**

# Any Questions?



# EXERCISE

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1. Let's name the issues that matter.
2. Divide into groups via issue.
3. Put some brain time into choosing 'the story'

2.

What about the message?

*She may be..*





**SYPHILIS SUCKS. AND NOT  
IN A PLEASURABLE WAY.**

**SYPHILIS.**

**EASY TO GET. EASY TO CURE.**

[SyphilisRising.com](http://SyphilisRising.com)

Public Health   
Seattle & King County





1992 — American Academy of Pediatrics recommendation

1994 — National public education campaign begins

Prone sleep position drops from 62% in 1993 to 20% in 1998

---

SIDS incidence falls 30-50%

# Babies Sleep Safest On Their Backs

Reduce the Risk of Sudden Infant Death Syndrome (SIDS)



# "Safe to Sleep" Campaign

Preventing Sudden Unexpected Infant Death

JENNIFER P. HELWIG, MS, RD, ELS



**YOU DO SO MUCH  
TO PROTECT THEM.**



**BUT, MAYBE YOU  
NEVER REALIZED HOW  
MUCH SUGARY DRINKS  
COULD HURT THEM.**



**After all, your kids are  
sweet enough already.**

A good message ...

defines and reframes  
the issue on your terms and in your words.

The good message is ...

Short

Direct

Concise



Hennepin County **Medical Center**



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we treat brain injuries  
**HEAD ON**

» Traumatic Brain Injury Center

■ ■ ■ ■ ■

Don't think they're just sleeping.

# VICTIMS OF HUMAN TRAFFICKING PAY WITH THEIR LIVES.

TraffickingResourceCenter.org  
1-888-373-7888





# MAMMOGRAM TODAY. RESULTS TODAY.

[Book online now](#)

A good message ...

sticks with you.

A good message is ...

speaks to your intended audience.

A good message is ...

REPEATED.

REPEATED.

REPEATED.

REPEATED.

REPEATED.

REPEATED.

How do you craft the message?

1st

Identify your  
audience: Who do  
you want to talk to?

2nd





listen

3rd

Pinpoint what  
success looks  
like and be ready  
to measure it.

The one universal truth in  
communications/storytelling?

We think it's about us.  
Right?

*But any communication is really about ...*

Your audience.

Who is your  
audience?

What will they hear?  
Are there any roadblocks?



# COMMUNITY DEVELOPMENT

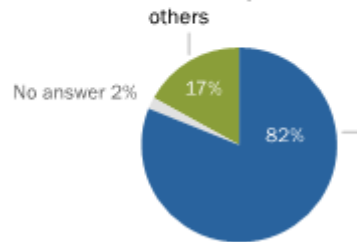
GQMMIINLTX DFVFIQBMFNT

## Most Americans support a school-based vaccine requirement

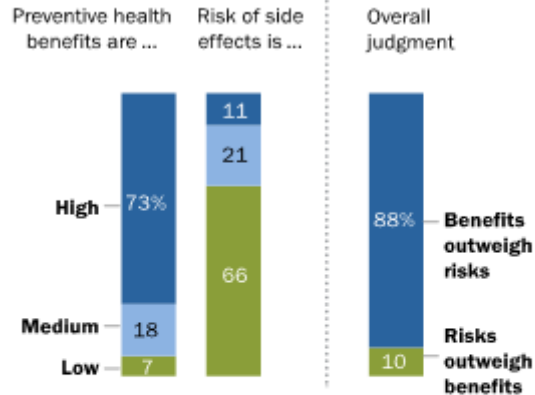
*% of U.S. adults who say about childhood vaccines for measles, mumps and rubella ...*

**Parents should be able to decide not to vaccinate** their children even if that may create health risks for others

**Healthy children should be required to be vaccinated** to attend school because of potential risk to others



## Most rate the benefits high, the risk low




Note: Respondents who did not give an answer to questions in bottom chart are not shown.

Source: Survey conducted May 10-June 6, 2016.

"Vast Majority of Americans Say Benefits of Childhood Vaccines Outweigh Risks"

PEW RESEARCH CENTER



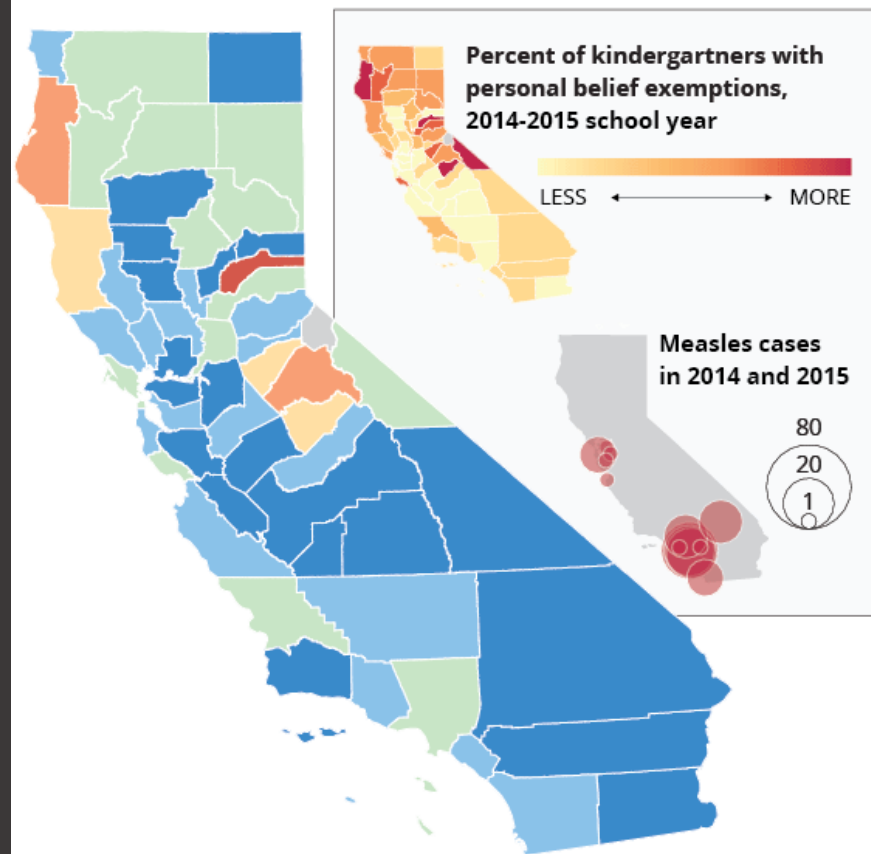
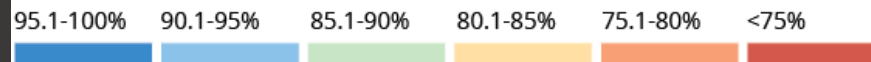
The idea that vaccines are a primary cause of autism is not as crackpot as some might wish. Autism's 60-fold rise in 30 years matches a tripling of the U.S. vaccine schedule.

(Jenny McCarthy)

izquotes.com

# Some Counties Have Dangerously Low Measles Vaccination Rates

Percent of kindergartners who got +2 MMR vaccinations,  
2014-2015 school year



Note: Alpine county did not have any schools reporting vaccination data for the 2014-2015 school year.

Source: California Department of Public Health,  
Council on Foreign Relations

THE HUFFINGTON POST

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4X

Men are  
**more likely than women**  
to die from suicide.

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py Case Study 2



Dr. Rich Mahogany — Man Therapy  
Colorado Office of Suicide Prevention

# EXERCISE

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1. Go back to our groups.
2. Talk about 'your story.'



# Any Questions?



# 3.

What about the pitch?

**REMEMBER:** It's still all  
about your audience.

The news peg = the story's  
relevance to today.



Use pegs to hold  
in place

In other words:  
Why are we doing  
this story now?

# The peg can be:

Broad in its approach

=

It's spring and it's time to take a look at playgrounds and spaces to grow.

(Healthy Schools Campaign)

# The peg can be:

Specific

=

We have three Mexican composers  
coming to Chicago to teach  
children.

(Chicago Acapella)

The peg can be:

Tied to the news cycle

=

Let me tell you the story of some of the people I know that came to this country for freedom.

We're all people.

(Muslim American Leadership Alliance)

You should be ready with **multiple** news  
pegs.

Why?

Because reporters may not always like the peg  
you are using for the pitch.



Remember ...

1

What is  
your end goal?



2.

Who is your  
audience?

3

What are your  
resources?



# 4

What story will  
move your  
audience  
to action?

5.

Don't forget:  
Invite them  
to act.

6



Practice  
Practice  
Practice

# Any Questions?





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