

Create a Call To Action: Digital Storytelling

Your Presenter



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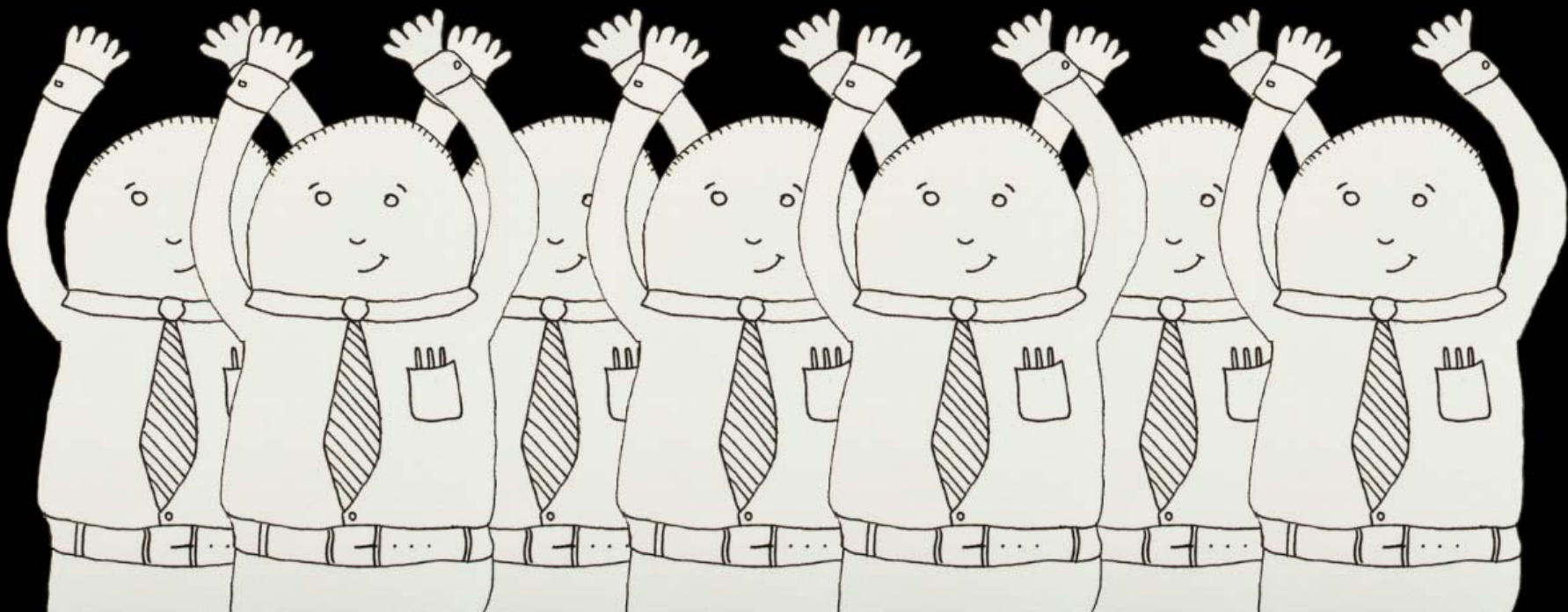
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Arts In Action

Consulting Firm for
Tax Exempt Businesses

- Grant writing
- Strategic planning
- Digital storytelling
- Strategic visioning
- Entrepreneurial planning
- Presentations
- Master of ceremonies
- and
- Grant panelist and proposal evaluations





Please ask questions!

Awesome Example of Storytelling



http://www.youtube.com/watch?v=fkdtEOrrkPs&feature=player_embedded

Why did you land in this webinar today?



- ☐ Interested in getting the word out to the public about your agency's programs/projects.
- ☐ Interested in improving on your agency's brand and name recognition in your community.
- ☐ Interested in learning how to use technology available in the marketplace to inexpensively produce interesting and important videos and messages.
- ☐ You thought that maybe you could relax and watch some cool films for a change of pace!

List of things I will learn today:

- ✓ How to use this information for my agency, for my collaborators or both!
- ✓ The most effective ways people learn
- ✓ Why Digital Storytelling is essential
- ✓ What I'll need to start making my own promotional videos
- ✓ The items I will need to ask for from my staff/colleagues/collaborators
- ✓ How I can help support and spread the knowledge about effectively communicating program results

There Are Many Ways To Tell Stories



- Present in front of an assembled crowd
- Write an article, blog or book
- Get interviewed on a radio show or a tv show
- Create a mural, a dance, a performance, a song or some kind of a piece of art
- Create a video/DVD and show at presentations, on social media sites such as You Tube and on your website

**What do you think of when
I say “Storytelling?”**



Storytelling is not just for campfires anymore!



Good stories compel people to change!

A good story can compel people to change...

The way we think



Stories
pique & hold
interest.

The way we feel



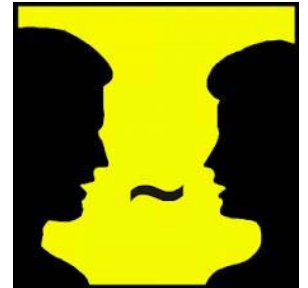
Stories
demand an
emotional
investment.

The way we act



Stories bring
energy to the
message.

**And the way
we behave**



Stories
cause us to
take action!

Example of a Great Digital Story



<http://www.youtube.com/watch?v=xC1JZ4MD7g8>

Good Stories Drive the Audience to ACTION!

- ✓ Clarify your message
- ✓ Confirm why the audience's action is important
- ✓ Explain how you want your audience members to take **action**.

Crafting a good story is an ART!

- ✓ **Listen** (to your subjects)
- ✓ **Be Personal**
- ✓ **Inspire Action**
- ✓ **Continue to Listen**
- ✓ **Think Ahead**

Let's talk about AUDIENCE!





© marketoonist.com

There are many different kinds of audiences!



And...
there are many different kinds of people that can make up
one audience.

Finding the right medium for your story is also a challenge.



Your Brand Is Your Best Story!

Find your inner **fireside storyteller**...

No matter what the industry, product, or service there are stories in every company to help get the message out.

Some of Your Choices

- YouTube or Vimeo
- Website
- Television (PSA)
- Podcast/Radio
- eBook
- Blog or Video Blog
- Virtual/Live Event

Let's talk about how people learn...

William Glasser, M.D, an American Psychiatrist and the developer of Reality Therapy & Choice Therapy states that WE LEARN:

10% of what we read

20% of what we hear

30% of what we see

50% of what we see & hear

70% of what we discuss

80% of what we experience

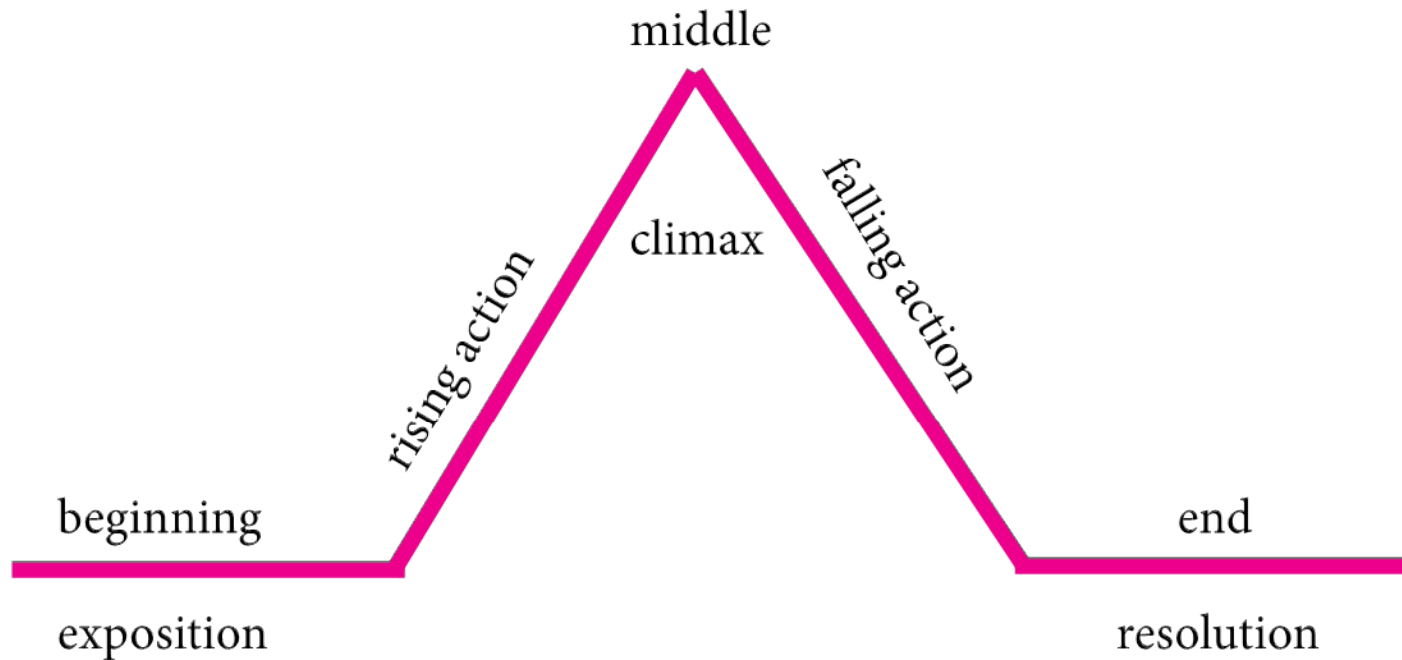
95% of what we teach others

**“I've learned that people will forget what
you said, people will forget what you did,
but people will never forget how you
made them feel.”**

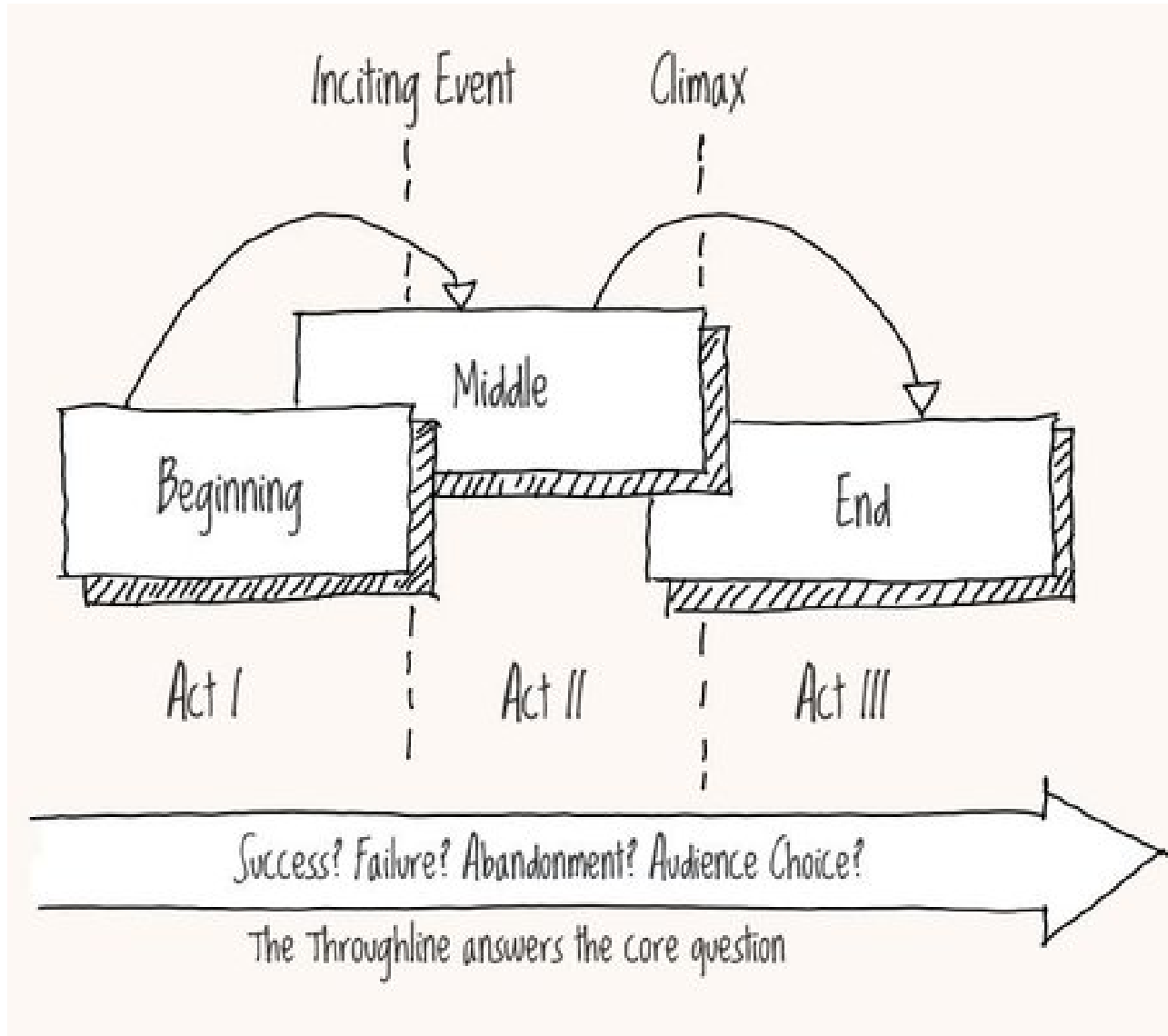
— Maya Angelou



Elements of a Good Story



Or this...



So Why Video?



Video for Learning is a rapidly changing field.



The technology is becoming faster, cheaper, and more widely used at home.



Expensive video cameras are being replaced with HD smart phone video.



Flat screens are dropping in price... And, people are increasingly wanting short, expertise-filled, video (live or on-demand) that will support their learning on a topic.

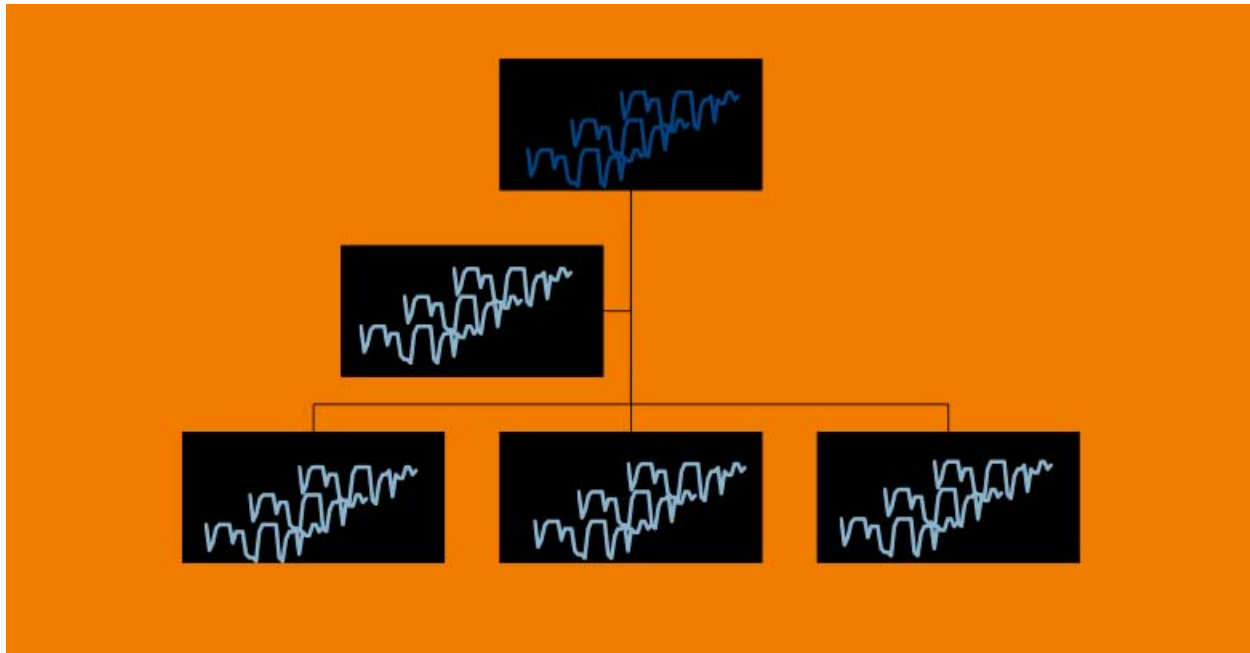
Digital Storytelling

Digital Storytelling is a short, first person video-narrative created by combining recorded voice, still and moving images, music and/or other sounds.

“ Let me introduce you to YOU ”



Your organization consists of many individuals and thus many life stories.



Examples of Storytelling with PSAs



http://www.youtube.com/watch?v=B_ItAQUhXoQ

This one is about fostering kittens...



<http://www.youtube.com/watch?v=iKcpEAqfHeA>

This one is about not leaving your pet in the car in the summer...

Capturing those stories and archiving them may be what sets you apart from your competitors and what endears you to your partners, benefactors, and your community.





**There are over 100 Billion
searches on Google each month.**

Our world is changing fast...

And nonprofits need to keep up with the shift and make attempts to stay ahead of the curve.



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www.techsoup.org



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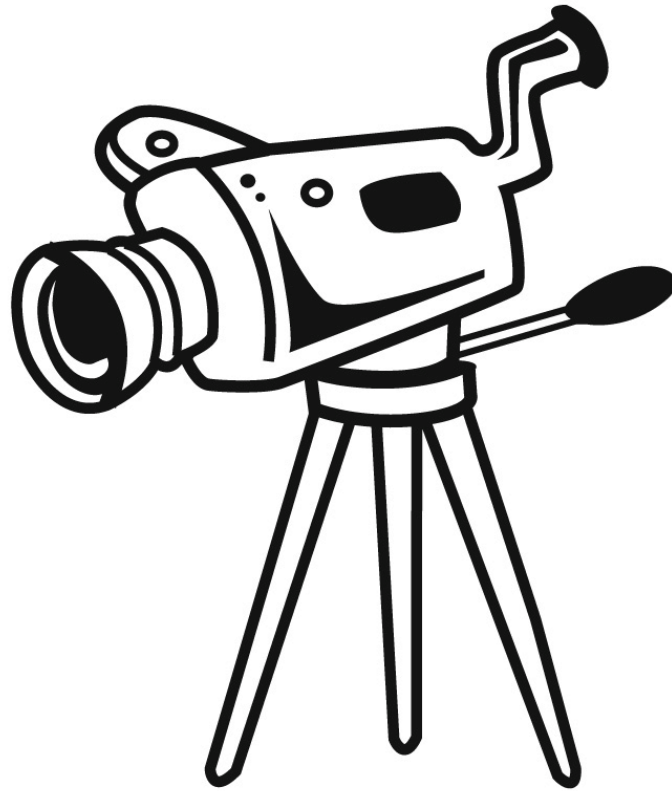
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Feedback



Video is often the best way to educate.

**one minute of video is
worth 1.8m words**

Why Invest in Digital Storytelling?

With video, organizations including nonprofits can send out a message together with images, voice overs, music and authentic first hand stories



Use as a tool for:

- Brand awareness
- Increase membership
- Presentations
- Information distribution
- Increase SEO
- Reach wider audiences

How to Get Started

What You Will Need:

Digital Photos

Digital Video

List of music choices (Royalty free music)

Script & Storyboard

Notes on what you want your end message to be

Movie making software

So let's break that down and get more specific...

Here's is what you will want to ask your partner agencies to start collecting for their/your future "visual reports":

What type of photos



Digital photos or scanned photos that are 300 to 600+ dpi.

Shareable:

- can be sent over the internet
- copied to a disc
- uploaded to a sharing site like Dropbox
- given to you on a jump drive

What type of video

3 to 15 minutes of either raw footage or video already converted to MP4 files.



These are video files that a MacBook Pro laptop can easily read and convert into an iMovie project.

Best to get from Vimeo or Dropbox or directly from the video camera.

Royalty Free Music



or music that your agency has the rights to use or is attempting to get the rights to use

Script and a story board

This is your game plan.



Everyone will be provided a hard copy of a storyboard template.

This is where you take notes and develop and brainstorm ideas on the fly.

What's it gonna take?



This all sounds great, but... I have a mean boss!

How do I make the case to purchase the needed equipment and how can I add Digital Storytelling to my agency's method of communicating and to our public relations and/or marketing plan?

WELL, I WOULD USE STATISTICS LIKE THIS:



Over 39 billion online
videos are being
watched each month...



What Makes an Effective Image

1. Point of View (POV)

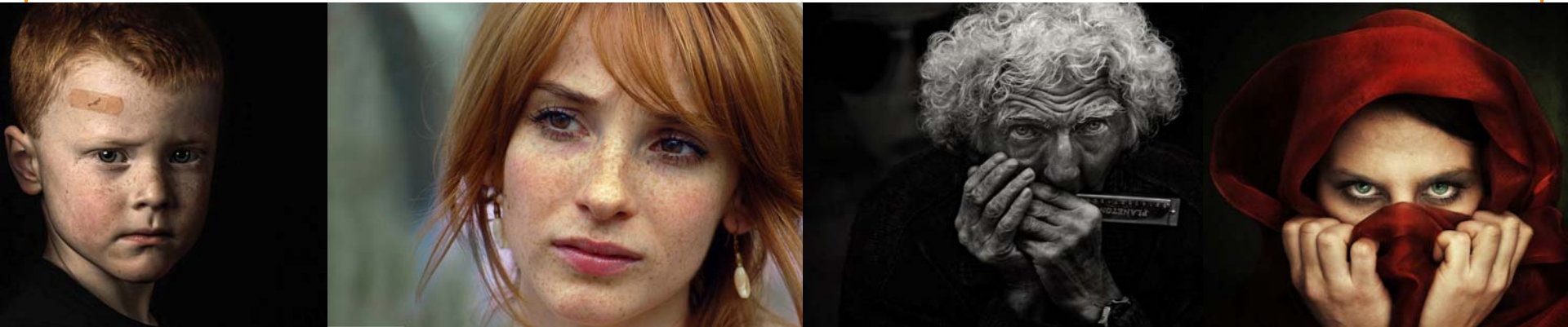
The author/storyteller must be able to convey how they see the world in the most comprehensive and concise way... and you want it to be interesting, maybe even surprising!



What Makes an Effective Image

2. Continuity

Once your POV has been established, the images in your story must somehow link together to have a sense of connection.



<http://dzineblog.com/2011/05/32-examples-of-good-portrait-photography.html>











What Makes an Effective Image

3. Professionalism

The story itself must convey that you care about the work on a professional level.



What Makes an Effective Image

4. Simple Message

The next element relates directly back to your POV. It is that the essence of your story; you must be able to be summarize it into a **Simple Message**. You should be able to encapsulate the spirit of each image in a sentence.

Try to get rid of unwanted things in a scene.



What Makes an Effective Image

5. Uniqueness

The marketplace is based on the economic model of supply and demand. The construct that the smaller the supply the higher the demand applies to the field of photography and to digital stories as it does to any other industry. Therefore it is to your advantage to make your work as *unique* as possible.

Perspective Comparison



What Makes an Effective Image

6. Relevance to the Audience

These six elements an effective image/digital story are not in order of importance. Of course POV leads the way because without it your boat is without a rudder. But your portfolio must be **relevant to the audience** to whom you are showing it. That presumes that you have taken the time to do your homework and know what they are all about.




Awesome Resource







[http://www.storycenter.org /](http://www.storycenter.org/)

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I am now obsessed with the technology of the body. I think it's the most technologically literate thing that we have.




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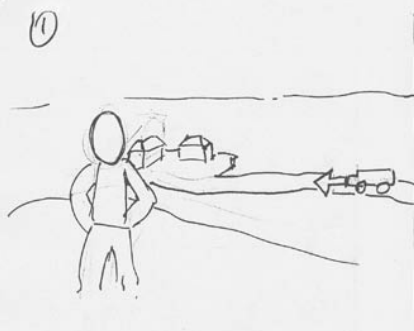
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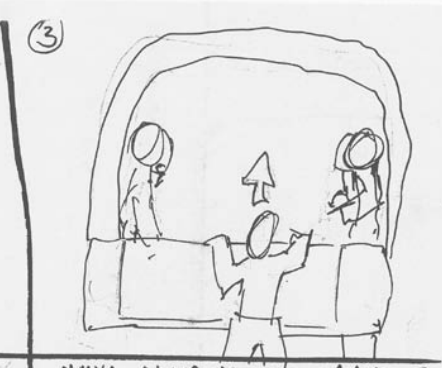
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TRUCK DRIVING TO FARM. MISHA
PENSIVELY GAZING AT HOME



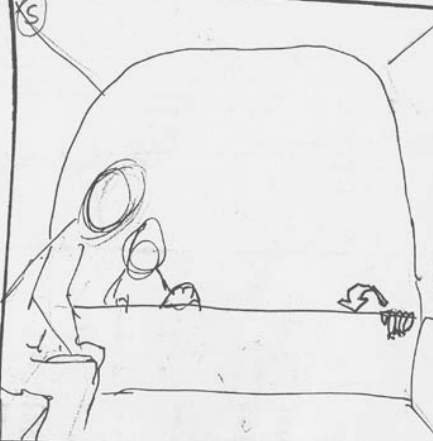
FATHER HUGS MISHA



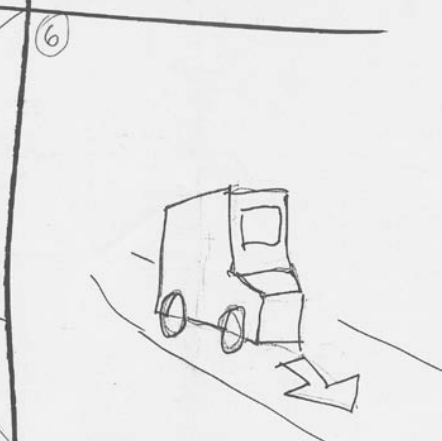
MISHA CLIMBING INTO TRUCK OR
THROWING BAG IN BACK



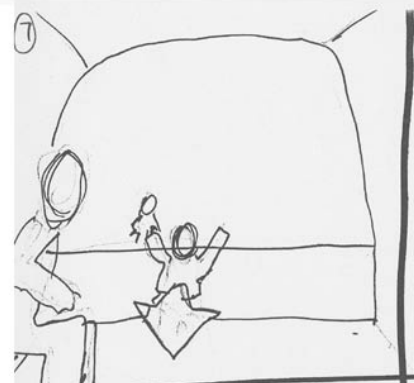
FATHER LOOKING BACK TO MISHA,
SISTER WHINING



HAND SHUTS FLAP ON BACK OF TRUCK



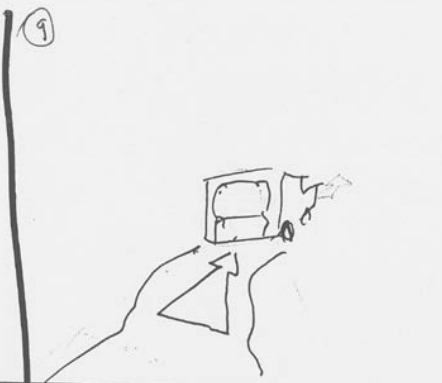
TRUCK STARTS TO DRIVE OFF



SISTER RUNS AFTER TRUCK
& THROWS DIARY TO MISHA



SISTERS FOR AS BOOK FLIES TO
MISHA WHO CATCHES IT



TRUCK DRIVES OFF INTO DISTANCE

Digital Story Telling Template

- a. Get viewers attention by using a typical start up exercise such as a countdown, or use a black screen with possible music intro or voice over.
- b. Text or logo introducing story
- c. Photo images
- d. Video images that further exemplify text & photos
- e. Text with music that further tells story, possibly a quote or a statistic
- f. Images following text
- g. Video interview with client, student, staff person or volunteer... someone who can be voice of the agency (most effective if end user is utilized)
- h. Text that states goal of video message
- i. Person reinstating that goal in a similar but different way
- j. Call to action, most interactive way your agency can ask viewer to get involved
- k. More photo/video images
- l. Credits and thank you's

BEST OF LUCK...



in your new creative storytelling adventures!

Send me links to your creations and I will get them some exposure through my social media resources!

And...

Be sure to check in at my blogsite:

www.artsinactionllc.com/blog

for new offerings on issues affecting the nonprofit industry and digital storytelling.