BEFORE THERE WAS CHANGE. THERE WAS YOU.
Closer to the Heart

What fundraisers can learn from storytelling masters

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Creativity & Innovation Track
Story telling has many elements
• Content
• Structure
• Character
• Context
• Style
• Engagement devices
• Experience and memory
• Emotion and feeling
Storytelling for fundraising adds further complexities:

• Story collection/curation
• Personalization
• Mechanics
• Veracity
• Asking
• Channel adaptation
• ”improvements” by the ill-informed
Ken Burnett's book, “Story telling can change the world” tells you all you need to know about all that.
Non-profit story telling conference

Chicago – October 29th-31st 2020

https://nonprofitstorytellingconference.com/
This presentation explores just one element of storytelling, but arguably the most important...

Prompting emotion...
The academic approach

Plutchik’s “Wheel of emotions”
Affection, anger, angst, anguish, annoyance 
anxiety, apathy, arousal, awe, boredom, confidence, 
contempt, contentment, courage, curiosity, depression, 
despair, desire, disappointment, disgust, distrust, dread, 
ecstasy, embarrassment, envy, euphoria, excitement, fear, 
frustration, gratitude, grief, guilt, happiness, hatred, hope, horror, 
Hostility, hurt, hysteria, indifference, interest, jealousy, joy, 
Loathing, loneliness, love, lust, outrage, panic, passion, pity, pleasure, pride, 
Rage, regret, relief, remorse, sadness, satisfaction, self confidence, 
shame, shock, shyness, sorrow, suffering surprise, terror, trust, 
wonder, worry, zeal, zest.

Wikipedia, quoted by Ken Burnett in “Storytelling can change the World”, White Lion 2014 
check list
“A story is sheet music for emotions”
Emotional tools
The concept of emotional tools

- Emotions - the raw ingredients of a good fundraising story

- But - raw ingredients can be tasteless

- We need a tasty recipe – concepts that make emotions work together

- Emotional tools – are examples best illustrated through art?
Poignancy

“evoking a keen sense of sadness or regret”
Sympathy

“feelings of pity and sorrow for someone else's misfortune.”

The execution of Lady Jane Grey, Paul Delaroche 1797-1856, National Gallery, London
Empathy

“the ability to understand and share the feelings of another.”

Edgar Degas, Waiting (c 1882), pastel on paper, 48.3 x 61 cm, J. Paul Getty Museum, Los Angeles, CA.
Zeitgeist

“the defining spirit or mood of a particular period of history as shown by the ideas and beliefs of the time.”
Suspense

“a state or feeling of excited or anxious uncertainty about what may happen”
Values alignment

Recognising your core values, (principles that you find desirable, important or even essential) in the creative voice of another.

“War cripples”, Otto Dix, 1891-1969 (now believed destroyed)
Personal Resonance

“Speaking to an individual in a way that is unique to them”
Affinity

“a natural liking for and understanding of someone or something”.

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Character

“...main or essential nature of a person or a thing, especially as strongly marked and serving to distinguish”
The human condition

“The totality of the experience of being human and living human lives”

Mark Rothko, Mural, Section 6 (Untitled) [Seagram Mural], 1959. © 1998 Kate Rothko Prizel & Christopher Rothko / Artists Rights Society (ARS), New York. Photo courtesy of The Mark Rothko Foundation and Pace Gallery.
The human condition

“the agonising, underlying, core, real question in all of human life, of are humans good or are we possibly the terrible mistake that all the evidence seems to unequivocally indicate we might be?”

Biologist, Jeremy Griffin, 2011
Despair

“The complete loss or absence of hope.”

From the 2015 Broadway production of Therese Raquin by Emile Zola, published in 1868. starring Keira Knightly
Outrage

“an extremely strong reaction of anger, shock, or indignation.”

Stills from “One Flew Over the Cuckoo’s Nest”, 1975, Directed by Milos Forman from the novel by Ken Kesey, Starring Jack Nicholson, Louise Fletcher and Brad Dourif
Universality

“the quality of involving or being shared by all people or things in the world or in a particular group.”
Bitterness / indignation

“Anger or sadness provoked by what is perceived as unfair treatment.”

Still from “All quiet on the Western Front”, directed by Lewis Milestone, 1930 from the novel by Erich Maria Remarque
Wonder

“a state of awed admiration or respect.”
Nostalgia

“a sentimental longing or wistful affection for a period in the past.”
“exaggerated and self-indulgent feelings of tenderness, sadness, or nostalgia.”

‘Anguish’ by August Friedrich Albrecht Schenck, 1878, NGV
Faith

“strong belief in the doctrines of a religion or creed, based on individual conviction”.

‘The three crosses’, Rembrandt van Rijn, 1653, Dry point/etching, Museum of Fine Arts, Boston
Joy

“the emotion evoked by well-being, success, or good fortune, or by the prospect of possessing what one desires: delight”

Raoul Dufy – Intérieur à la fenêtre ouverte, 1928 – Huile sur toile 66 x 82 cm – Collection privée © Adagp, Paris 2011
Anyone who ever gave you confidence, you owe them a lot – Truman Capote
THANK YOU.