NNIP Milwaukee Meeting, June 13, 2019

Leader: Scott Whitehair

Notetaker: Camille Anoll

**Storytelling Camp**

**Links of interest:**

Storytelling Workshop Framing Page: <https://www.neighborhoodindicators.org/sites/default/files/publications/10_Storytelling.pdf>

**Contact Info:**

Scott Whitehair

[swhitehair@gmail.com](mailto:swhitehair@gmail.com)

<http://www.scottwhitehair.com/>

**Name, Organization, and Why You Are Interested in Storytelling**

* Sara McDonnell--UM Flint--How to tell better stories about the data we have
* Mariam Ashour--Data You Can Use--Experience with telling stories with Palestinian women and interested in how to tell a story together that are both personal and political. She wants to learn about other types of storytelling
* Camille Anoll--Urban Institute--Interested in making an emotional connection between listeners and the data
* Jake Cowan--Consultant
* Scott Whitehair--Consultant--Scott's point of view is that everyone can participate in storytelling, which is why he likes it so much
* Erica Raleigh--Data Driven Detroit--ED of my org, I struggle with the phrase "No one cares what you say" and I am trying to shake myself out of that
* Scott Hughes--University of New Mexico--How to make the pitch while not exploiting, but elevate experience, to get it across to funders and communicate its not about me but about their interest
* Anthony--Dallas--I thought the storytelling session was going to be dumb but really enjoyed the session. I know that good storytelling
* Fabrizio Fasulo -- Center for Urban and Regional Analysis, VCU, Richmond

The group played a game of "Fortunately and Unfortunately" where the next person in the circle had to add to the story with starting with fortunately or unfortunately.

**Jake Cowan:** In response to people in attendance wanting more about asking the pitch to the funder and why it applies to them: It's about knowing your audience and knowing what they are interested in.

**Scott Hughes:** It has taken a long time to find someone interested in championing the cause. So I think there must be something off with my pitch. I have to build it up--should I emphasize GPS's perspective or the funder's perspective?

**Erica:** I deal with this a lot as well. I am constantly asking for money. Each funder has something different they want to hear about so I change the way I talk about it.

**Scott H.:** After practice it has gotten it better. Recently got a call from a council member who would like to talk to the Mayor and start an RFP process. Projecting a $365K budget and will commit $75K. Hoping this will get snowballing

**Camille A:** Funders often want to fund the "saving babies" projects. They can understand the emotional connection and it’s an attractive thing to be funding. My suggestion is you need to make the case to funders about how your work with data "saves babies". There is a great value in the data work, so you need to explain to the funders that the data is necessary for "understanding what babies need saving" and "what is the best way to go about saving them".

**Scott W:** I had this same experience with a genome sequencing organization. They had a large impact on people's lives however they were stuck in talking about the minute details of the science of what they did.

What the org wants to hear and what you want to receive. How do we get people to understand why this costs $375K? This work results in a data informed community, helps community organizing,

**Anthony:** I have the "who cares?" feeling as well. No one cares that I need to pay my employees. That's not the story they want to hear so tell the story about "Imagine the world where people had the data for making these policies and what we could really know about X issue in the community?"

I need to find my place of where I believe it though.

**Scott H.:** My problem is we are just getting started. So we can't talk about what we have done. We had done some prelim projects, but

**Jake:** this is where you can borrow the stories of the network. You can tell the stories of impact from other data intermediaries from around the country and explain how a similar organization would benefit your community.

**Scott H.**: Erica was one of the first people I called and she could speak to the challenges of standing up D3.

**Sara:** I also went to Erica when starting in Flint.

\*\*\*Send out Scott's Contact Info

**Sara:** Haven't before thought about how to present what will resonate with the funder in a proposal

**Fabrizio:** How do you end a story?

**Jake:** It depends on the story that you told, but you should leave a little bit at the end that you want them to engage with which makes them internalize the story because they will react to that part. You could end a story with the direct question or an implied question.

**Scott W.:** Not always the best place to end a story is the moral of the story because you force your interpenetration of the story and an application of their own experiences to it. Leaving a little bit of a gap to allow the audience to engage with it.

**Scott H.:** What I run up to with neighborhood groups and funders, when I talk about big data, people are concerned about weaponizing the data. I have to communicate that we won't do that and all data is anonymized and couldn't be used against someone.

The group then moved on to practice stories with each other.

**Resources:**

“The Ultimate Guide to Nonprofit Storytelling (30+ Tips)” <https://donorbox.org/nonprofitblog/nonprofit-storytelling-guide/>

“The 22 rules of storytelling, according to Pixar” <https://io9.gizmodo.com/the-22-rules-ofstorytelling-according-to-pixar-5916970>

A number of articles on storytelling from Doug Lipman: [www.storydynamics.com/articles1.html](http://www.storydynamics.com/articles1.html)

Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire by Paul Smith available at <https://www.amazon.com/Lead-Story-CraftingNarratives-Captivate/dp/0814420303>