



Digital Storytellers

STORIES FOR IMPACT

please have your laptop ready and signed in to Google via a personal or work account
then, load this: bit.ly/worldbankcanvas and go File > Copy to create your own



Why do you do what you do?





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Shine Positive Light on Bangladesh by Crowdsourced Travel



\$10,215 pledged of \$20,000 goal



Tipping Point: \$10,000

Ultimate Goal: \$20,000

140 **\$10,215**

backers pledged of \$20,000 goal

23

hours to go

\$

[Support Now!](#)



**POSITIVE
LIGHT**
BY MO HUZZATUL MURSALIN

TED





Digital Storytellers

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**STORYTELLING
STRATEGY**

**FILM
PRODUCTION**

**LIVE EVENT
COVERAGE**

**WORKSHOPS
& CLINICS**

STORIES

FOR **IMPACT**





Storytelling

Moving hearts and minds towards the future you
envision



Digital Storytelling

Combine storytelling with today's evolving
technology mediums



Storytelling for International Development

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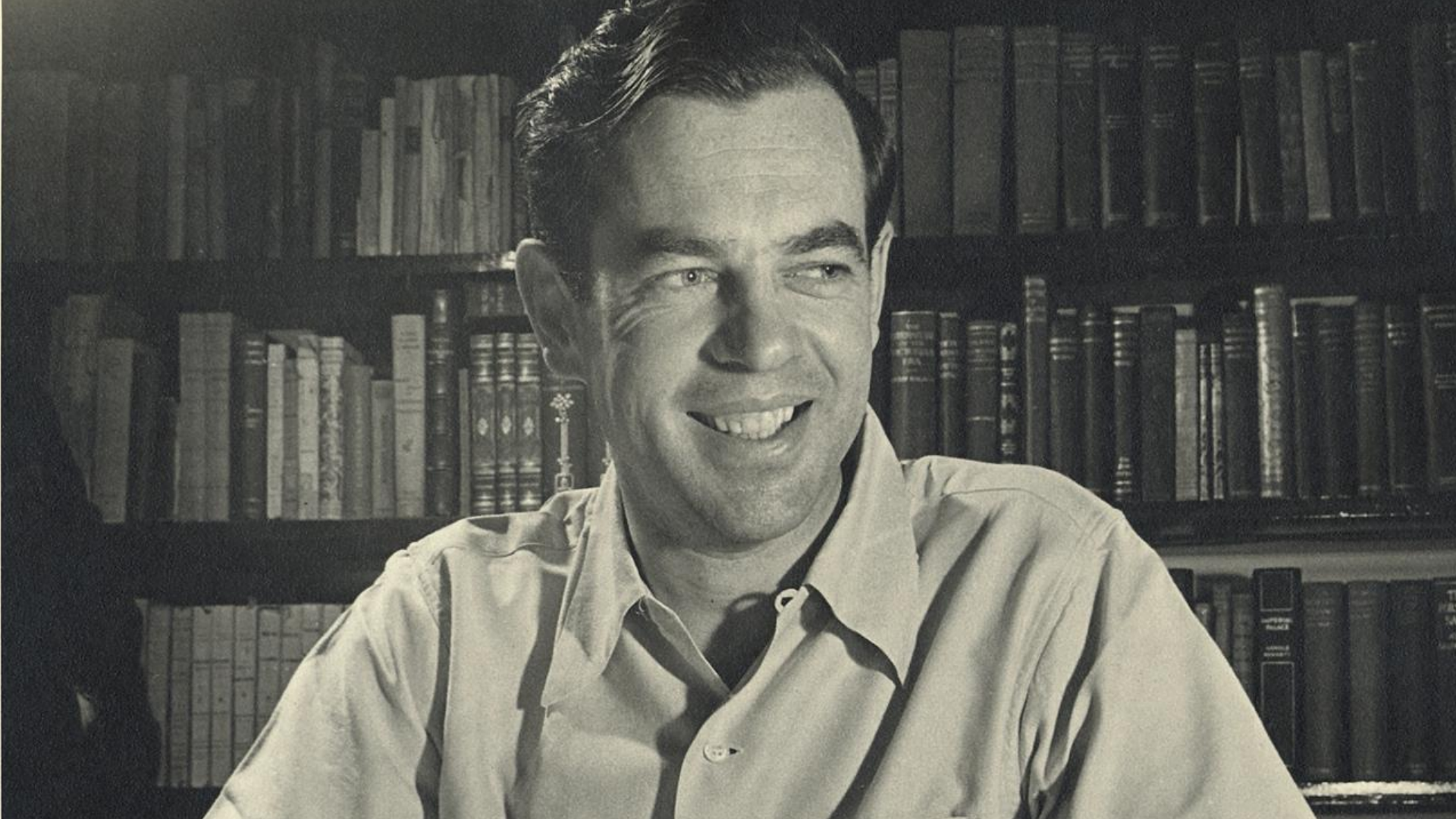
Engagement

Operations / Crisis

Stakeholders

Governments

Development Partners





How should I make this story?



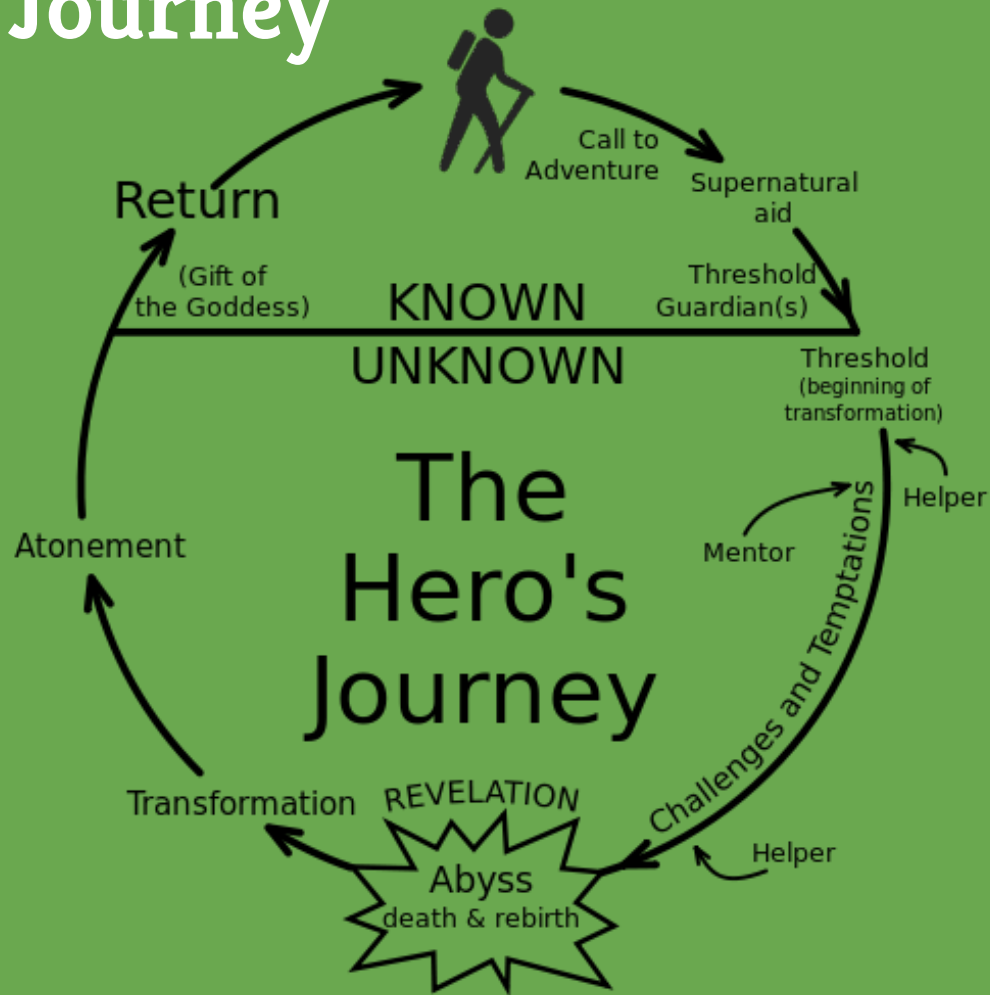


The Hero's Journey



A story that resonates across the stories of all cultures, according to Joseph Campbell.







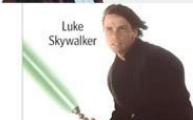






















The Hero's Journey



Use the force...



Do you see a pattern here?

	The Hero "More or less human in character, through whom the world destiny is realized"	The Ancient Mystagogue "The Wise Old Man... whose words assist the hero through the trials and terrors of the weird adventure"	The Enemy "Great and conspicuous in the seat of power"	The Threshold Guardian "The first problem of the hero to surpass"	The Shape-Shifter An ambiguous character whose loyalties and values are not always clear	The Trickster Comic relief, to offset the dramatic tension
"Harry Potter" series  Harry Potter	 Dumbledore	 Voldemort	 Quirrell	 Snape	 Ron Weasley	
"Star Wars" series  Luke Skywalker	 Obi-Wan	 Darth Vader	 Stormtroopers	 Han Solo	 C-3PO and R2-D2	
"The Matrix" series  Neo	 Morpheus	 The Matrix	 Agent Smith	 Cypher	There's not much to laugh at in "The Matrix."	
"Lord of The Rings"  Frodo	 Gandalf	 Sauron	 Aragorn	 Boromir	 Merry and Pippin	
"Finding Nemo"  Marlin	 Crush	 Darla	 Bruce	 Gill	 Dory	

SOURCES: Joseph Campbell, "The Hero With a Thousand Faces"; Internet Movie Database

NOTE: Your opinion may vary.

PATRICK GARVIN/GLOBE STAFF

Find your inner Yoda







Strategic storytelling. Is it a myth?



The Story Canvas



Organisation / Project: Story / Tagline: Purpose:			STORIES FOR IMPACT	
Audience: Who is this for? Primary: Secondary:	Key Messages: What are 3 key things?	Story: Type, narrative, script etc	People & Places: Who is in it & where?	Campaign: How are we launching it?
	Call To Action: We want them to do what?		Style & Tone: What is the look & feel?	
Goals: High level, long term impact?			Objectives: Measurable and more immediate impact?	

<http://bit.ly/worldbankcanvas>



Purpose

What's the bigger picture?

-
- What's the problem you're trying to solve?
 - What is the big issue and why are you passionate about telling this story?
 - Why should the audience care? Why would they NOT care?
 - Why are they not already as engaged as you would like?
-





Impact

What change are you trying to create?

-
- **Goals:**
What high-level changes do you want to create? They may include shifts in awareness, attitude, motivation and actions.
 - **Objectives:**
How do you intend to measure your immediate success? Are your objectives SMART? (Specific, Measurable, Attainable, Relevant, Timely?)
-





Audience

WHO do you want to hear the story and take action?

-
- Primary vs. Secondary
 - Who do we want to reach?
 - What emotional response do we want them to have?
 - How will they take action?
-





Key Messages

What three things do you want the audience to remember?

-
- People and Problem: Introduce the problem/issue we are facing, and who is being affected
 - Goals/Solution: Present your solutions to this problem
 - Imagine the new world: Help us create it
-





Call to Action

What is the most important step your supporters can take to advance your cause?

- Tell other people about your organisation?
 - Share information with people in their networks?
 - Change attitudes?
 - Donate or raise \$?
 - Push other people to take an action?
 - Influence decision makers e.g. politicians?
-





People & Places

Which people and places will feature in your story?

-
- **People:** Beneficiaries? Supporters? Leaders?
Who will potential supporters connect with?
 - **Places:** What places will tell the story? What
places will resonate with potential supporters?
-





Style & Tone

How should the audience FEEL?

-
- What does our story look and feel like?
 - Any comparisons/examples?
 - What are some of the key visual images or ideas to be shown and how do they feel?
-





Campaign

How will you reach and engage the audience?

- What channels does your audience use? What channels will facilitate action?
- What are the touchpoints around the story and how will you facilitate audience interactions?
- What publicity, promotional actions will be taken to support these?





What recipe did you cook?





Thank You

<http://bit.ly/worldbanksurvey>