

Storytelling for Impact: Camper Recruitment, and Growth.

Resources, worksheets + tips

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ORANGE DOOR STRATEGIES

What are Your 10 Stories

Where we came from (a founding story) can be external

Why we can't stay here (a case-for-change story)

Where we are going (a vision story)

How we are going to get there (a strategy story)

What we believe (a corporate-values story)

Who we serve (a customer story)

What we do for our customers (a sales story)

How we are different from our competitors (a marketing story)

Why I lead the way I do (a leadership-philosophy story)

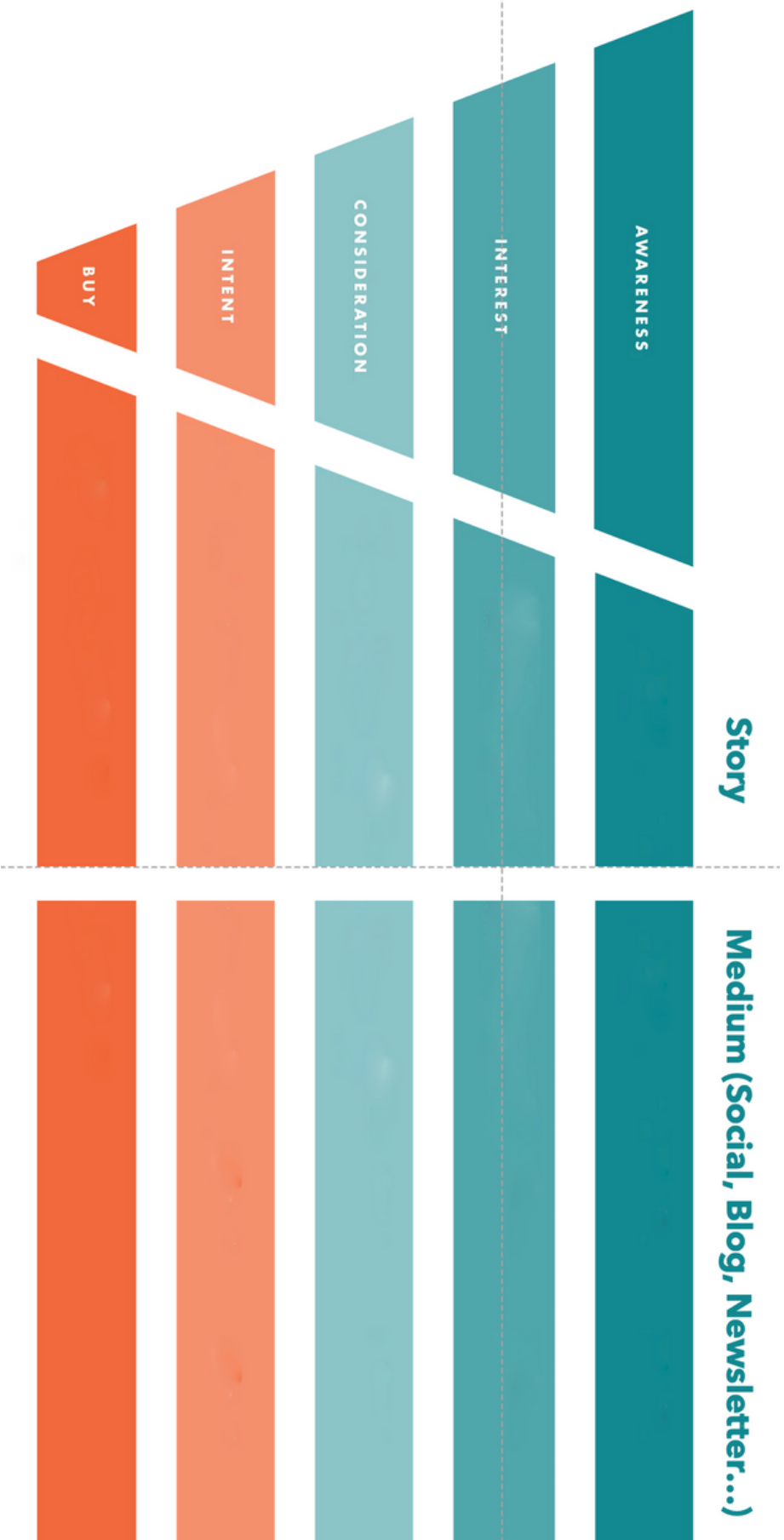
Why you should want to work/send your kid here (a recruiting story)



Funnel Story Ideas



Funnel Story Ideas + Placement



Story Planner

CORE MESSAGES		DATA POINTS		ELEMENTS OF AN EFFECTIVE STORY	
1.		1.		Character	Circumstance/Inducing Incident
2.		2.			
3.		3.			
4.		4.		Resolution/Goal	Conflict/Barriers
5.		5.		Element of Surprise	



5 Tips for Telling Emotionally Infused Stories

1. Stay positive. There are so many good stories to be told — inspirational, motivational, uplifting. Your audience will better connect with the success stories rather than the doom-and-gloom.
2. Make your impact story tangible. Social impact stories with statistics are a one-two punch: They have an emotional hook and are backed up with data that prove your organization can walk the walk. (X% are returning campers)
3. Think outside the meme. "Tell me X without telling me that you're X" – like "tell me you're a middle child without telling me you're a middle child". Or "tell me you worked in customer service without telling me you worked in customer service". You don't have to explicitly tell a story to get your point across.
4. Always have a strategy. You need a purpose behind every story you share. If you need help try the Five Whys Deep exercise– raise money, why do you want to do this, keep asking yourself why)
5. Don't forget to follow up. Everyone likes when things come full circle — your supporters included. When you successfully mobilize them to take action through one of your emotional stories, your work to connect with them doesn't stop there. On the contrary. Put the focus back on them.



Is this Story Worth Telling

1. How am I using all the senses to tell this story?
2. Does this story put people at the center, starting at the heart?
3. What is the journey that is taken?
4. What is the transformation?
5. How authentic and personal is this story?
6. Does this story create a connection—an intimacy—between its teller and its recipient?
7. How does this story create generosity? Or exceptional hospitality?
8. Should this story be told?
9. Does this story create a sense of possibility or magic?
10. Is there an element of surprise?



HOW TO BE A GOOD LISTENER AND SHARE FEEDBACK

Ask people to tell you their story using “I” instead of “we.” People are often tempted to use “we” language when telling stories, but this can prevent the listener from truly grasping the meaning of the story, as it can make it harder to understand who exactly is doing what. Because people identify with individuals, not groups, helping others tell their best stories means helping people put themselves—and only themselves—at the center.

Look for moments of vulnerability. The best stories are not about a straight line to success for the protagonist. Challenges, setbacks, flops and fails are humanizing, and stories that include them are more relatable and authentic for listeners. Everyone can identify with humbling setbacks, since the human condition is rife with them, so helping others share these aspects of their story will make it stronger.

Don't settle for the gist—insist on details. People are often tempted to get to the point of their story, skipping over details. But a powerful story is anchored in time and place, and carries with it a feeling that can only be produced by including minutiae. By asking for details, you can help others give their story the texture that will bring it to life.

No jargon. If someone uses a phrase or acronym you don't know, ask them to explain.

Map out a timeline of the story in your head. As the storyteller progresses, if they skip over something, ask them to go back. Or if they hesitate to proceed, ask, “And then what happened?”

