




MODULE 8: Training Others

CORE CONCEPTS

-  **Not Everyone is a Storyteller**
-  **Practice, Practice, Practice Your Storytelling**
-  **Set Storytelling Goals**



Training Others



NOTE: This list is for you to follow when it's time for you to become the coach. Take what YOU'VE learned and share it with your team.

- 1** Not everyone is a storyteller—some people will be the best **SOURCE** of nuggets of a story.
- 2** It is up to **YOU** to craft the emotionally engaging story from the nuggets you collect.
- 3** No matter who you are teaching—board members, other volunteers, staff, donors—they will be nervous.
- 4** Always have people work in pairs.
- 5** Allow yourself to be coached by the people you are teaching. Show them **YOUR OWN VULNERABILITY** so they are willing to step outside their comfort zone.
- 6** Use a timer to keep your stories two minutes or less!
- 7** Just as with anything new, it takes time to build a storytelling muscle. **AND** it definitely takes time to get comfortable sharing your money story.



Training Others

8 Track who is sharing stories.

Make regular use of the *Storytelling Tracker* form (Worksheet 8.1).

9 Set SPECIFIC GOALS for your storytelling practice at your organization.

EXAMPLES:

- By [X] date all board members get comfortable with at least one story they can tell others.
- Set a goal for how many different sources of stories you identify each year.
- By [X] date we'll have shared [X] number of stories that caused people to take action. (i.e., buy tickets, make a contribution, volunteer, etc.)

10 Keep practicing, and set time aside at meetings and other gatherings for your team to practice as well.

11 Continue to use the worksheets and examples in this Complete Storytelling System to assist you as you change your fundraising communications culture.

This guidebook contains a successful proven process. You just have to follow it!

12 Questions to ask when inviting coaching feedback from others:

- What inspired you about the story you just heard?
- What did you like?
- What did you want to know more of?
- What did you want to know less of?
- Did I keep your attention the entire time?
- Was the length too long or too short?
- What phrases should I include when I share this story again?

Storytelling Tracker

ORGANIZATION: _____ DATE: _____
 VOLUNTEER/STAFF NAME: _____

Mission Moments Identified From:			
First Name	Last Name	Date	Notes/Nuggets for Two-Minute Story
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Two-Minute Mission Moments Shared with:			
First Name	Last Name	Date	How You Shared the Story/Other Notes
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

 **NOTE:** Use this tracking document with board members, staff, clients, volunteers, and key supportive community members. Place this document online, or share it electronically. Review the activity regularly. Create a dashboard from this activity.

