

Storytelling for Impact: Camper Recruitment, and Growth.



People love to tell stories, they also hate to listen

The average adult

- spends over **20 hours per week** with digital media
- **2 hours and 32 minutes per day** on social media.

In just one minute...

- Google receives over **four million search queries**
- **1,388 blog posts** are published
- Facebook users share **2.5 million pieces of content**
- YouTube users upload **72 hours of new video content**
- Twitter users **tweet nearly 300,000 times**
- And Instagram users post nearly **220,000 new photos**



The Power of Narrative

- Stories are the most powerful way to activate the human brain
- Stories motivate voluntary cooperation
- Stories change minds
- Storytelling boosts memory and recall

STORIES MAKE YOUR AUDIENCE REMEMBER



Stories Drive Change: The Space between Pandemic/Endemic

- Put ourselves through hard changes.
- We are coming into endemic lifestyle with so many changes
- One thing remains the same – we need camp more than ever



“A story I found really powerful was _____. It made me feel _____.”



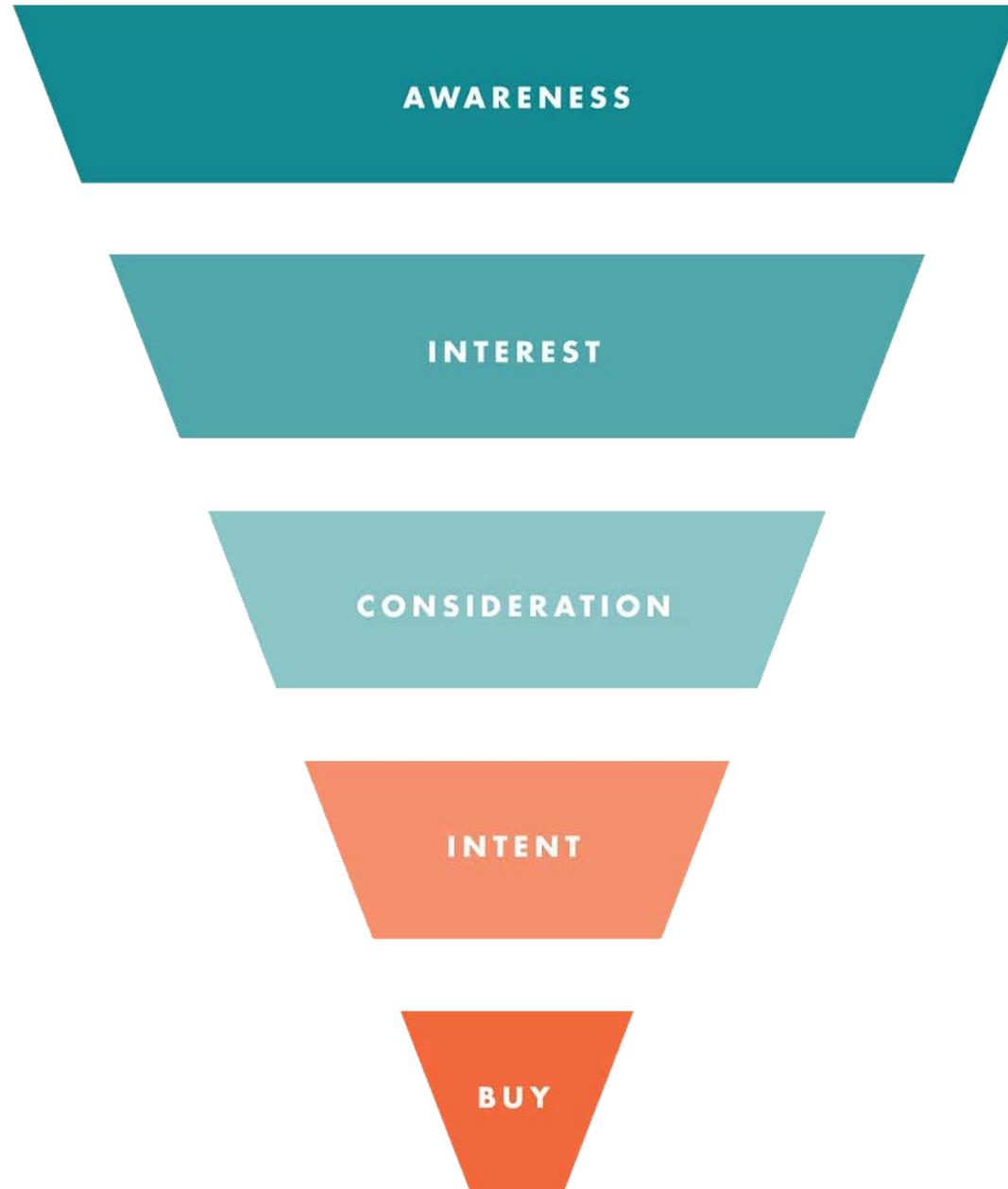
“A story I found really powerful was the tale of 10,000. It made me feel perspective is everything.”



Everyone's A Storyteller. Everywhere they Go.

- In-person
- Online
- Phone Calls
- Newsletters
- Presentations
- At camp
- Staff recruiting
- Team motivations





AWARENESS

Events, ads, blogs, word of mouth...

INTEREST

Conversations, targeted content – newsletters, lead magnets, retargeted ads

CONSIDERATION

Conversations, case studies, offers, more personal email series

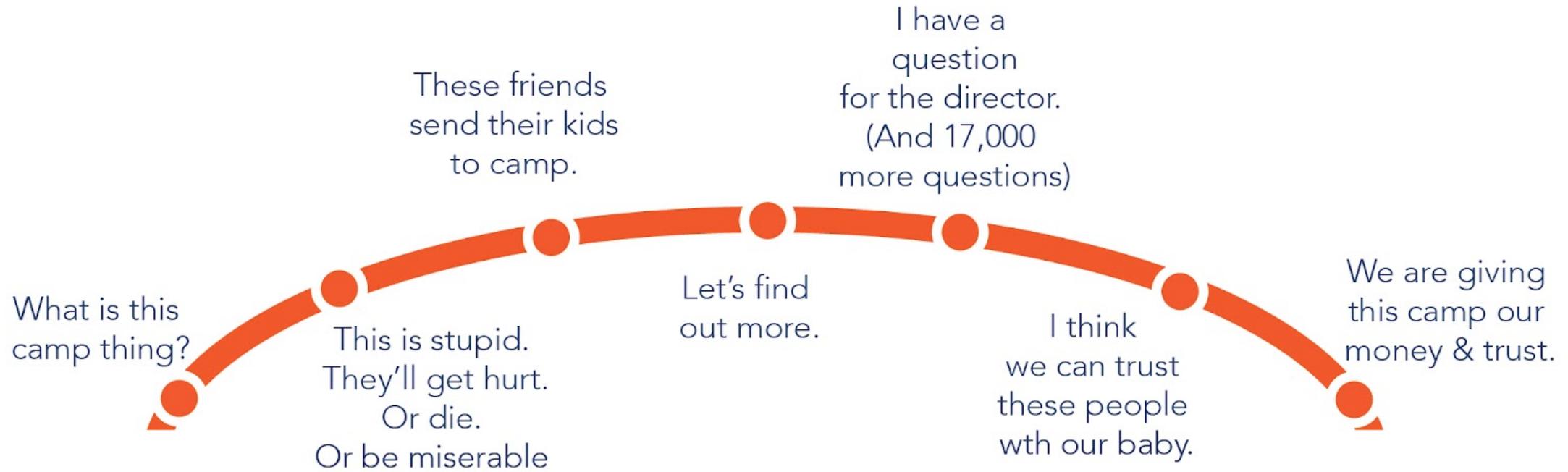
INTENT

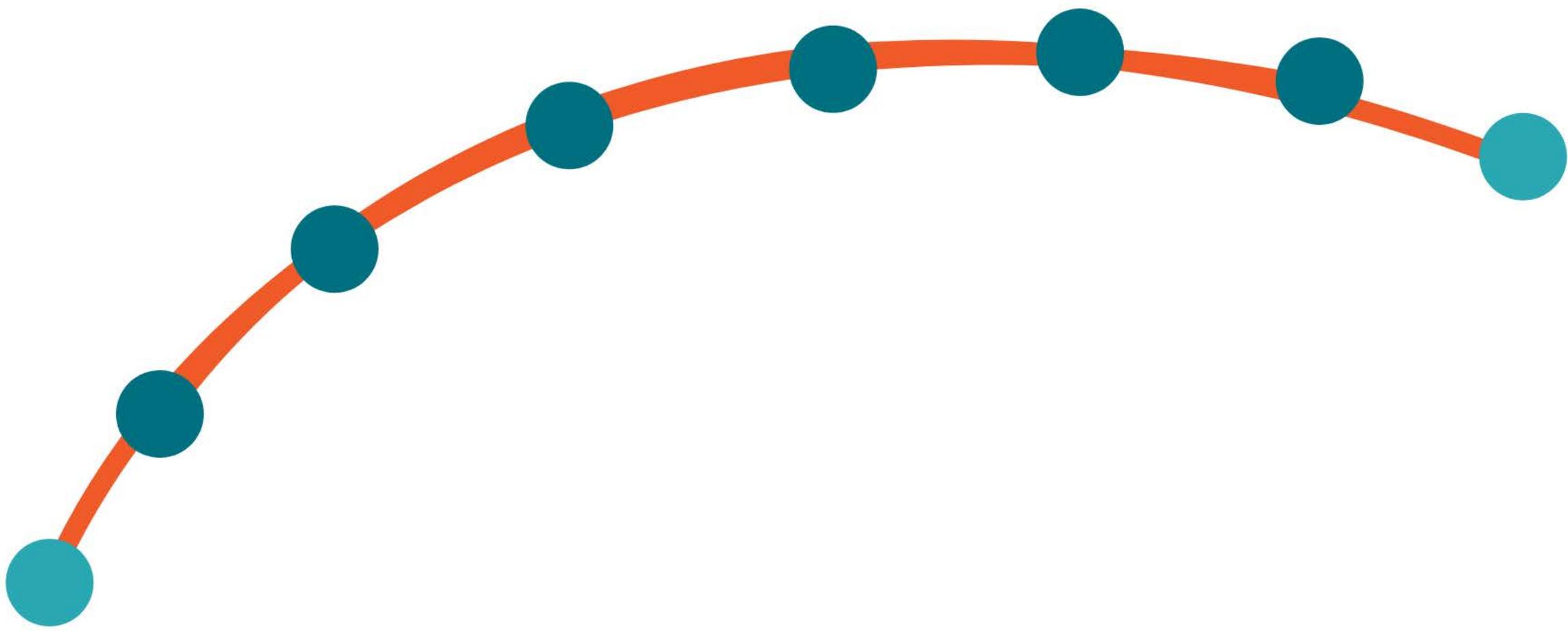
Conversations unique value proposition, demos, walk-thrus

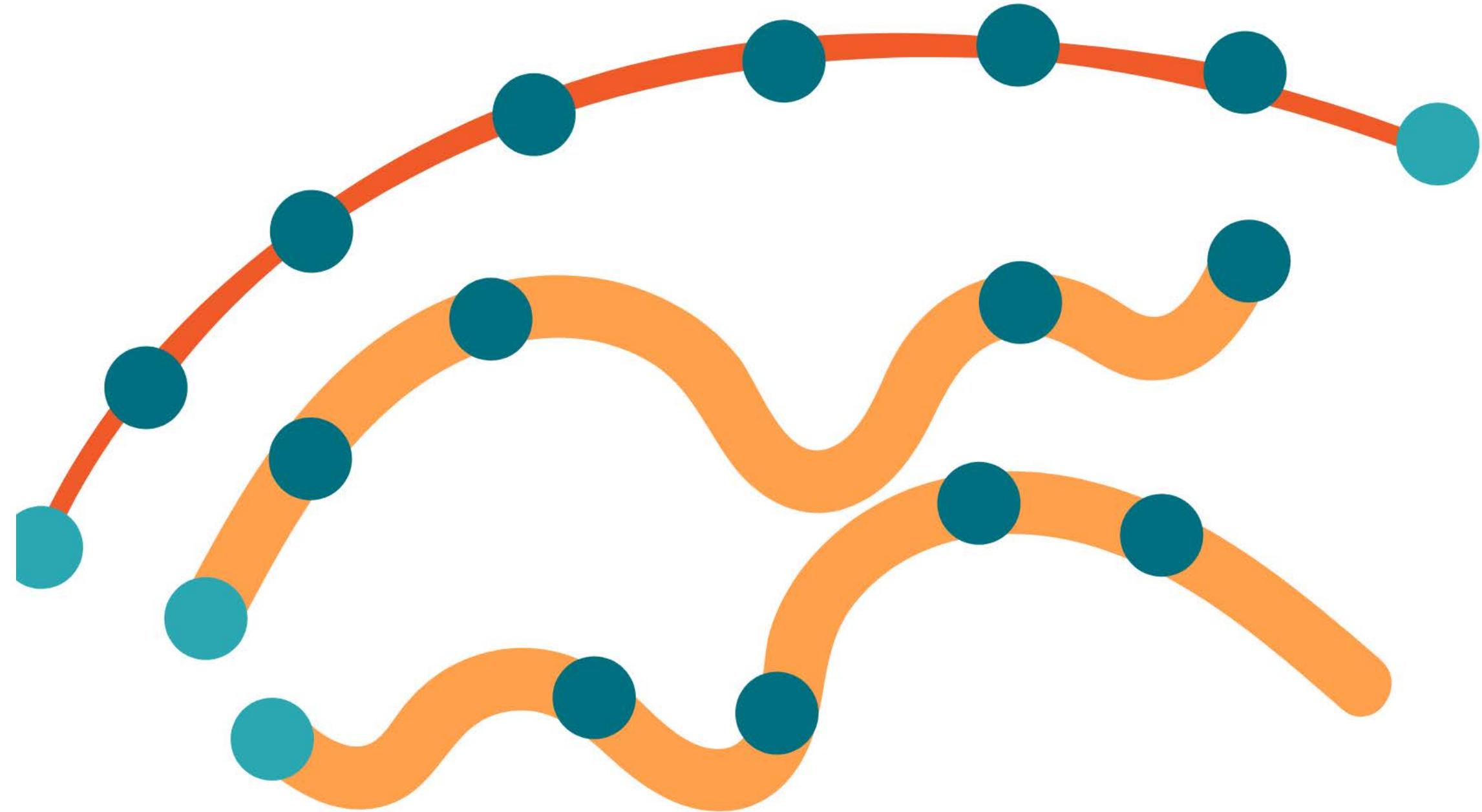
BUY

Summer prep. Retention begins









What Makes a Good Storyteller

Share your most compelling stories in ways that critical audiences can hear and understand.

- Position yourself as a guide in a complicated and unclear landscape
- Develop and leverage key stories for different groups
- Describe your program in a more compelling way
- Reinforce your credibility and relationships



What Makes a Great Story

- **Conflict/adversity**
- Emphasis why your essential
- Naturally build case for support when spend time on the problem and the outcome
- Develop a more robust case – why does the world need us



10 Great Stories you Need in Your Arsenal

ORGANIZATIONAL DIRECTION:

Where we came from (a founding story)

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)



10 Great Stories you Need in Your Arsenal

SALES: RECRUITMENT + RETENTION

What we believe (a corporate-values story)

Who we serve (a customer story)

What we do for our customers (a sales story)

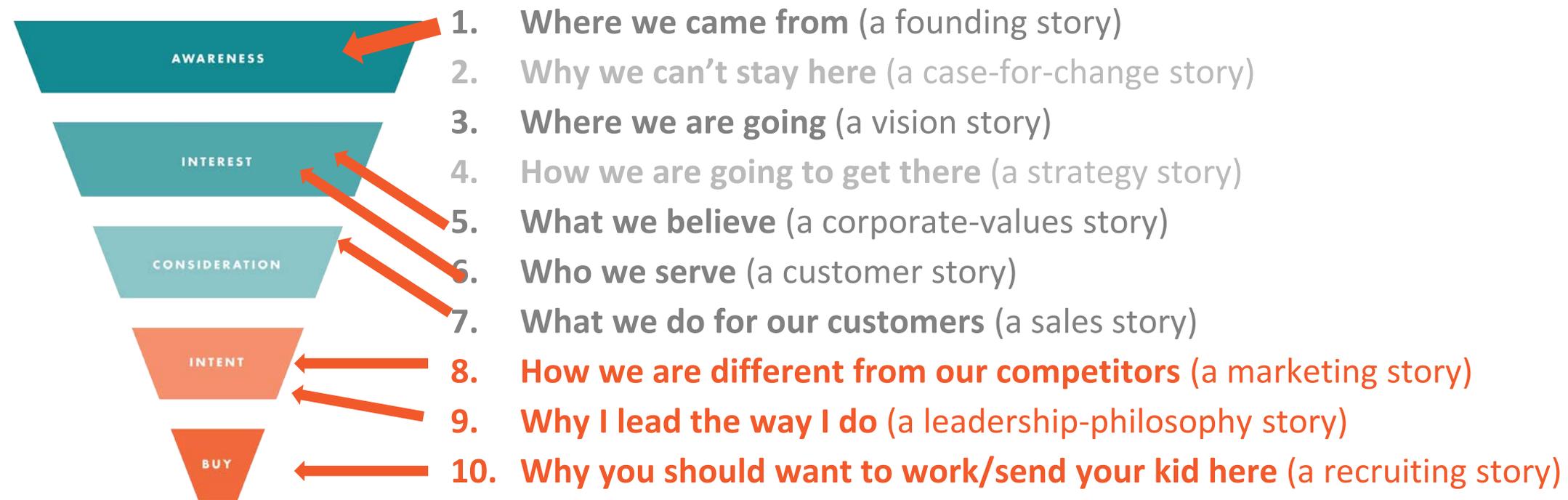
How we are different from our competitors (a marketing story)

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

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



What are Your Stories



Stop + Jot: What are Your Stories



8 Questions Every Story Should Answer to Change Minds + Create Action

GET THEIR ATTENTION

Why should I listen? – give people a reason to listen – answer this first and quickly



8 Questions Every Story Should Answer to Change Minds + Create Action

TELL THE MAIN PART OF THE STORY

Where/when does the story take place

Who is the main character and what did they want

What is the problem/opportunity they ran into

What did they do about it

How did it turn out in the end



8 Questions Every Story Should Answer to Change Minds + Create Action

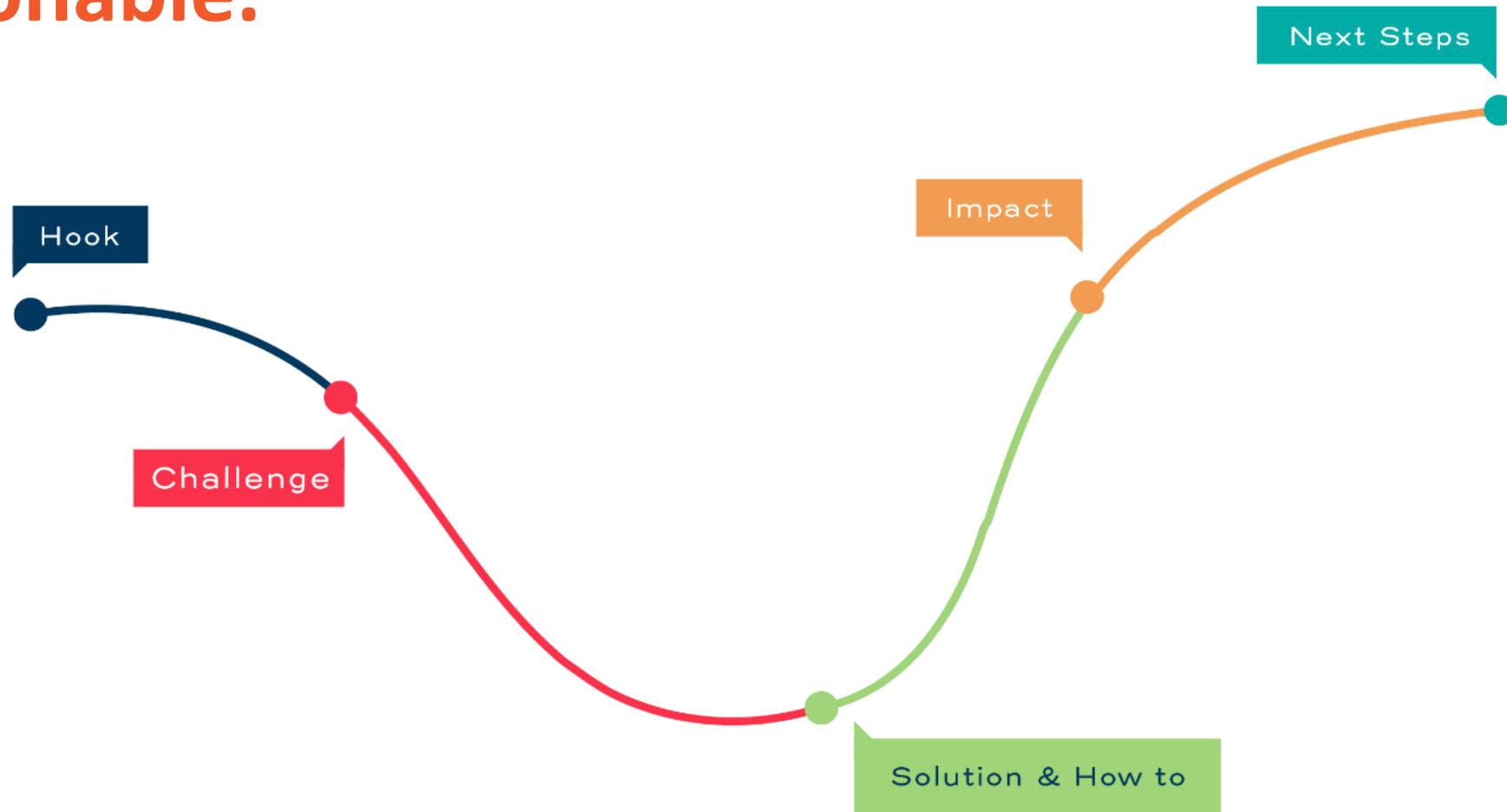
ACCOMPLISH YOUR GOALS

What did you learn?

What do you think I should go do now – opportunity to make recommendation?



Make your stories memorable, meaningful and actionable.



Before Crafting A Story

- Being clear about your strategic goals will help you identify which of your stories most need telling.
- Why do you need to share your (insert type of story here) story at this moment in time?
- What are you trying to achieve?
- What problems do you think can be solved by this story
- How might effective storytelling increase confidence in your organization/strengthen your organizational culture/get to your goals faster?



Stop + Jot: Tell Your Best Story: What Do You Want the Listener To Take Away

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	



BREAKOUT

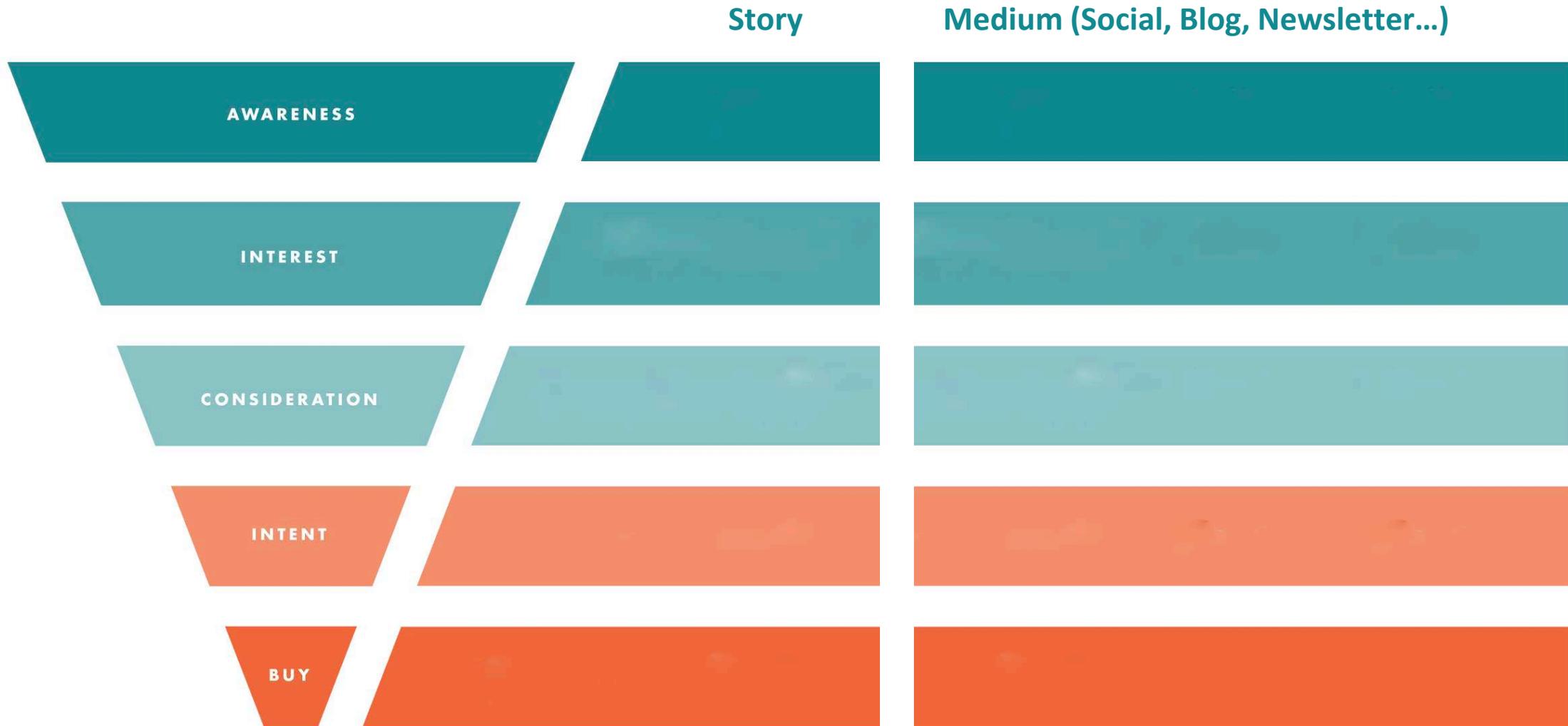
TELL YOUR 2 MINUTE STORY. GIVE 2 MINUTES OF FEEDBACK. x3

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?”



Stop + Jot: What are Your Stories, Where Will You Tell Them



Come in. We're Awesome.

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Next Enrollment Session

Wednesday, March 23, 12 PM Eastern

Clean Up Your Camper Retention: Leveraging Data and Best Practices

Presenter: Ari Polsky, JCamp 180 Program Manager

Josh Steinharter, Senior Director, Maccabi Sports Camp