The Art of Storytelling

By Amy Fedele, ASEC Web Content Manager
Zoe Laporte, ASEC Writing Intern
What you’ll learn

● What makes a good story
● How your stories help ASEC
● The #1 reason why most stories don’t work
● 6 story formulas you can use to tell better stories
ASEC Web Team
write & edit stories for website and social media

Amy, Web Manager  Zoe, Intern  Briana, Intern  Mackenzie, Volunteer  Sr. Loretta, Volunteer
Amy Fedele
Web Content Manager (Sept, 2016)
Mass Communications & Media Technology
MBA Business Management ('20)

Zoe Laporte
Web Writing Intern (June-Aug, 2018)
Misericordia University (2019)
English/Mass Communications and Design
What makes a good story?
Connection

Create an emotional bond with the main character

Reader should want to see her succeed
Desire
The main character’s burning need to change their world

What change do you want to see in the world?
What role will you play in that change?
Conflict
The story’s “oxygen”
Without two conflicting sides, a story falls flat.
3 types of conflict

External

Internal

Philosophical
Resolution

Success or failure?

Failure is ok

I FAILED MY WAY TO SUCCESS

* Thomas Edison *
Transformation
Has the character overcome an obstacle?
Learned a lesson?
Why should we tell stories?

- Stories help us remember facts.
- Stories create an emotional connection.
- Stories influence how we decide.
- Stories link us to our sense of generosity.
How your stories help ASEC
ASEC’s Strategic Plan

ensure ASEC’s ongoing viability
ASEC’s Strategic Plan

connect with more people who can support ASEC’s programs
Hilton Foundation

Change of focus towards IMPACT of SLDI and HESA programs

Catholic Sisters as leaders in Sustainable Human Development
Sustainable Development

ASEC as part of the “big picture”

United Nations 2030 Agenda

Sustainable Development Goals (SDGs)
How are your stories shared?

- Website
- Social Media
- E-newsletter
- Printed Newsletters
Why most stories don’t work
Good stories are about an individual.
Example 1
Food shortages in Tanzania are affecting more than 3 million children each year.
Will you help the children?
Example 2

Michael, a 2 year-old boy living in a Tanzanian orphanage, is desperately poor and faces a threat of severe hunger, even starvation.

Will you help Michael?
6 story formulas
to tell better stories
Step 1
The character has a problem and is seeking to resolve it.

What does the character want?
Step 2
The character encounters a problem (conflict) preventing them from getting what they want.

What conflict is the character facing?
Step 3
The character has a guide (or a mentor) that helps them to solve their problem.

Introduce the guide.
Step 4
The guide provides a plan/clarity for how the character can solve this problem.

What plan does the guide have?
Step 5
The guide encourages the character to take action.

How does the guide encourage the character to take action?

(If the character is unable, the guide can take action for them.)
Step 6
When the character takes action, the problem will either be resolved, or the character needs to dust themself off and try again.

Was the outcome of the plan a success or a failure?
Example walk-through
Example walk-through

1. **A Character:** John
2. **Has a Problem:**
   a. Internal, External
   b. Ill, wrongly accused, lack of financial stability to defend himself
3. **Meets a Guide:** Sr. Gwen
4. **Gives them a plan**
   a. Lawyer defends John
5. **Call to Action**
   a. Freed
   b. John now volunteers with Sr. Gwen
6. **Success, fail, both?**
   a. Success
   b. John is free
   c. Government attention
   d. Expand program and help more
Example
Sr. Gwen has made it her mission in life to ensure that inmates in Cameroonian prisons are given second chances.

Read the full story at asec-sldi.org/gwen
Things to remember
Remember...
Powerful stories are a tale of transformation with

- a character
- desire
- conflict
Remember...

Every story needs **EMOTION**.

Passion, love, joyfulness, fear, tension, lust and rage are all powerful emotions that connect readers to the story.
Remember...

Compelling PHOTOS instantly draw readers into your story.

Good visuals make people feel FIRST and think SECOND.
Remember...
Use REAL details to set the scene of your story and give readers something to grab onto

- quotes
- sights
- sounds
Remember...

Focus on ONE STORY.

Don’t try to tell everything that’s ever happened.
Remember...
Story should focus on ONE CHARACTER.
Recap of what we learned

● What makes a good story
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Questions?