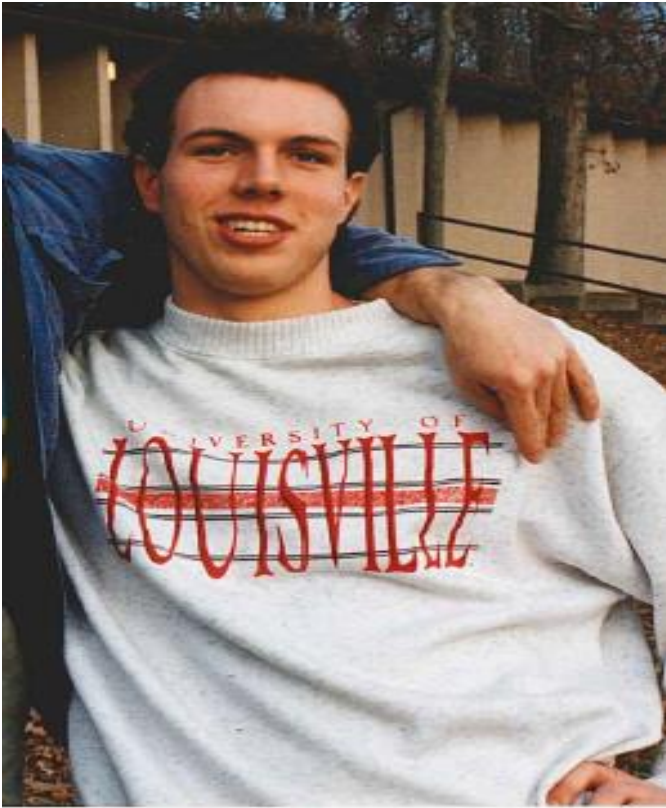


Disrupting Prevention

Engaging volunteers and community members to do peer to peer education



That's Me

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Serve. Share. Inspire.

Social good drives Millennial decisions

Serve.

70%
volunteered in
2014



Share.

84%
get news from
social media

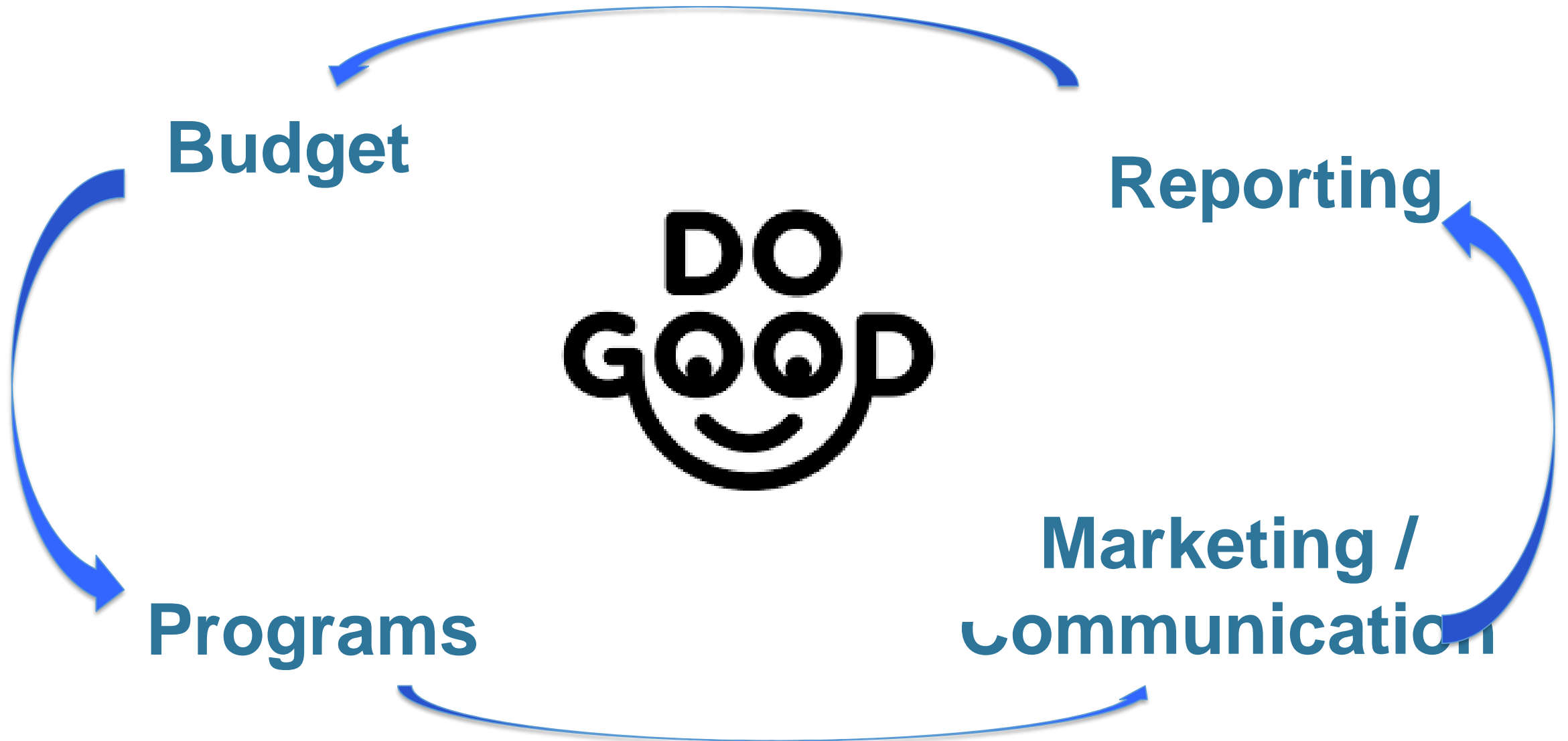


Inspire.

80%
Donate to
places they
volunteer



Prevention has changed



Engagement has changed



Messaging has changed



Communities are hungry for engagement

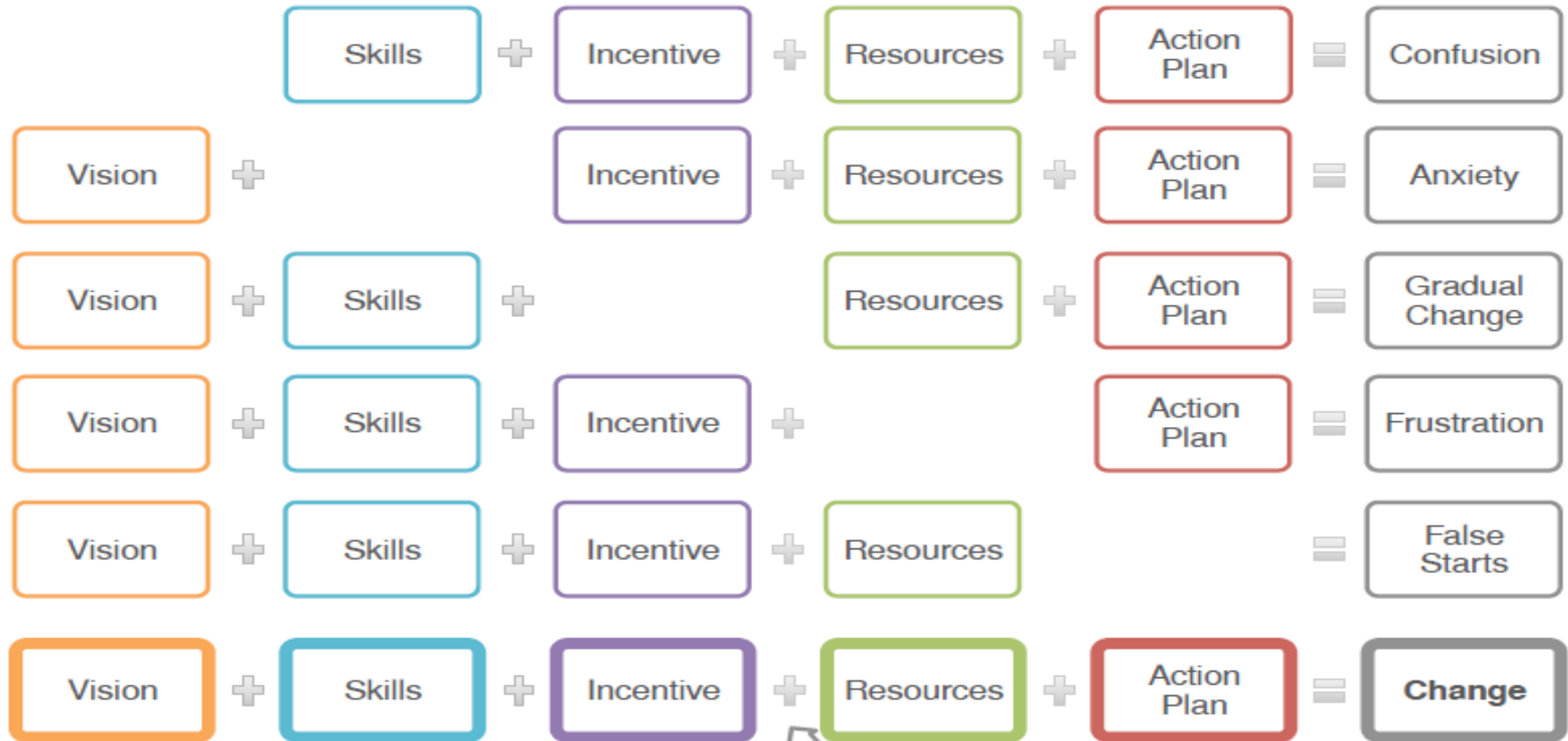
Last Year 60M+ Americans
Volunteered 7.9B hours
Valued at **\$184B**

100M+ Households
Donated **\$225B**

▪

Why is this so hard?

CRITICAL ELEMENTS OF TRANSFORMATION



role modelling

Reactions to Change

20%



SQUIRREL!

60%



Mushy Middle

20%

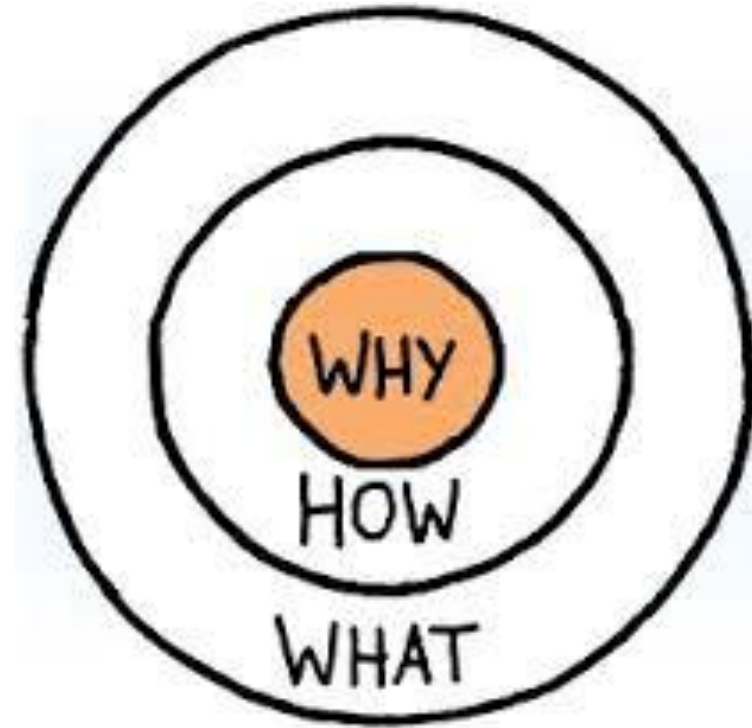
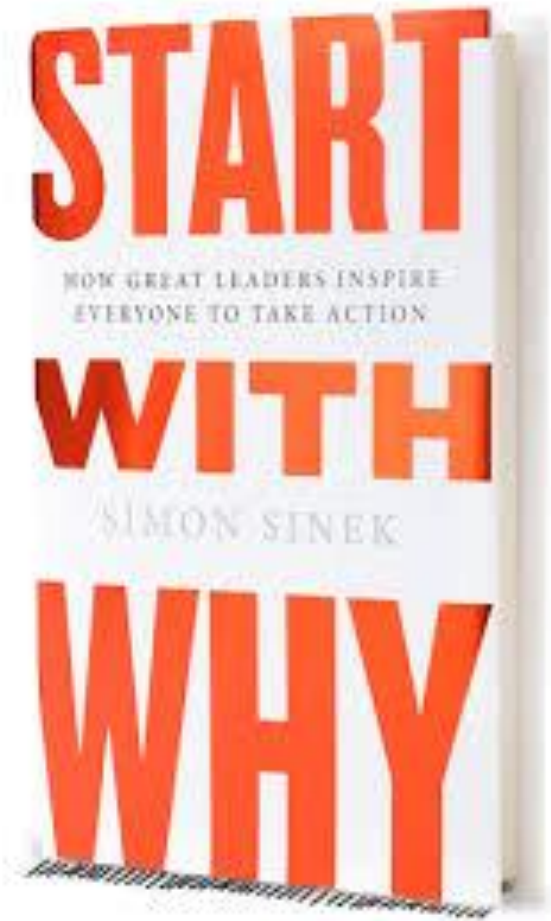


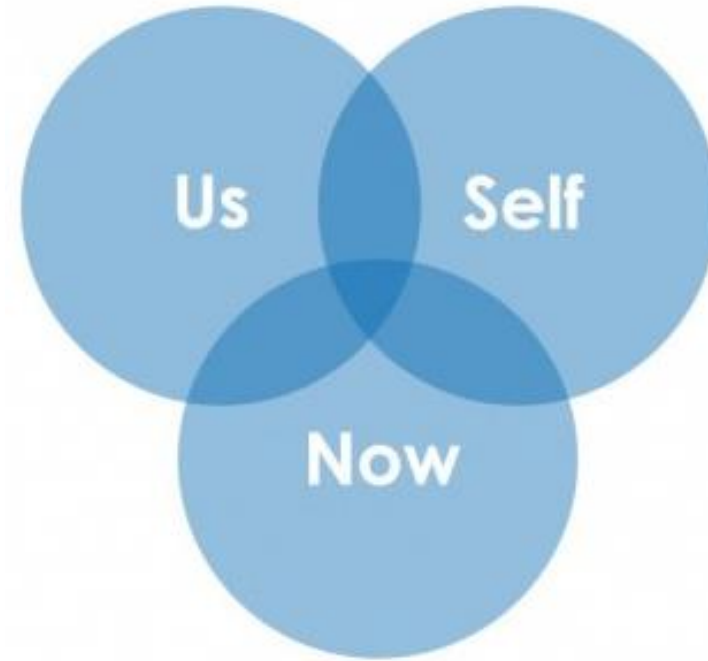
Haters

“Movements have narratives. They tell stories, because they are not just about rearranging economics and politics. They also rearrange meaning. And they’re not just about redistributing the goods. They’re about figuring out what is good.”

- Marshall Ganz

What do I actually do?





Story of Me, Story of Us, Story of Now

What's YOUR Story?

Why Tell Stories?

- Storytelling is one of the most powerful tools organizers can use to unite a movement.
- Your story is the “why” of organizing — the art of translating values into action through stories.
- It is an ongoing discussion process through which individuals, communities and nations construct their identity, make choices and inspire action.
- Each of us has a compelling story to tell that can move others.

Story of ME

- Tells us why we have been called to serve.
- Moments in our lives when values are formed because of a need to choose in the face of great uncertainty.
- When did you first care about being heard? When did you feel you had to do something about it? Why did you feel you could? What were the circumstances? What specific choice did you make?

Story of US

- Moments that express the values, experiences, past challenges and resources of the community or “us” that will take action.
- For example, tying a current effort to win a campaign to a past campus campaign victory and describing the effort it took to win, the people who worked hard to make it happen, their capabilities, their values, etc.

Story of NOW

- Articulates the urgent challenge in specific detail. It also includes a description of the path we can take to achieve goals relative to the mission.
- Includes an ask that summons the audience to a specific action they can do to achieve our collective mission.
- Finally, the story lays out in detail a vision for the potential outcome we could achieve if our strategy succeeds.



Your turn

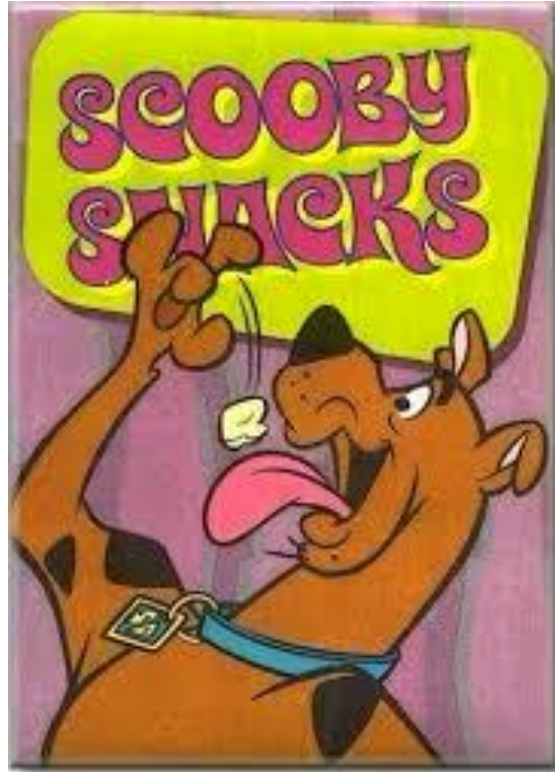
mobileserve

Pro-tip: now add a key data point to the story of us

Example: last year, volunteers enabled us to double our budgetary impact, contributing \$400,000 in services

My Story

- Story of ME..
- Story of US..
- Story of NOW..



Incentives

mobileserve

Self-sustaining systems

- Peer to peer is better
- Make it easy for your volunteers (and staff)



INTROVERTS






**UNITE
SEPARATELY**
IN YOUR OWN HOMES



3 Centers of Value

Giving Orgs

Organizations & their people who donate their time & resources can:




-  Build teams and loyalty
-  Gamification & Social Interaction
-  Share The Good They Do Online

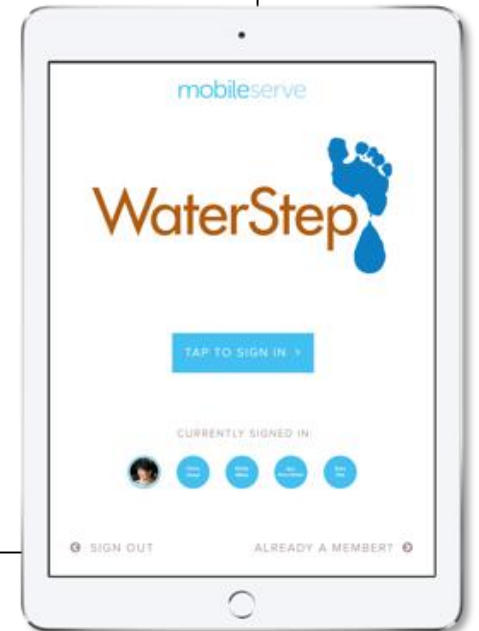


-  Service Resume
-  Humble-bragging

Receiving Org

Organizations that receive outside volunteer time & resources can:

-  Capture Volunteer Information
-  Unlock donations
-  Schedule Volunteers

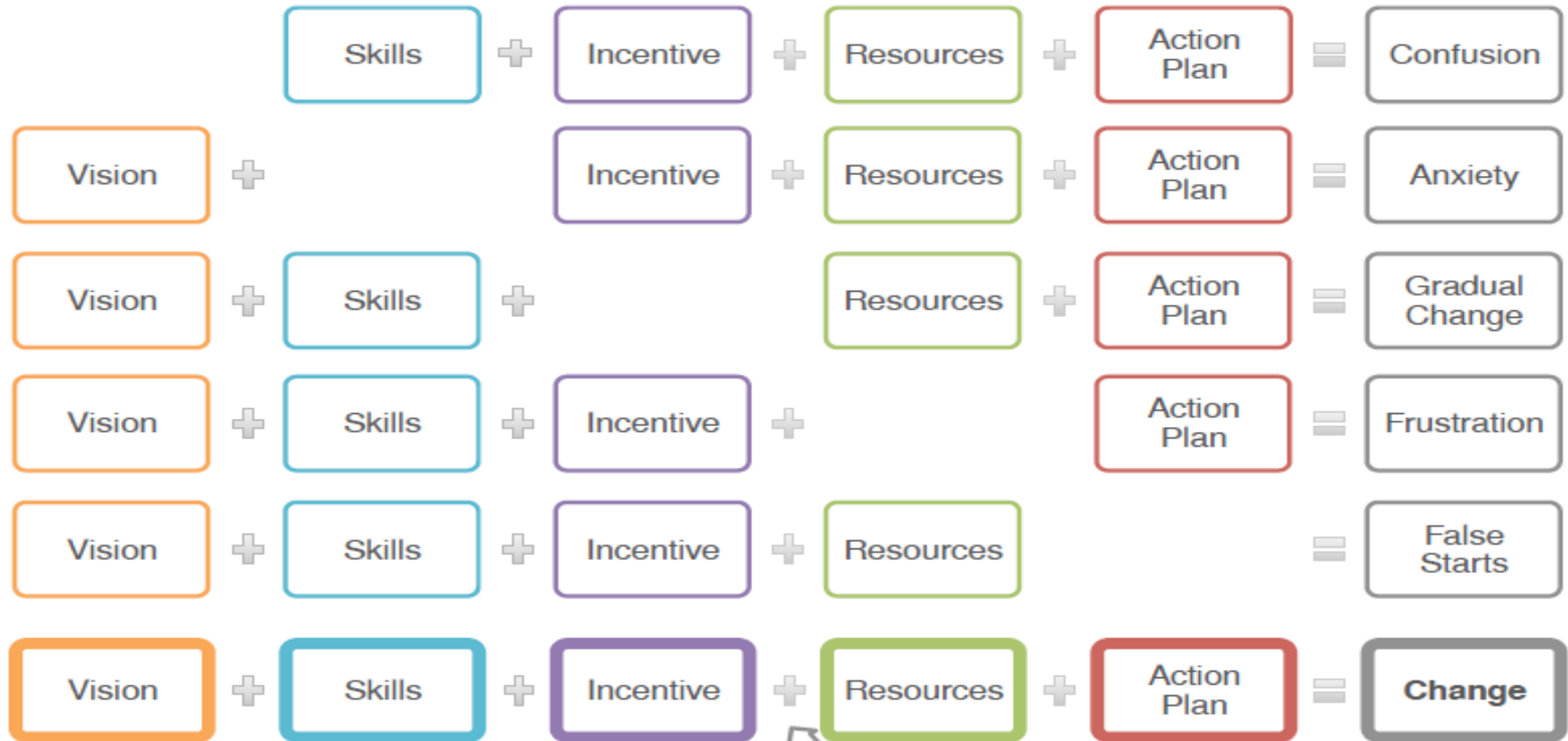




**We need a plan:
5 Trailblazers**

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CRITICAL ELEMENTS OF TRANSFORMATION



role modelling

Thoughts? Objections? Experiences?



A group of people, including men and women, are gathered outdoors in what appears to be a community garden or a similar setting. They are wearing casual clothing, some in red and white shirts. In the background, there is a large, two-story red brick building with white window frames and a white portico. The scene is dimly lit, suggesting dusk or dawn. The overall atmosphere is one of community and service.

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Serve. Share. Inspire.

**If you have time: second
framework**

The Three Key Elements of Storytelling Structure

Challenge – Choice – Outcome

- A plot begins with an unexpected **challenge** that confronts a character with an urgent need to pay attention, to make a choice.
- The **choice** yields an outcome.
- The **outcome** teaches a moral.
- Each story should include all three elements.
- It's not enough to say, "I was scared." You need to say, "I was very scared, I needed to decide, and when I did, I learned it was possible." Challenge, choice, outcome.

Challenge, Intervention, and Outcome: In Practice

- **Challenge:** What was the specific challenge you faced? Why was it a challenge? What was so challenging about it?
- **Intervention:** What was the specific choice you made? Why did you make the choice you did? Where did you get the courage (or not)? Where did you get the hope (or not)? How did it feel?
- **Outcome:** What happened as a result of your choice? What hope can it give us? How did the outcome feel? Why did it feel that way? What did it teach you? What do you want to teach us? How do you want us to feel?

**Pro-tip: if you are already good
at this, now weave this in**

MADE to STICK SUCCEsS Model

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)

PRINCIPLE 1



SIMPLE

Simplicity isn’t about dumbing down, it’s about prioritizing. (Southwest will be THE low-fare airline.) What’s the core of your message? Can you communicate it with an analogy or high-concept pitch?

PRINCIPLE 2



UNEXPECTED

To get attention, violate a schema. (The Nordie who ironed a shirt...) To hold attention, use curiosity gaps. (What are Saturn’s rings made of?) Before your message can stick, your audience has to want it.

PRINCIPLE 3



CONCRETE

To be concrete, use sensory language. (Think Aesop’s fables.) Paint a mental picture. (“A man on the moon...”) Remember the Velero theory of memory—try to hook into multiple types of memory.

PRINCIPLE 4



CREDIBLE

Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people “try before they buy.” (Where’s the Beef?)

PRINCIPLE 5



EMOTIONAL

People care about people, not numbers. (Remember Rokia.) Don’t forget the WIIFY (What’s In It For You). But identity appeals can often trump self-interest. (“Don’t Mess With Texas” spoke to Bubba’s identity.)

PRINCIPLE 6



STORIES

Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Springboard stories (See Denning’s World Bank tale) help people see how an existing problem might change.

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www.MADEtoSTICK.com

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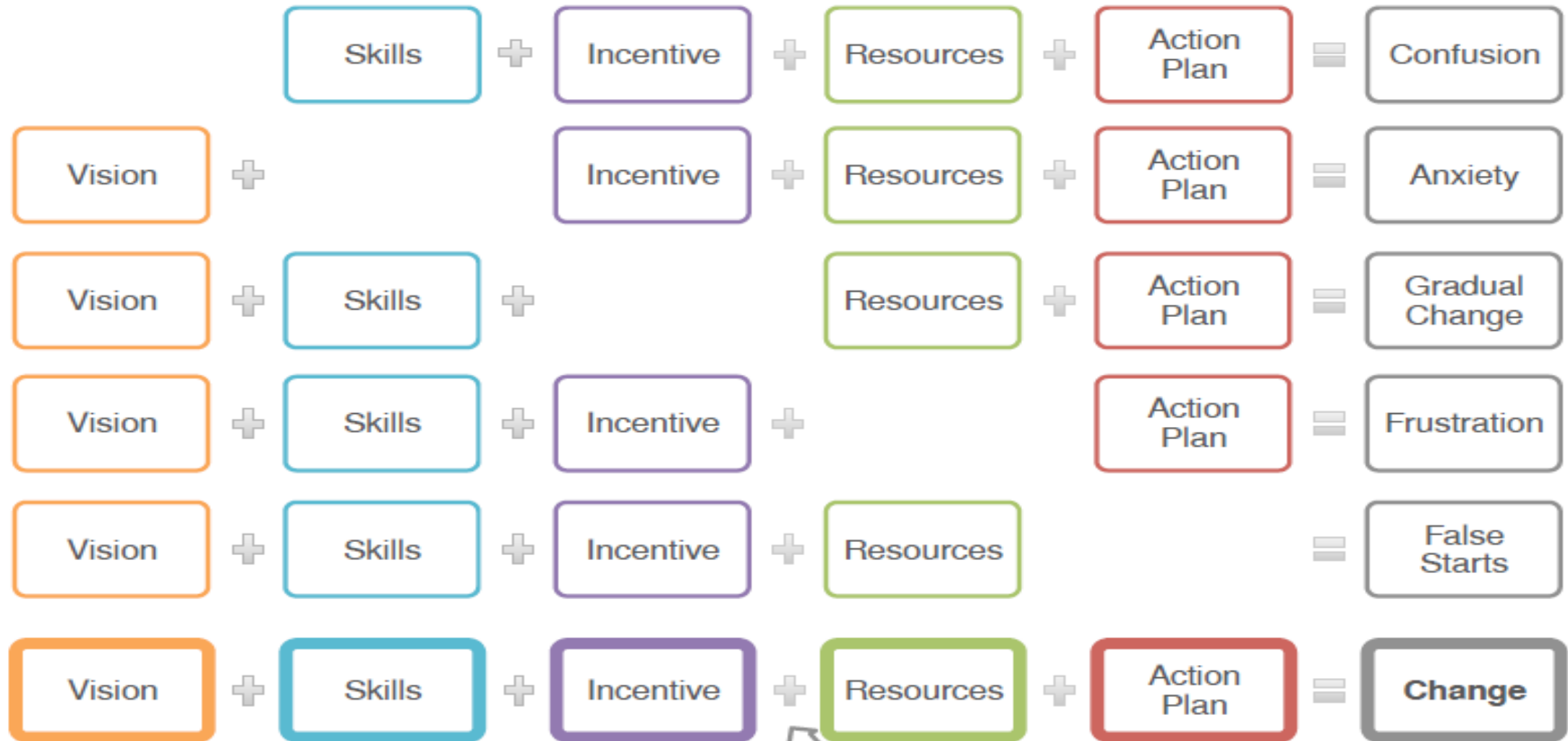
Ronald Reagan's Welfare Queen

“In Chicago, they found a woman who holds the record,” the former California governor declared at a campaign rally in January 1976. “She used 80 names, 30 addresses, 15 telephone numbers to collect food stamps, Social Security, veterans’ benefits for four nonexistent deceased veteran husbands, as well as welfare. Her tax-free cash income alone has been running \$150,000 a year.”

Source:

http://www.slate.com/articles/news_and_politics/history/2013/12/linda_taylor_welfare_queen_ronald_reagan_made_her_a_notorious_american_villain.html

CRITICAL ELEMENTS OF TRANSFORMATION



role modelling