



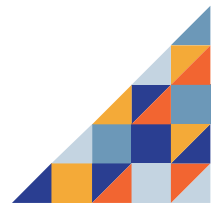
Change the
Story

Change
the World

“Change the Story, Change the World”



Andy Goodman
Director

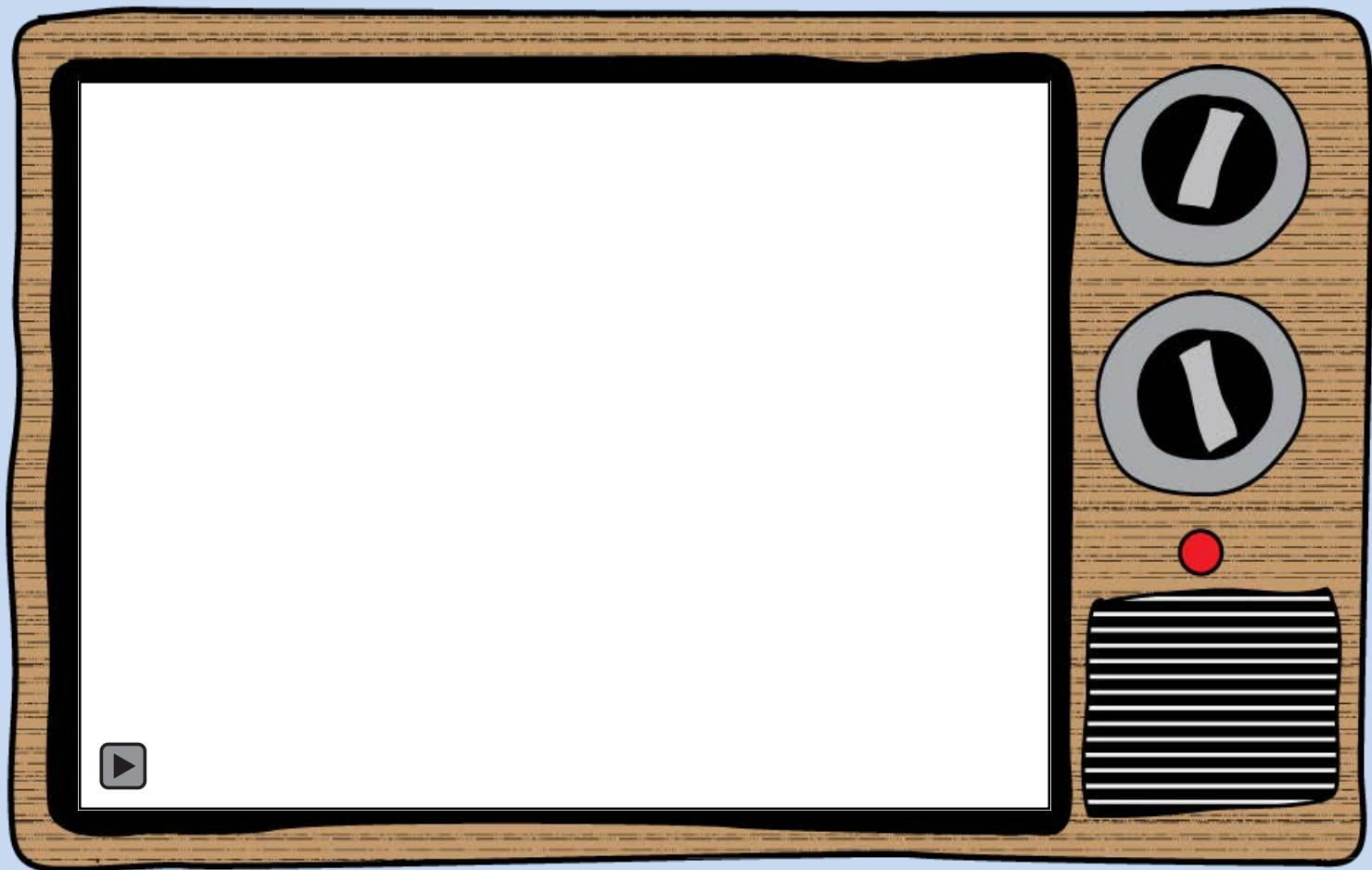


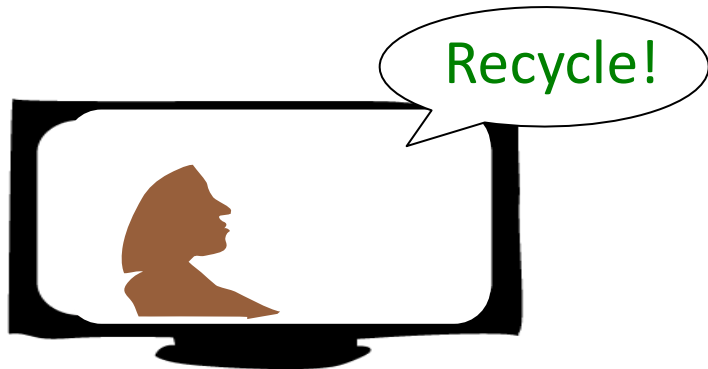


The Walt Disney/Jim Henson School of Storytelling











[TELL STORIES](#) [GIVE PRESENTATIONS](#) [LEAD WEBINARS](#) [PLAN CAMPAIGNS](#) [RUN MEETINGS](#) [DELIVER A PITCH](#)

Stories are your single most powerful communication tool.

They help us remember, shape our identity, and influence how we see the world. Learn how to use stories in advocacy, development, recruiting and every aspect of your internal and external communications.



BILL & MELINDA
GATES foundation







Why is storytelling uniquely powerful?

How do you tell a memorable and persuasive story?

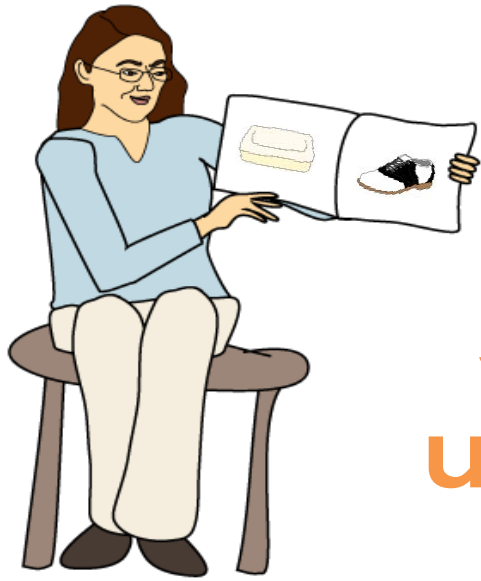
What kinds of stories should your organization tell?



Why is storytelling uniquely powerful?

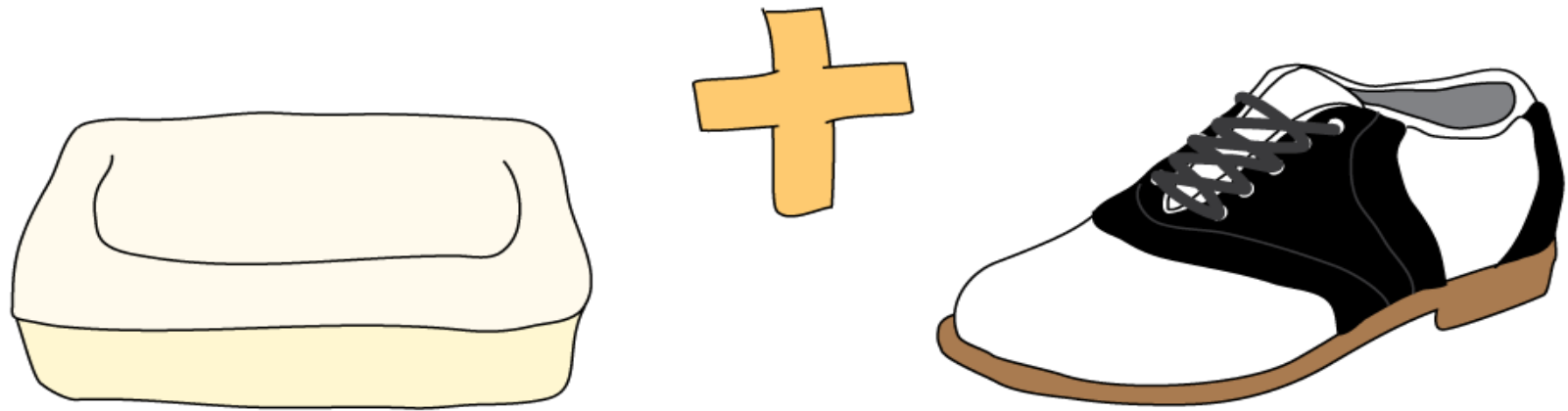
How do you tell a memorable and persuasive story?

What kinds of stories should your organization tell?



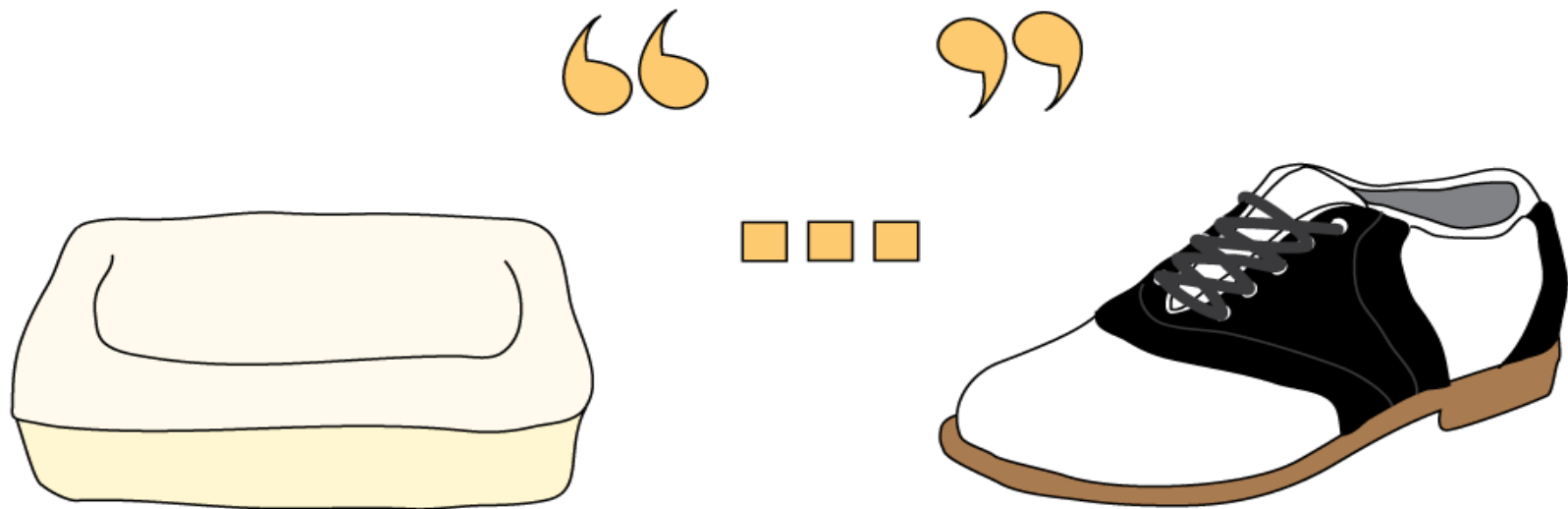
**Stories help
us remember.**

Memory Study (5-yr. olds)
University of Minnesota



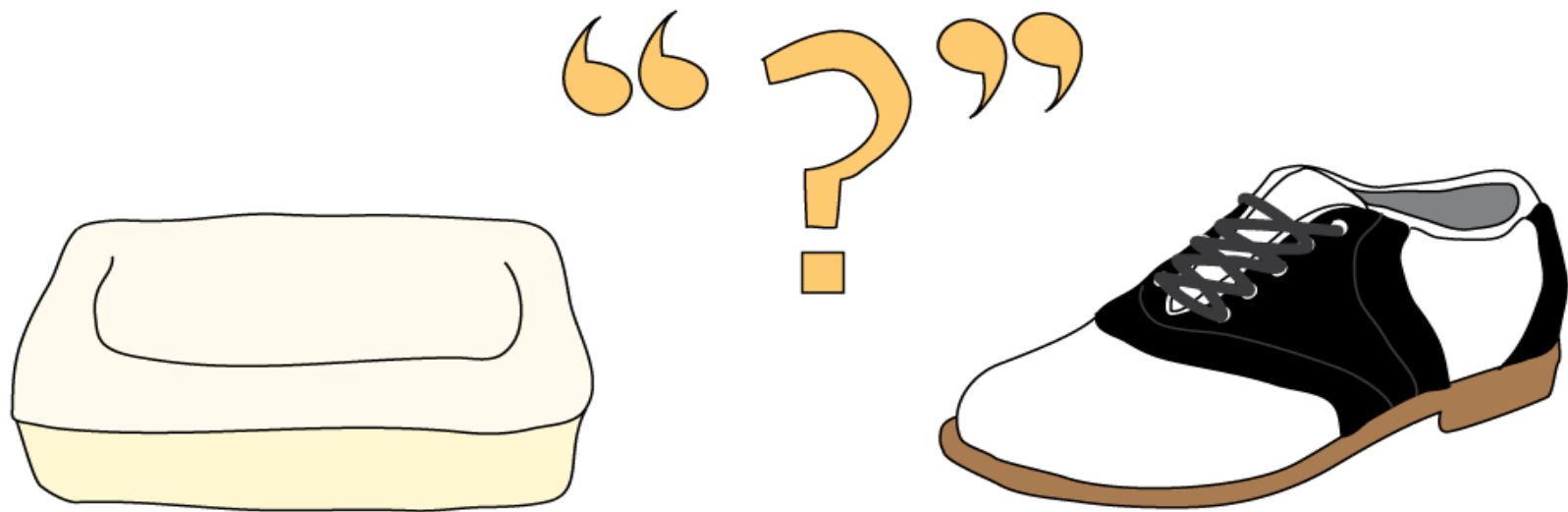
soap and shoe

1 out of 21



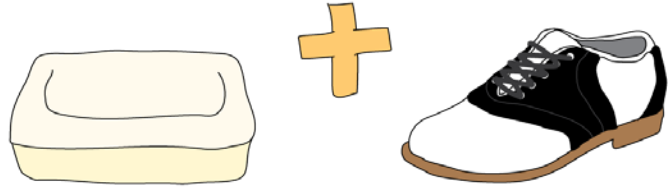
soap and shoe in a sentence

8 out of 21



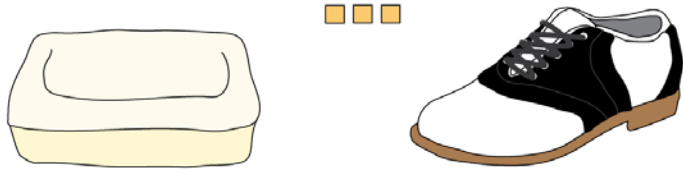
soap and shoe in a question

16 out of 21



1 out of 21

“ ”



8 out of 21

“ ? ”



16 out of 21

Stories
can
change
minds.



A person wearing teal scrubs, a surgical mask, and gloves is holding a white metal case. The case has the text "HUMAN ORGAN FOR TRANSPLANT" printed on it in red. The background is a blurred operating room with another person in teal scrubs and a patient on a table.

**HUMAN
ORGAN**
FOR TRANSPLANT

Doctors
work as
save
Wh

120,000 people are waiting for an organ



Register to be a Donor

Why should I register?



10

another person is added to
the waiting list every 10
minutes



22

people die each day waiting
for an organ



50

One organ, eye and tissue
donor can save and heal
more than 50 lives

st
ple will
e line.





**DOADOR
SPORT**



*immortal
fans*



Thousands of Brazilian Soccer Supporters Become 'Immortal Fans'

An organ donation campaign from one of Brazil's biggest soccer clubs is slashing transplant waiting lists.



THINKING,
FAST AND SLOW

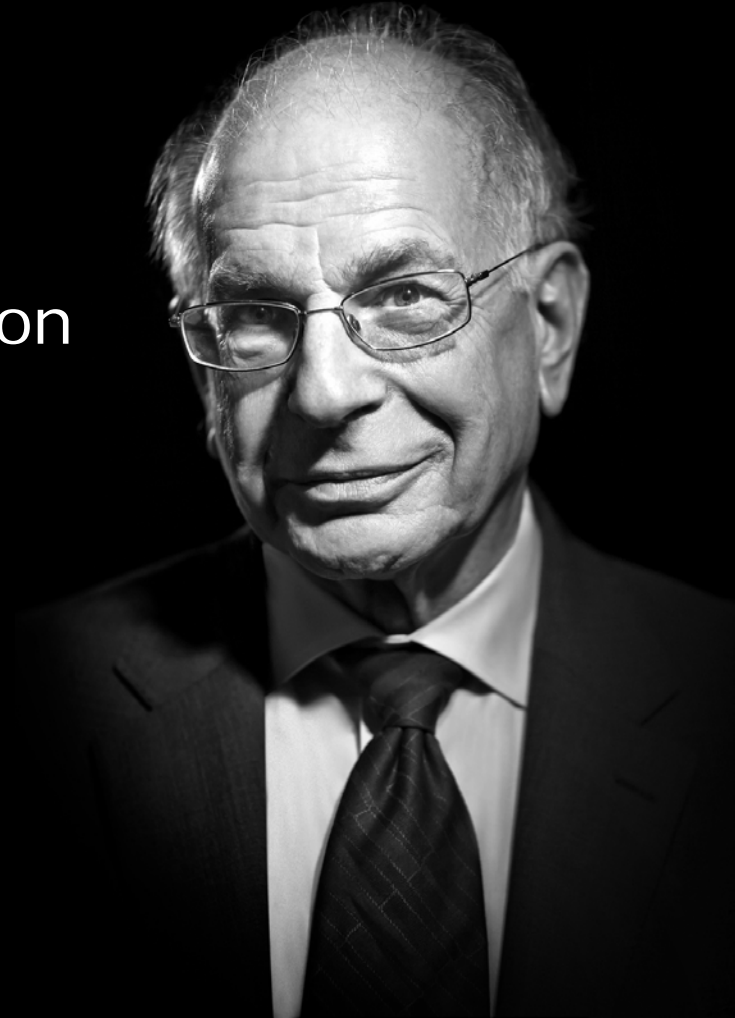


DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"No one ever
made a decision
because of a
number.

They need a
story."





Why is storytelling uniquely powerful?

How do you tell a memorable and persuasive story?

What kinds of stories should your organization tell?

"Reunion"



▶ ⏪ 🔊 0:17 / 3:32





WHO'S IT ABOUT?





WHO'S IT ABOUT?

Suman

WHAT DOES SHE WANT?



WHO'S IT ABOUT?

Suman

WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?



This is me, and this is my childhood friend Yusuf.



This is me, and this is my childhood friend Yusuf.



WHO'S IT ABOUT?

Suman

WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?

Locating Yusuf, bringing him to India

HOW DOES SHE RESPOND?



park with ancient gate in lahore

Google Search

I'm Feeling Lucky

in offered in: Hindi Bengali Telugu Marathi Tamil Gujarati Kannada Mala



park with ancient gate in lahore

Google Search

I'm Feeling Lucky

in offered in: Hindi Bengali Telugu Marathi Tamil Gujarati Kannada Mala



park with ancient gate in lahore

Google Search

I'm Feeling Lucky

WHO'S IT ABOUT?

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HOW DOES SHE RESPOND?

Uses Google

WHAT HAPPENS AND WHAT DOES IT MEAN?



WHO'S IT ABOUT?

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WHAT DOES SHE WANT?

Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?

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HOW DOES SHE RESPOND?

Uses Google

WHAT HAPPENS AND WHAT DOES IT MEAN?

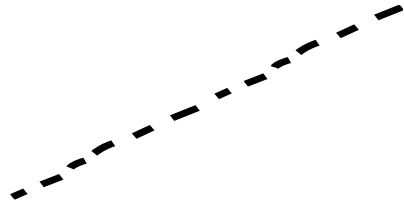
Reunion accomplished... Google is awesome

Story Structure



Story Structure

PROTAGONIST



BARRIER

Story Structure



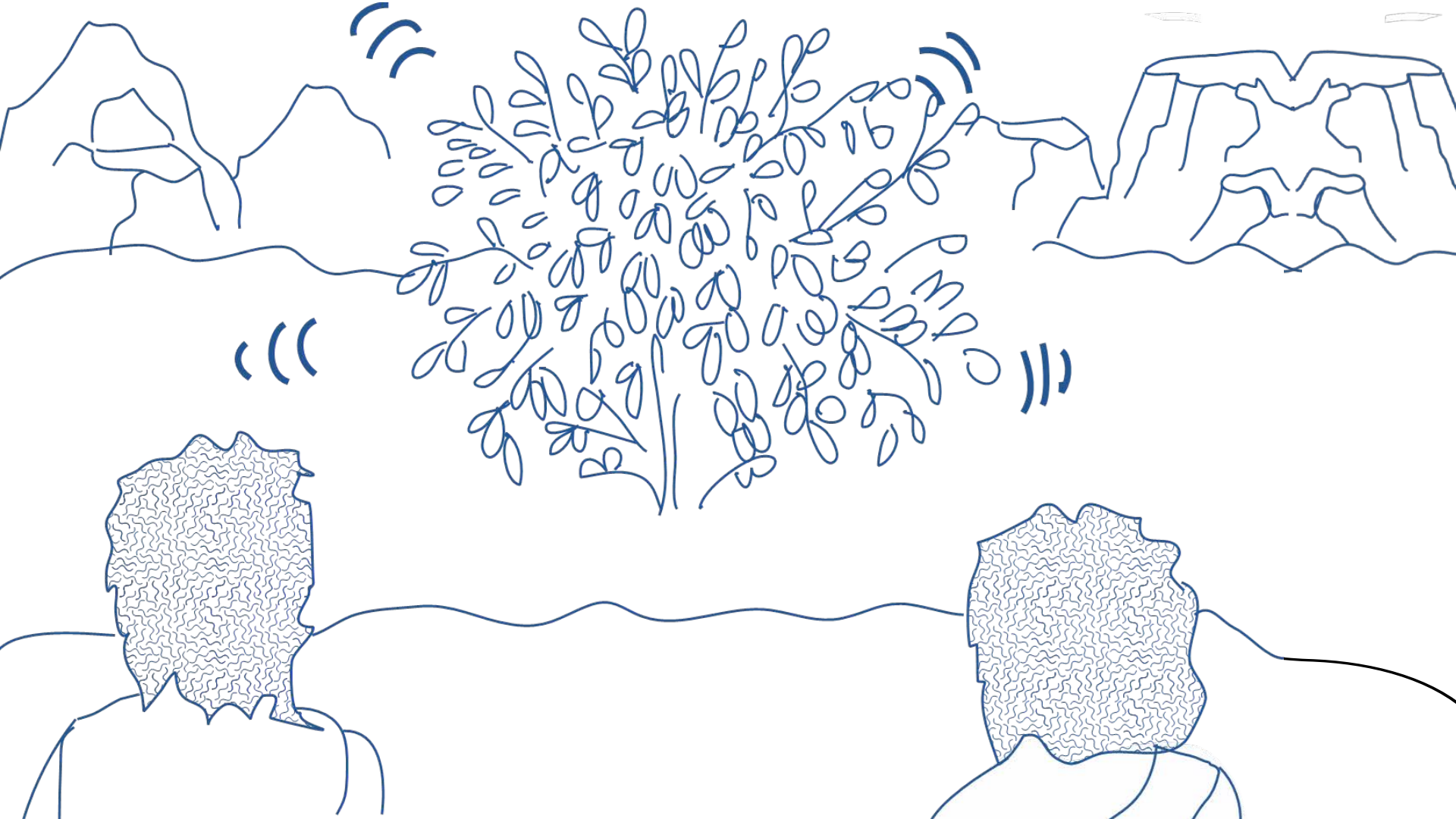
“I worship at the altar of intention and obstacle. Somebody wants something and something is standing in their way of getting it.

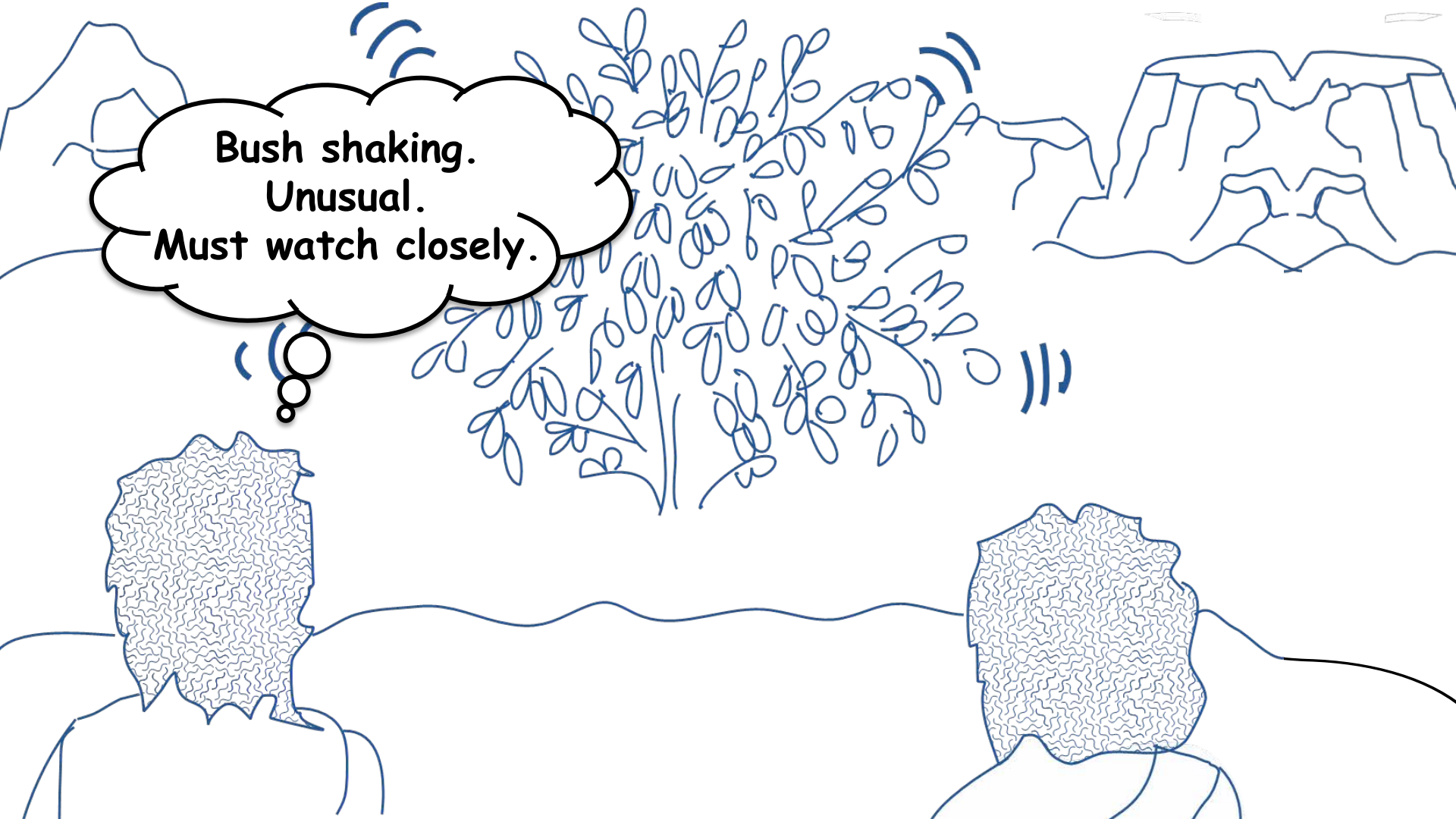
The obstacle...has to be formidable, and the tactics they use to overcome that obstacle are what shows us the character.”

Aaron Sorkin

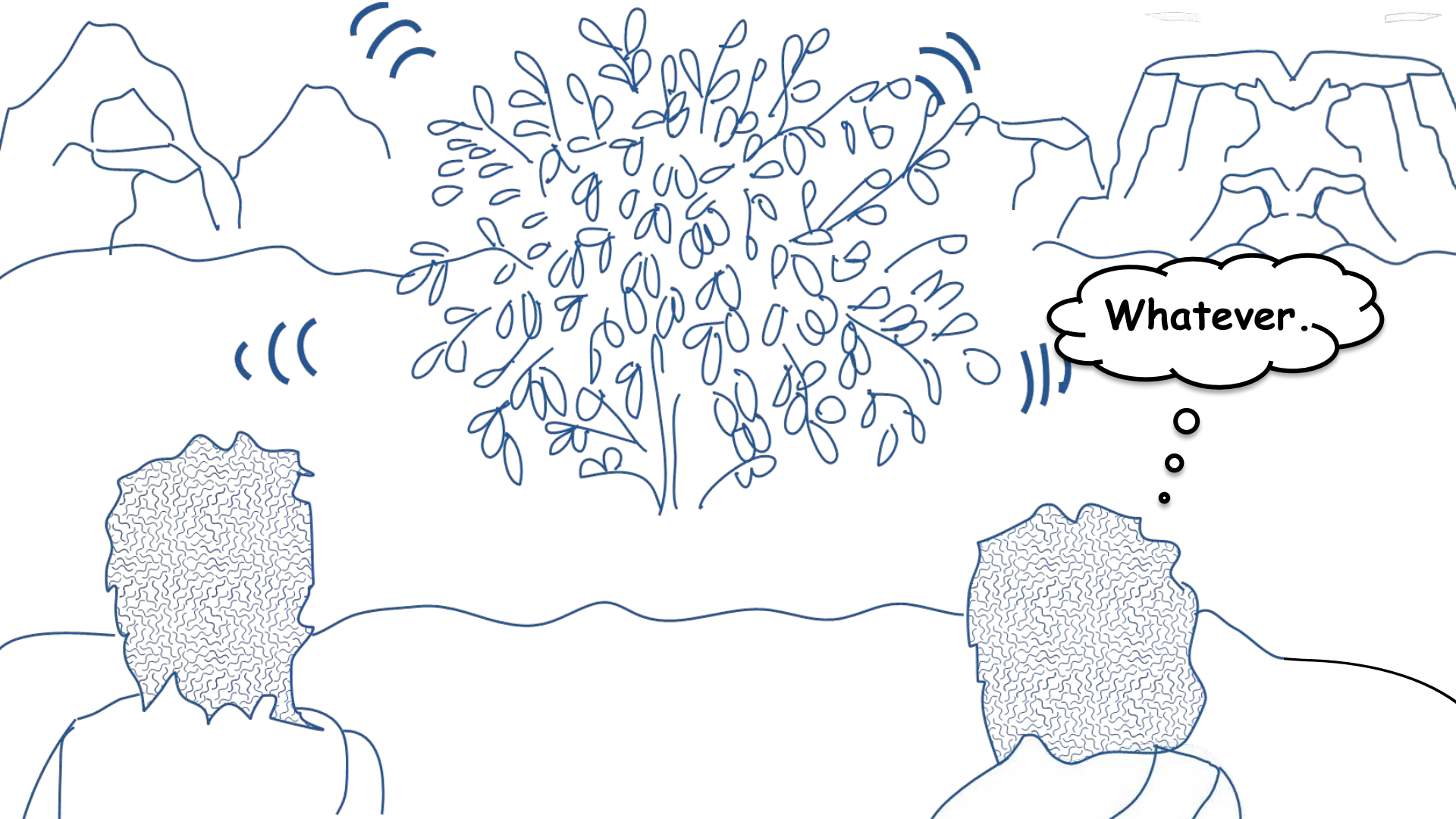
Story Structure: A Short Course in Human History







**Bush shaking.
Unusual.
Must watch closely.**



Whatever.

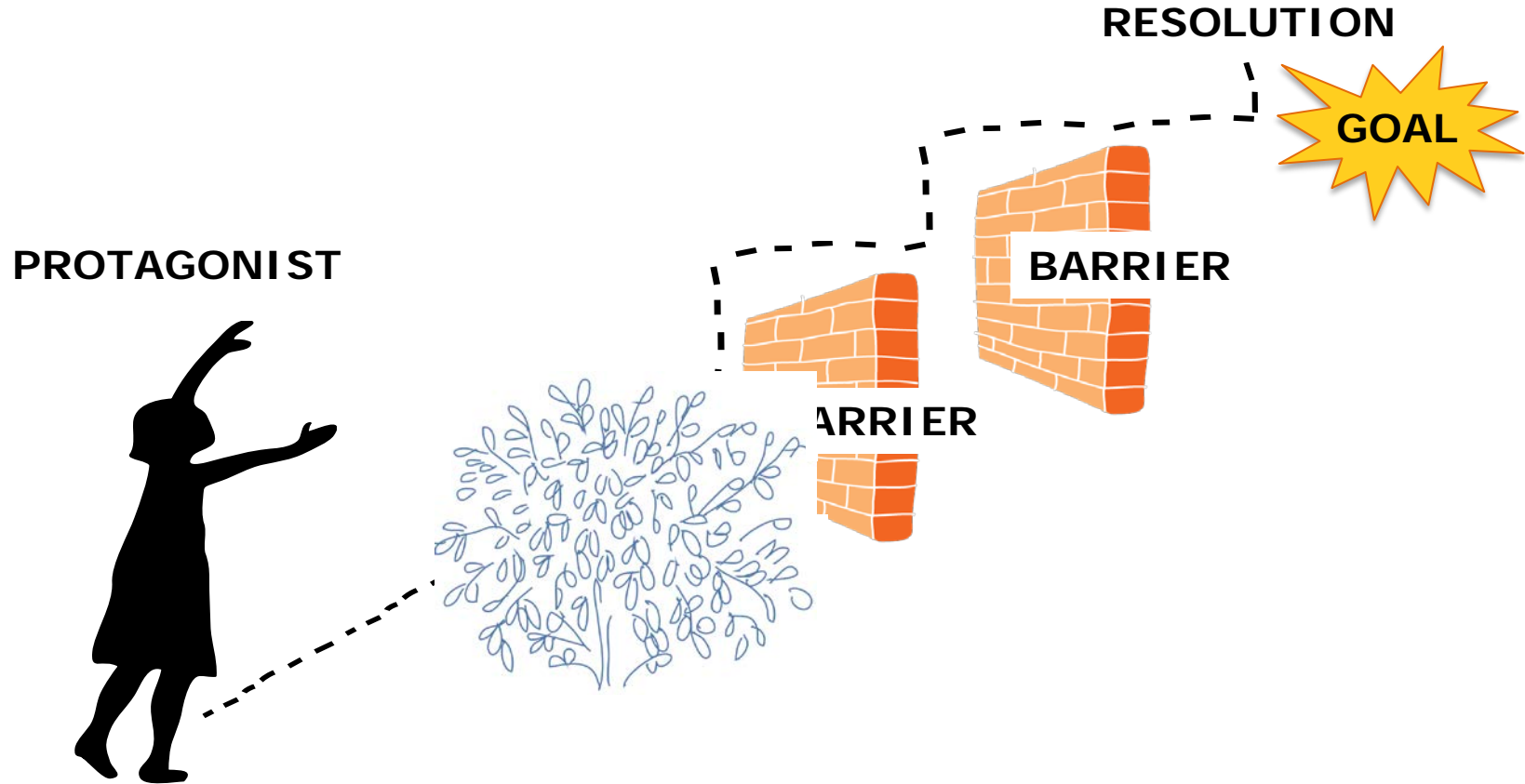




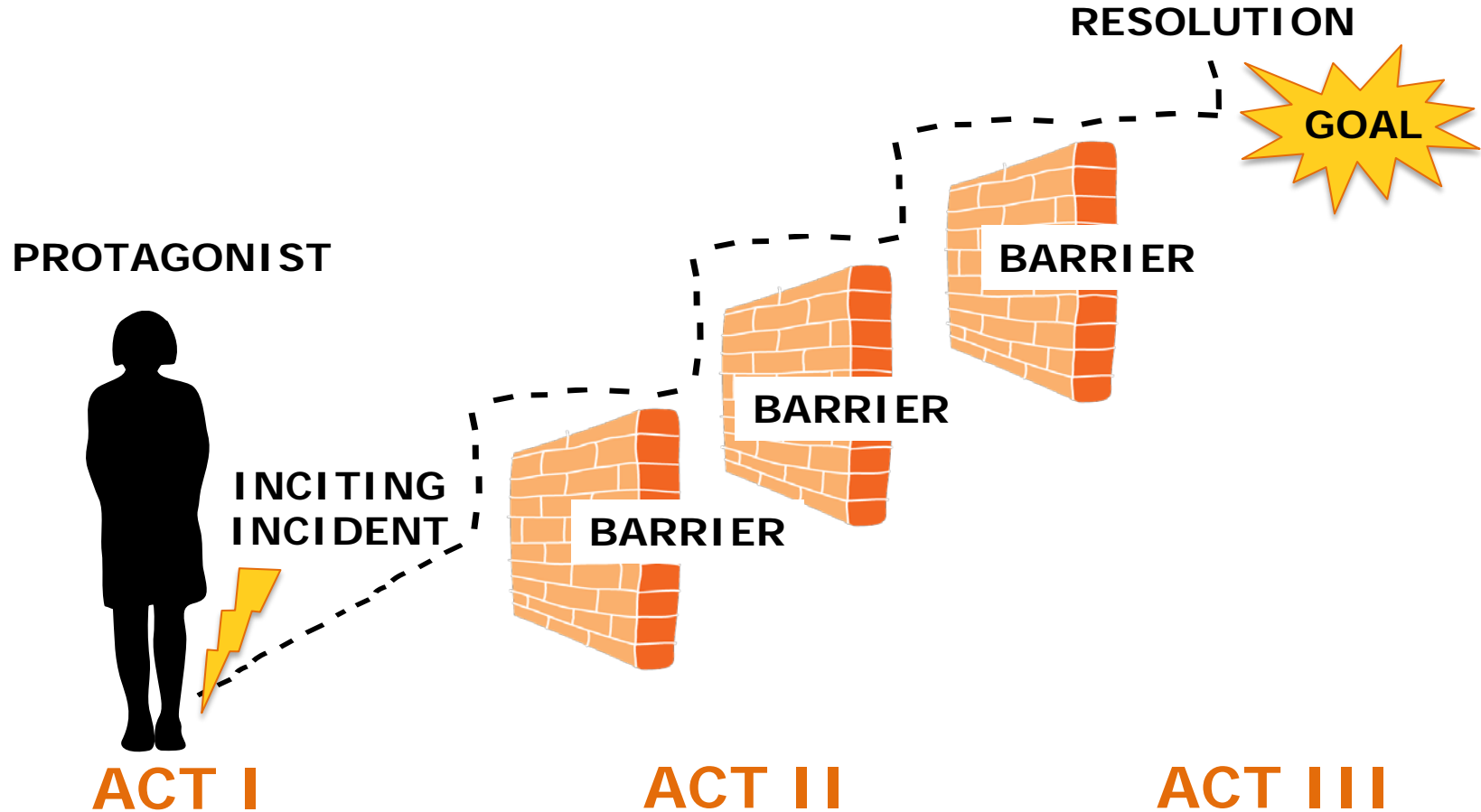
Duly noted.



Story Structure



Story Structure



Surfers



Healing

A Foundation for Autism



PROTAGONIST
Izzy Paskowitz

GOAL
Share the joy of surfing

BARRIER
Kids don't want to go

RESPONSE/STRATEGY
Takes them anyway

MEANING
More to sports than
who won or lost

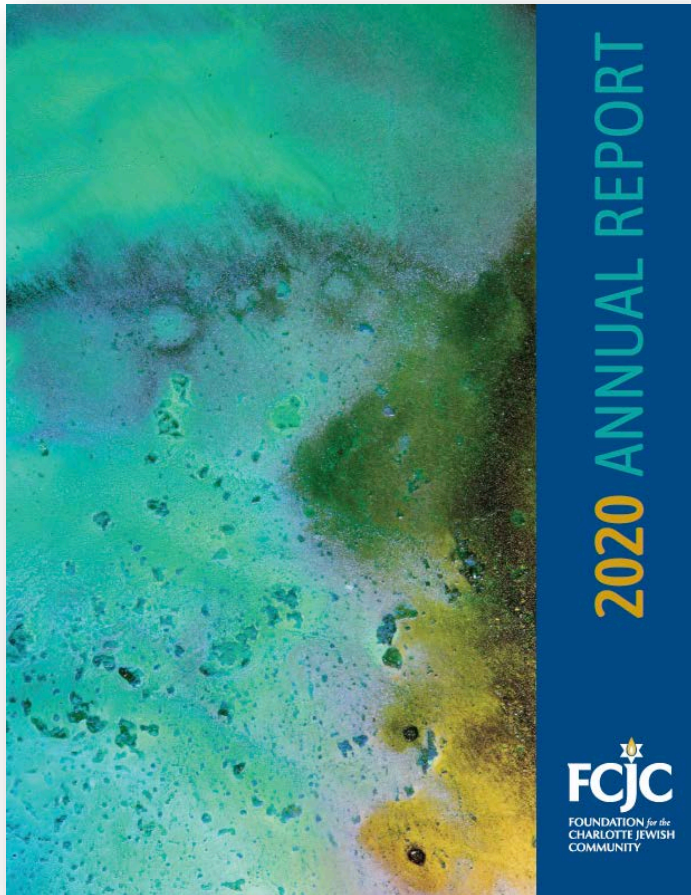


Why is storytelling uniquely powerful?

How do you tell a memorable and persuasive story?

What kinds of stories should your organization tell?

Tell the story behind the testimonial...



Giving Jewishly is important to us and influenced our decision to move our donor advised fund from Fidelity to FCJIC. Now, every recipient of our charitable giving sees our connection to the Jewish community. That means a lot to us. Our FCJIC fund is the central source of our giving and the FCJIC team has introduced us to a variety of new giving opportunities. We will continue to tap into their expertise as we embark on the development of our long-term charitable plan.

Gary and Stephanie Starr



Several years ago, David and I both opened FCJIC donor advised funds and created our own unique legacy plans. My world was turned upside down when David passed away suddenly and unexpectedly. In addition to assisting me with my personal philanthropy, FCJIC guided me through the administration of David's charitable estate. They initiated and attended meetings with non-profits and have helped me to see that David's philanthropic wishes were properly implemented. I am eternally grateful for their emotional support and professionalism during very difficult times.

Barbara Goodman

We have been FCJIC fund holders since 2002. The FCJIC team has recently assisted us, in collaboration with our professional advisors, to develop and structure our legacy plan. Their focus throughout the planning process was on us and the development of a plan that met our interests. Our plan is intended to provide perpetual support for our favorite charities and provide flexibility to meet the future needs of our community. We highly recommend that others incorporate the FCJIC team into their charitable planning.

Dale and Larry Polsky



Tell the story behind the testimonial...



Several years ago, David and I both opened FCJC donor advised funds and created our own unique legacy plans. My world was turned upside down when David passed away suddenly and unexpectedly. In addition to assisting me with my personal philanthropy, FCJC guided me through the administration of David's charitable estate. They initiated and attended meetings with non-profits and have helped me to see that David's philanthropic wishes were properly implemented. I am eternally grateful for their emotional support and professionalism during very difficult times.

Barbara Goodman

Giving Jewishly is important to us and influenced our decision to move our donor advised fund from Fidelity to FCJC. Now, every recipient of our charitable giving sees our connection to the Jewish community. That means a lot to us. Our FCJC fund is the



advised funds
turned upside
dly. In addition
ided me through
itated and
e to see that David's
eternally grateful
very difficult times

our favorite charities and provide flexibility to meet the future needs of our community. We highly recommend that others incorporate the FCJC team into their charitable planning.

Dale and Larry Polsky



Tell the story behind the Facebook post...




Shomrei Atid (“Guardians of the Future”) are Congregation Beth Shalom members who commit to leaving money to CBS in their will, life insurance policy, or other planned giving instrument. Why am I leaving CBS a bequest in my Will? Beth Shalom is part of the bedrock of my life. It gives me community, a social structure, learning, friends, good times, a space for pondering the larger issues, a place to share, help when I’m in need. I also see it as an agent of social change and as a place of comfort and help for many other people, not just myself. I want this institution to last into the indefinite future and funding an endowment is the best way to do this. It is a gift that keeps on giving.

- Amy Stephson

“Beth Shalom gives me community, a social structure, learning, friends, good times, a space for pondering the larger issues, a place to share, help when I’m in need.”

Tell the stories that bring the numbers to life...



The Jewish Federation
OF SARASOTA-MANATEE

FEDERATION
IMPACT REPORT 2018-2019



The future of the Jewish community begins with our Jewish youth and we are committed to providing them fun and engaging experiences. We offer children free books with our PJ Library program, overnight camp grants and religious school scholarships. Jewish teens are provided an opportunity to connect with other teens, learn about Israel and gain leadership skills through the Shapiro Teen Engagement Program. In addition, we hold several events throughout the year remembering the Holocaust and provide speakers to present at local schools about the Holocaust. We engage Jews of all ages and stages of life through various social, educational and cultural arts experiences.

We are committed to a strong and vibrant Jewish community, one that meets the needs of Jews from all backgrounds and levels of observance.

86%

of PJ Library parents say they are more confident engaging their children regarding Jewish traditions, values and customs.

How you are nurturing Jewish life:

- **416** children and their families connected with others at PJ Library and PJ Our Way events
- **\$32,585** in religious school scholarships was provided to **85** area children
- **\$87,445** was granted to **83** children to help them experience Jewish overnight camp
- **\$79,000** in college scholarships was provided to **18** Sarasota-Manatee students
- **151** area college students celebrated Shabbat and Jewish holidays with our Gulf Coast Hillel
- **184** people attended the Federation's Newcomers event
- **647** people commemorated the Holocaust by attending Holocaust-themed events
- **2,268** people participated in educational and cultural arts experiences, including our popular Jewish Film Festival, Club Fed and Just Reel Films series

Ask for stories you may not know about...

SHARE YOUR STORY

Share Your Story

Headed into 2017, our nation is at a turning point. As Washington debates the future of the health care system, it can be easy to lose sight of what's at stake for millions of Americans. But health care shouldn't be a political football.


At Families USA, we believe that every American deserves access to quality, affordable health care. And we believe that consumer voices need to be at the center of our country's health care debate.



Share Your Story



Ask for stories you may not know about...



Stay informed »

[SHOP](#) [HOW TO HELP ▾](#) [DONATE](#)

[our mission](#) [our supporters](#) [about us](#)

Share Your Story

Thank you for wanting to share your story with us! By allowing us to tell your story, we hope it inspires others to take action in their community and support UNICEF and the world's children.

By submitting your story, you are agreeing that it may be shared on UNICEF USA's website and social media sites.

First Name *

Last Name *

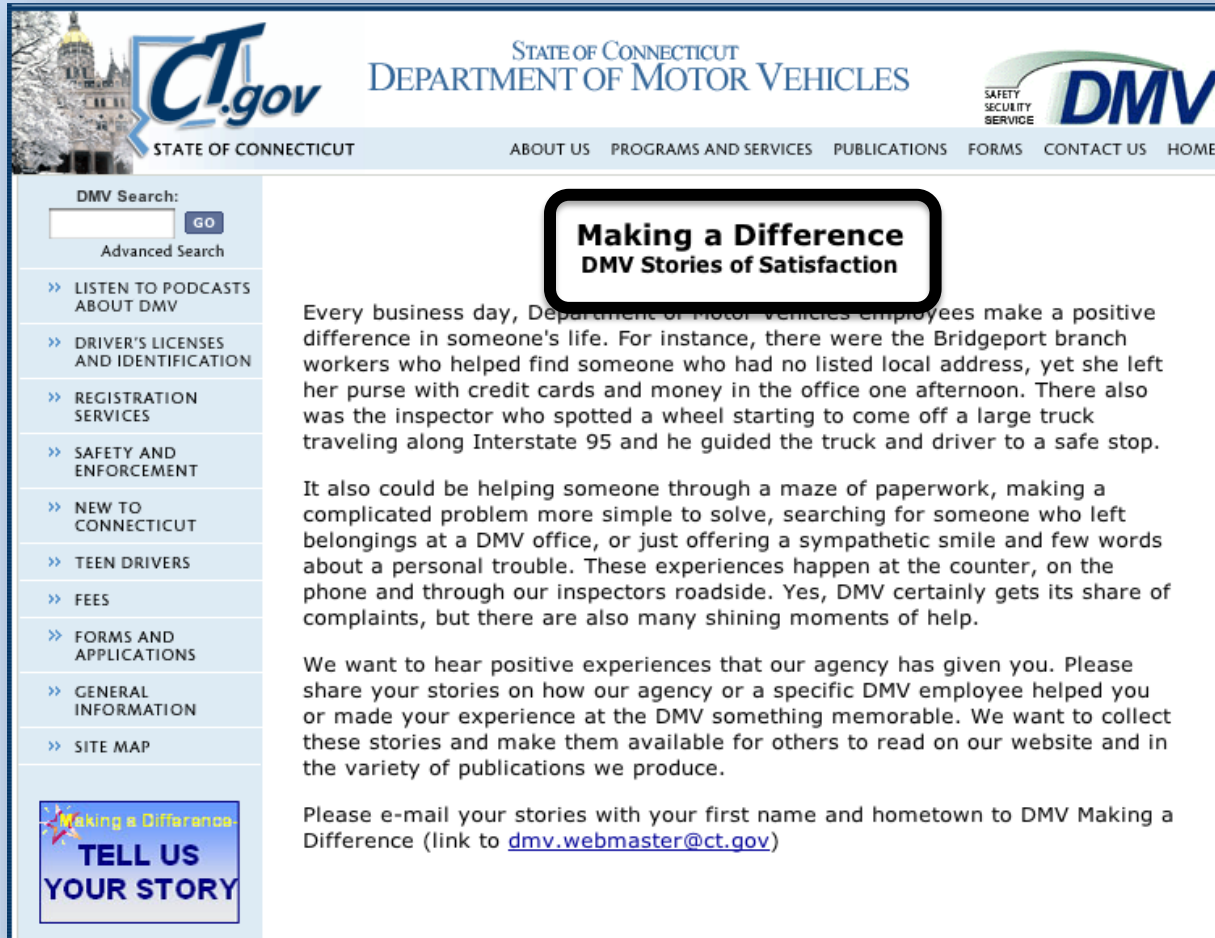
E-mail address *

U.S. Fund for UNICEF Affiliation *

In what city did the story you are sharing take place? *

What is the story's one-sentence description? *

Ask for stories you may not know about...



The screenshot shows the Connecticut Department of Motor Vehicles (DMV) website. At the top, there is a navigation bar with the state logo, the text 'STATE OF CONNECTICUT DEPARTMENT OF MOTOR VEHICLES', and the DMV logo with the tagline 'SAFETY SECURITY SERVICE'. Below the navigation bar is a search box with a 'GO' button and a link to 'Advanced Search'. A vertical menu on the left lists various services such as 'LISTEN TO PODCASTS ABOUT DMV', 'DRIVER'S LICENSES AND IDENTIFICATION', 'REGISTRATION SERVICES', 'SAFETY AND ENFORCEMENT', 'NEW TO CONNECTICUT', 'TEEN DRIVERS', 'FEES', 'FORMS AND APPLICATIONS', 'GENERAL INFORMATION', and 'SITE MAP'. The main content area features a highlighted section titled 'Making a Difference DMV Stories of Satisfaction'. This section contains two paragraphs of text describing positive experiences with DMV employees. At the bottom of the page, there is a call to action button that says 'TELL US YOUR STORY' and a paragraph of text providing an email address for submitting stories.

DMV Search:
 GO
Advanced Search

- » LISTEN TO PODCASTS ABOUT DMV
- » DRIVER'S LICENSES AND IDENTIFICATION
- » REGISTRATION SERVICES
- » SAFETY AND ENFORCEMENT
- » NEW TO CONNECTICUT
- » TEEN DRIVERS
- » FEES
- » FORMS AND APPLICATIONS
- » GENERAL INFORMATION
- » SITE MAP

**Making a Difference
DMV Stories of Satisfaction**

Every business day, Department of Motor Vehicles employees make a positive difference in someone's life. For instance, there were the Bridgeport branch workers who helped find someone who had no listed local address, yet she left her purse with credit cards and money in the office one afternoon. There also was the inspector who spotted a wheel starting to come off a large truck traveling along Interstate 95 and he guided the truck and driver to a safe stop.

It also could be helping someone through a maze of paperwork, making a complicated problem more simple to solve, searching for someone who left belongings at a DMV office, or just offering a sympathetic smile and few words about a personal trouble. These experiences happen at the counter, on the phone and through our inspectors roadside. Yes, DMV certainly gets its share of complaints, but there are also many shining moments of help.

We want to hear positive experiences that our agency has given you. Please share your stories on how our agency or a specific DMV employee helped you or made your experience at the DMV something memorable. We want to collect these stories and make them available for others to read on our website and in the variety of publications we produce.

Please e-mail your stories with your first name and hometown to DMV Making a Difference (link to dmv.webmaster@ct.gov)

TELL US YOUR STORY

Questions & Comments

A screenshot of a Zoom meeting interface. The main window shows a 2x3 grid of six placeholder avatars. The chat window is open on the right side, displaying a message. The Zoom toolbar is visible at the bottom.

Zoom Meeting | ID: 888-395-8686

Chat

Have a question or a comment?
Please put it in the chat box and Kirsten will relay it to Andy.

To: Everyone ▾ More ▾

Type message here...

Mute Stop Video Invite Merge Participants Polling Share Screen Chat Record Closed Caption Support More End Meeting



Free Newsletter (thegoodmancenter.com)

FEBRUARY 2021



free-range thinking™
stuff for public interest

free-range thinking™
stuff for public interest

Sun	Mon	Tue
27	28	29

Let's Make 3 New

Along with your resolutions to spend more time with the person whom you've been avoiding, it's also your responsibility to call, but Michelle C. says all those good intentions, we'd like

MARCH 2021



free

free-range thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators



Why every audience for

If you ever wondered why Missouri is called the Show Me State, it is attributed to William D. Vandiver, who was governor from 1897 to 1903. In a speech delivered in 1892, he declared, "Frothy eloquence neither convinces nor informs. You have got to show me."

In her new book, *Story or Die*, Lisa Cron reveals a section entitled, "Keep it Specific." Frothy eloquence is to be avoided.

APRIL 2021



free-range
THINKING™

free-range thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators who want to reach more people with more impact



April Tools: 5 Favorites to Take the Gloom Out of Your Zoom

As the light at the end of the pandemic tunnel grows brighter and more organizations contemplate reopening their offices, it appears certain that many of us will continue working remotely. In the research for our "Unmuted" report, we found that while 19% of respondents reported working from home "frequently" or "always" prior to the pandemic, a whopping 48% anticipated remaining at home even when their offices reopened. In short, those Zoom meetings you've come to know and love aren't going away anytime soon.

Fortunately, necessity has been doing its motherly job, and there have been several innovations which are making videoconferences more engaging and less fatiguing. This month, we feature five such tools to (1) help you deliver remarks that you don't have time to memorize, (2) provide real-time translation, (3) ensure your content is as accessible as possible, (4) use the chat box in more creative ways, and (5) take breaks that are actually useful as you intend them to be. (Please scroll down for full story.)

Follow on Twitter: @GoodmanCenter



Andy Goodman

@GoodmanCenter

Communications consultant, author and speaker

📍 Los Angeles [🌐 thegoodmancenter.com](https://thegoodmancenter.com) 📅 Joined February 2009

35 Following 12.5K Followers

Edit profile

WHY BAD ADS
Happen to
GOOD CAUSES

AND HOW TO ENSURE THEY
WON'T HAPPEN TO YOURS.



*A guide for creating more effective public interest print advertising
featuring new data from an unprecedented 10-year study by RoperASW.*


Written by
ANDY GOODMAN
Designed & Published by
CAUSE COMMUNICATIONS

WHY BAD PRESENTATIONS
Happen to
GOOD CAUSES



AND HOW TO ENSURE THEY
WON'T HAPPEN TO YOURS.


*Written, Designed and Published by
ANDY GOODMAN & CAUSE COMMUNICATIONS
Creators of Why Bad Ads Happen to Good Causes*



Unmuted

What works, what doesn't, and how we can all do better when working together online.*

*As told by the people doing it every day

 **the goodman center**
where do-gooders learn to do better

The image shows a laptop screen with a video conference grid of five participants. A large white speech bubble is overlaid on the screen, containing the title 'Unmuted' and a subtitle. Below the laptop, there is a small line of text and the Goodman Center logo and tagline.

Based on a survey of 4,405 people at nonprofits, foundations, government agencies, colleges and universities.

LIFE & LEGACY
Assuring JEWISH TOMORROWS

A program of the HAROLD GRINSPOON FOUNDATION



The Jewish Federations
OF NORTH AMERICA



One more story...





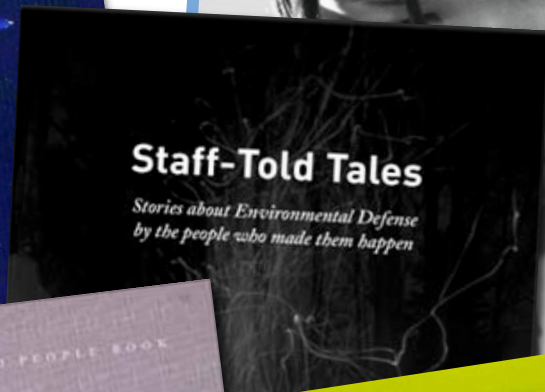
Pawnee Sacred Bundle



Passover
Seder
Plate

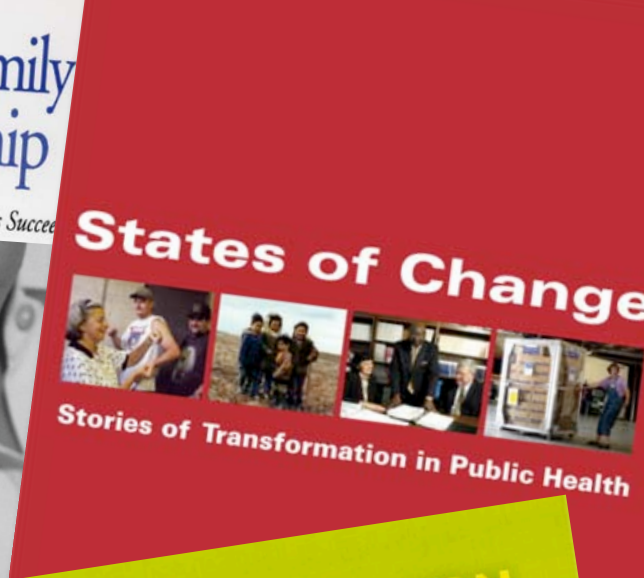
Dr. Jane Goodall's
**Sacred Bundle
of Hope**





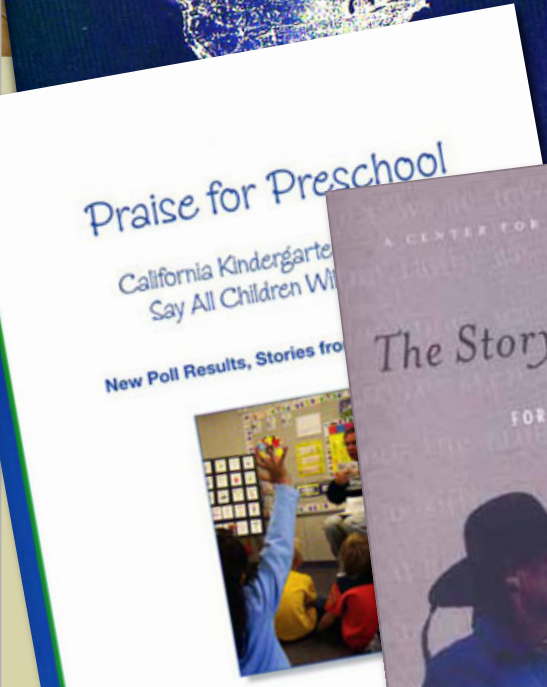
Staff-Told Tales

Stories about Environmental Defense
by the people who made them happen



States of Change

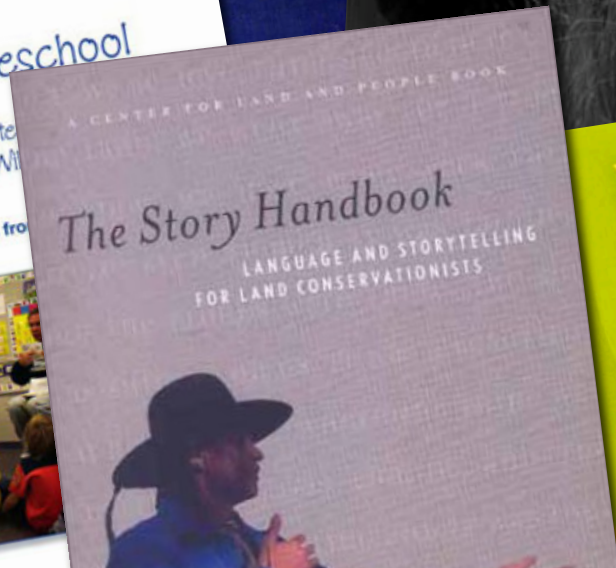
Stories of Transformation in Public Health



Praise for Preschool

California Kindergarten
Say All Children Will

New Poll Results, Stories from



The Story Handbook

LANGUAGE AND STORYTELLING
FOR LAND CONSERVATIONISTS



THE ALLIANCE FOR CHILDREN AND FAMILIES TELLING OUR STORIES CAMPAIGN

is a yearlong effort aimed at assisting Alliance members in sharing stories of impact to amplify the value of our sector.

WHAT'S SO UNIQUE?

Throughout the year, the Alliance will provide members with new tools, resources, and knowledge development opportunities around storytelling. Members will have the opportunity to develop expertise in all aspects of storytelling, including social media, funder engagement, data visualization, civic engagement, and community mobilization.

Definitely Not

The End