The 5 Stories Your Nonprofit NEEDS to be Telling

Presenter:

Marc A. Pitman FundraisingCoach.com



#npstoryconf

WELCOME



Shanon Doolittle



Chris Davenport

NONPROFIT STORYTELLING CONFERENCE

SEATTLE, WA - NOVEMBER 12-13, 2015

MEET YOUR PRESENTER



Marc A. Pitman
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MEET MARC

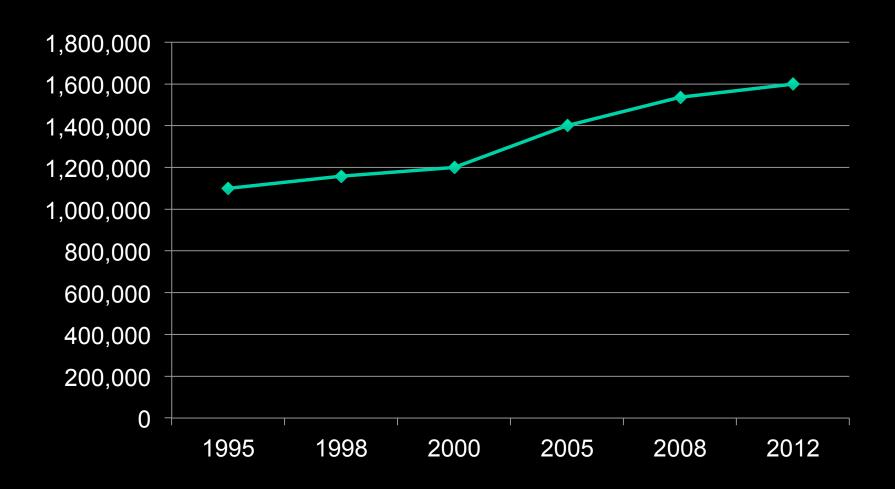
STORYTELLING CONFERENCE



Early rate of \$995 through FRIDAY, 10/9



More New 501(c)3's Each Year



Statistics from National Center for Charitable Statistics http://nccsdataweb.urban.org/







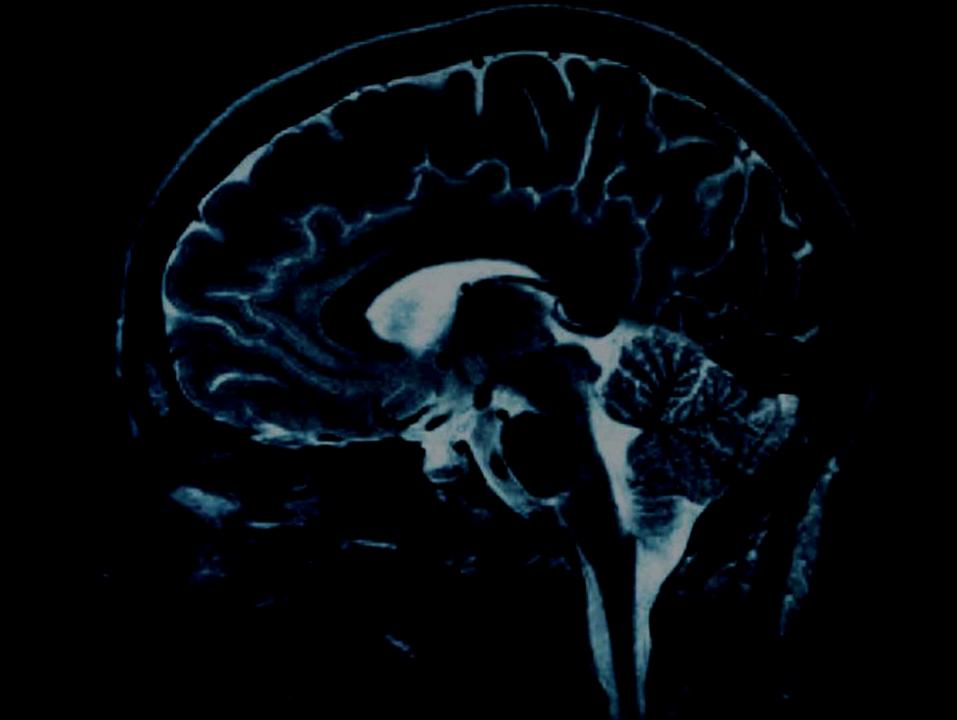


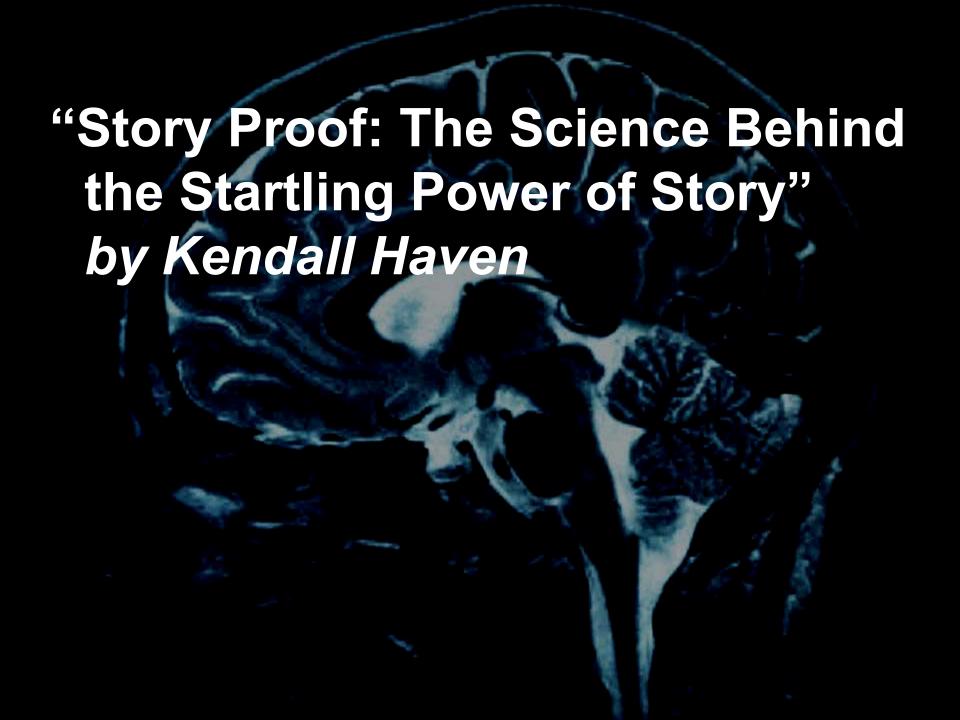




Cave painting, Lascaux, France, 15,000 to 10,000 B.C.







"Story Proof: The Science Behind the Startling Power of Story" by Kendall Haven

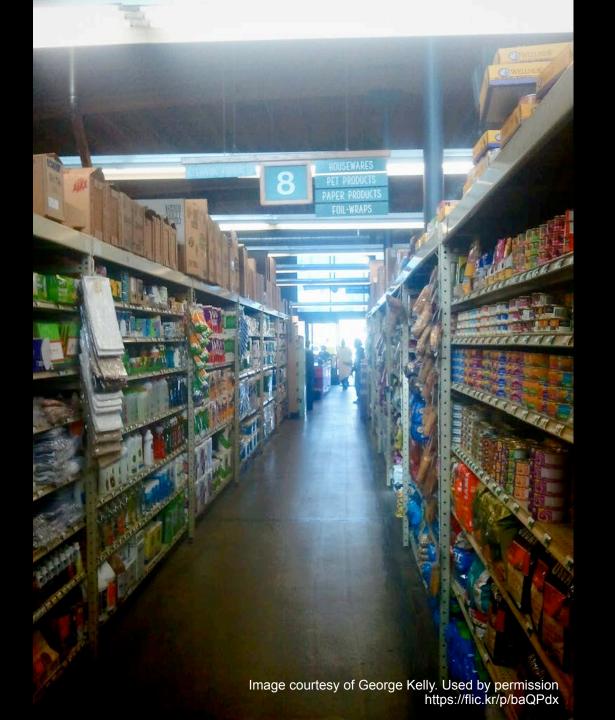
 Stories even improved kids math scores!



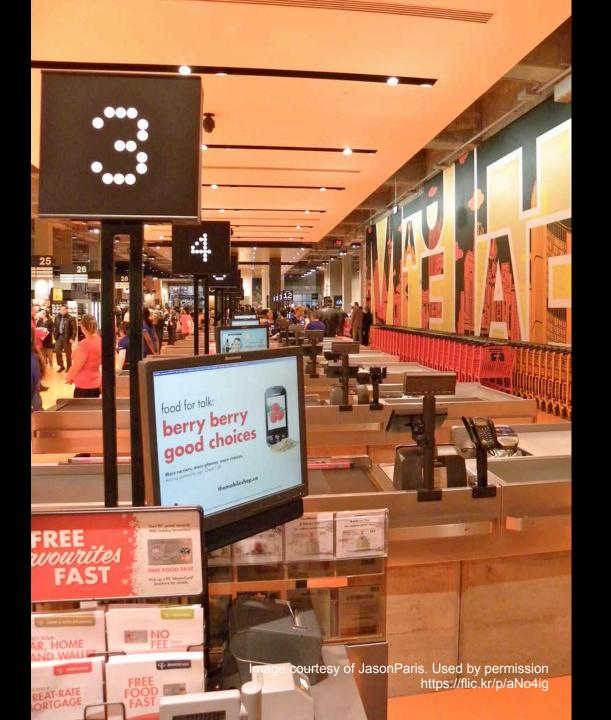




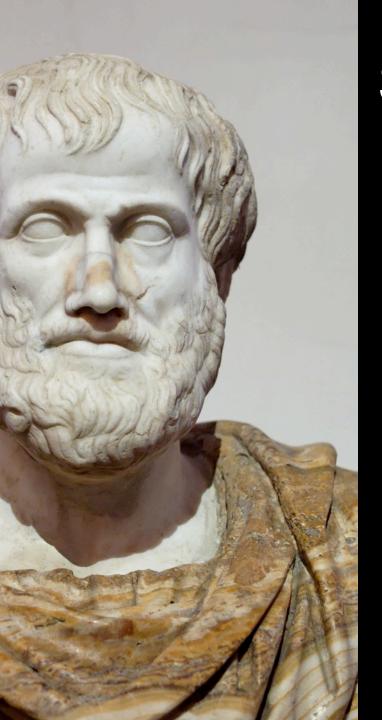


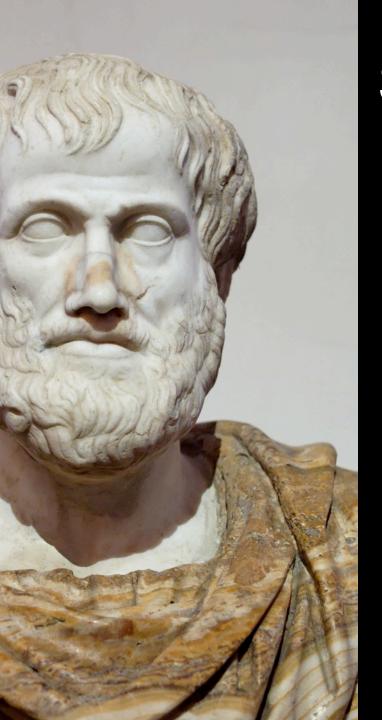












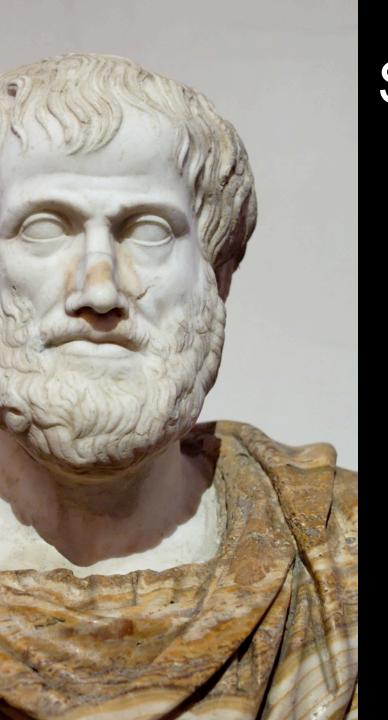
-Beginning, Middle, End

Story Jam – Marc Pitman



http://nonprofitstorytellingconference.com/story-jam-marc-pitman/

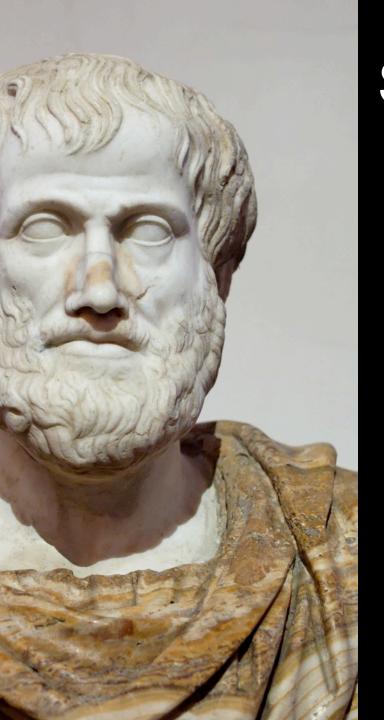
Written by Sheena Greer



- -Beginning, Middle, End
- -Has a hero

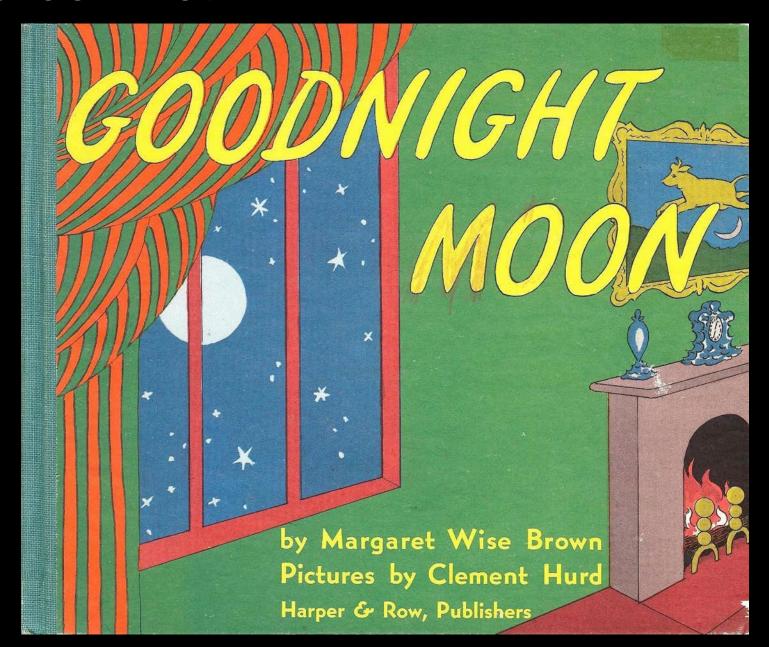
The hero has to be a person



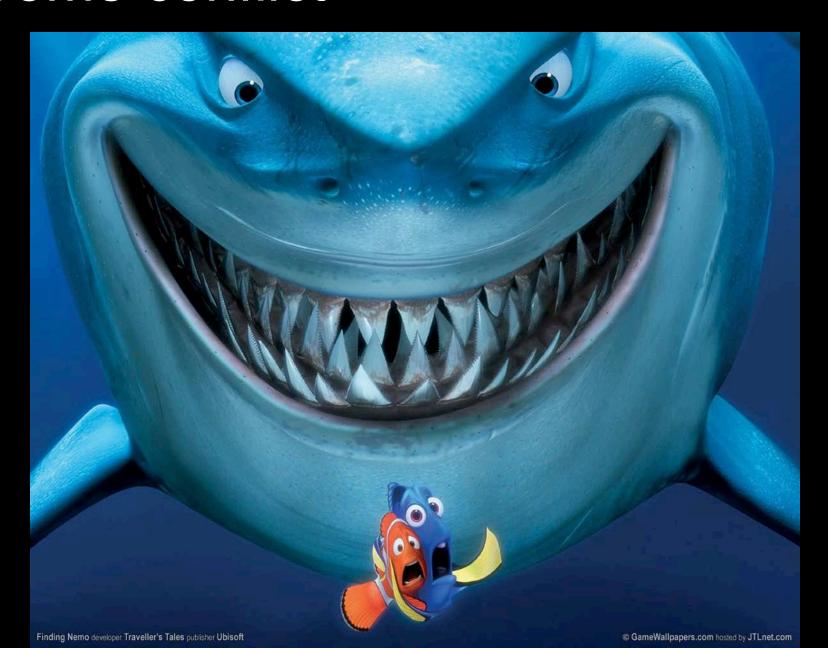


- -Beginning, Middle, End
- -Has a hero
- -Needs CONFLICT (hero +obstacle=conflict)

No conflict

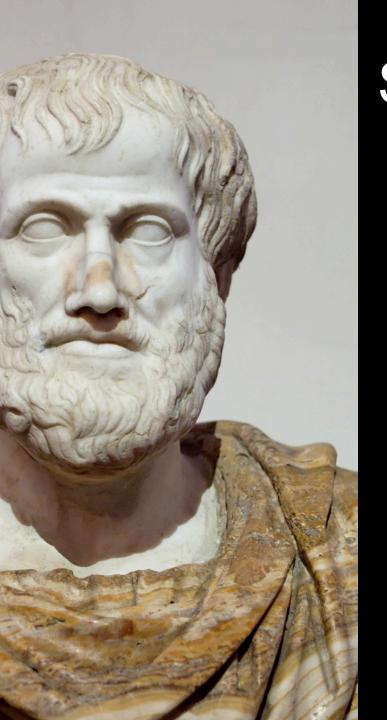


Some conflict

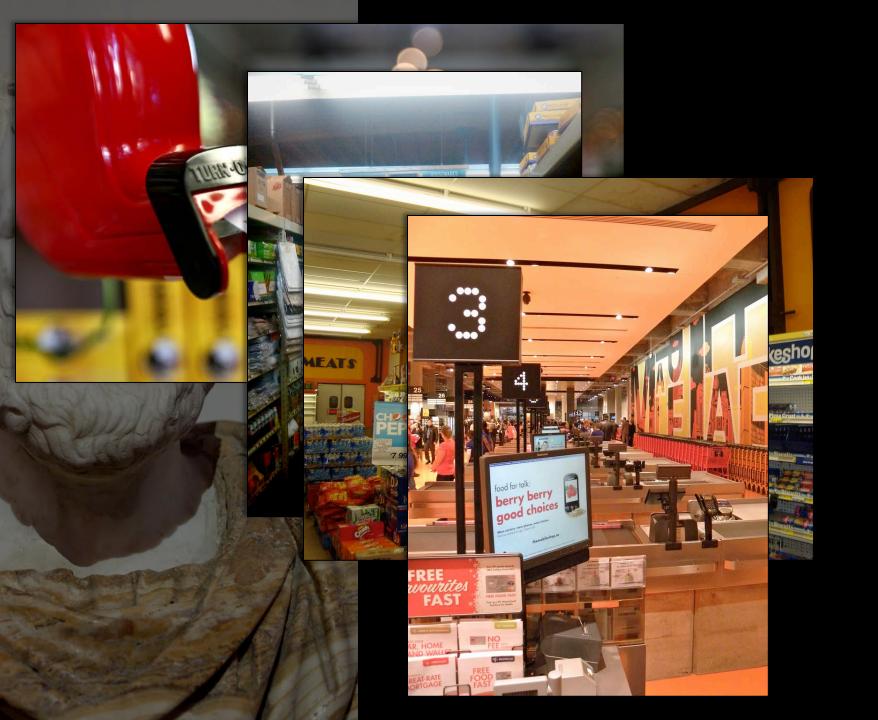


Lots of conflict!





- -Beginning, Middle, End
- -Has a hero
- Needs CONFLICT (hero +obstacle=conflict)
- The storyteller works to help the listener be immersed in the story



Story elling for Dummies



Act 1: Get hero up a tree

Act 2: Throw rocks at him

Act 3: Get him down

HBR Blog Network



If You Want to Raise Prices, Tell a Better Story

by Ty Montague 1 8:00 AM July 31, 2013

Comments (101)







Ask a CEO if they want to spend a pile of money on an analysis of their company's story, and they'll probably throw you out of their office. But if you tell them that you have a powerful insight that can help them raise the prices on all of their products, they might ask you over to their house for dinner. Money talks, in other words. Unfortunately, in most companies, the power of story to affect pricing still remains unknown, or at least it's vastly under-utilized.







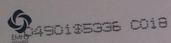


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Customer service Excellent

Poor







5 Buckets for Stories 1. Founding Story 2. Mess Up Stories 3. Suffering Stories 4. Phoenix Stories

- 5 Buckets for Stories
- 1. Founding Story
- 2. Mess Up Stories
- 3. Suffering Stories
- 4. Phoenix Stories
- 5. Glorious End Stories



























ASK MARC





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