

50 Ways to Use Storytelling for Advocacy

Storytelling is like a secret superpower when you're trying to get people to care about your cause. It's not just about sharing facts and numbers. It's about making those facts come to life through real stories that people can connect with. Stories let us see the world through someone else's eyes. Here's a list of 50 ways to make big problems feel personal – so you can motivate people to take action.

If you'd like to learn more about how to harness the power of storytelling for your cause, come to the Nonprofit Storytelling Conference – <https://nonprofitstorytellingconference.com>

1. **Personal Testimonies:** Share firsthand accounts of people directly impacted by the issue.
2. **Photo Essays:** Combine impactful photos with captions to tell a visual story.
3. **Video Diaries:** Let individuals document their experiences related to the advocacy topic.
4. **Interactive Websites:** Create digital experiences where users navigate through stories.
5. **Podcasts:** Dive deep into personal stories or broader thematic issues.
6. **Documentaries:** Produce short or feature-length films.
7. **Story Maps:** Use digital platforms to combine maps with narrative text and images.
8. **Infographics:** Visualize data in a story format.
9. **Storytelling Events:** Host live events where people share their tales.
10. **Social Media Takeovers:** Allow people affected by the issue to take over your platforms for a day.
11. **Illustrated Stories:** Use artists to bring stories to life in comic or graphic novel format.
12. **Animated Shorts:** Utilize animation to convey difficult or abstract concepts.
13. **Story Circles:** Gather community members to share stories in a circle.
14. **Story Archives:** Create a digital archive of stories for easy access and use.
15. **Themed Campaigns:** Organize stories around specific themes or occasions.
16. **Behind-the-scenes Stories:** Showcase the workings of your organization.
17. **Traveling Exhibits:** Take curated stories on the road.

18. **Story Soundtracks:** Combine music with narrative to evoke emotions.
19. **Letter Campaigns:** Share written accounts from affected individuals.
20. **Children's Books:** Convey stories suitable for younger audiences.
21. **Interactive Apps:** Develop mobile applications with narrative experiences.
22. **Story Quilts:** Combine traditional crafts with narrative.
23. **Story Workshops:** Train others in the art of storytelling.
24. **Story Booths:** Set up booths at events for people to share their tales.
25. **Theater Productions:** Turn real stories into plays or musicals.
26. **Story Contests:** Encourage submission of stories with a competitive angle.
27. **Story Calendars:** Share a story each day or week.
28. **Narrative Reports:** Rather than standard annual reports, use stories.
29. **In Their Shoes:** Activities that let supporters experience aspects of the tales being told.
30. **Guest Blogging:** Invite affected individuals to share their stories on your blog.
31. **Board Game Stories:** Create board games based on true stories.
32. **Digital Storybooks:** Interactive storybooks for online users.
33. **Story Jars:** Physical jars filled with written stories for events.
34. **Story Postcards:** Short stories on postcards to mail or distribute.
35. **Story-inspired Art Installations:** Public art inspired by personal accounts.
36. **Dramatic Readings:** Have actors read or perform stories.
37. **Story-based Webinars:** Web sessions focused on storytelling.
38. **Themed Merchandise:** T-shirts, mugs, etc., featuring story quotes or images.
39. **Story Databases:** A searchable platform for diverse narratives.
40. **Radio Stories:** Partner with radio stations for story segments.
41. **Story Festivals:** Larger events celebrating storytelling.
42. **Mobile Storytelling Vans:** Vehicles that travel to share and collect stories.
43. **Story Ambassadors:** Train individuals to share their story at various forums.
44. **Collaborative Story Mural:** A large community-created artwork.
45. **Story-based Workshops:** Events focusing on specific storytelling techniques.
46. **Flash Mob Stories:** Organized public events where a story is acted out unexpectedly.

47. **Story Swaps:** Events where participants exchange stories.
48. **Interactive Kiosks:** Set up in public spaces to share digital stories.
49. **Themed Story Nights:** Regular events around specific types of stories or issues.
50. **Public Story Recordings:** Encourage the public to record their stories at set locations.