

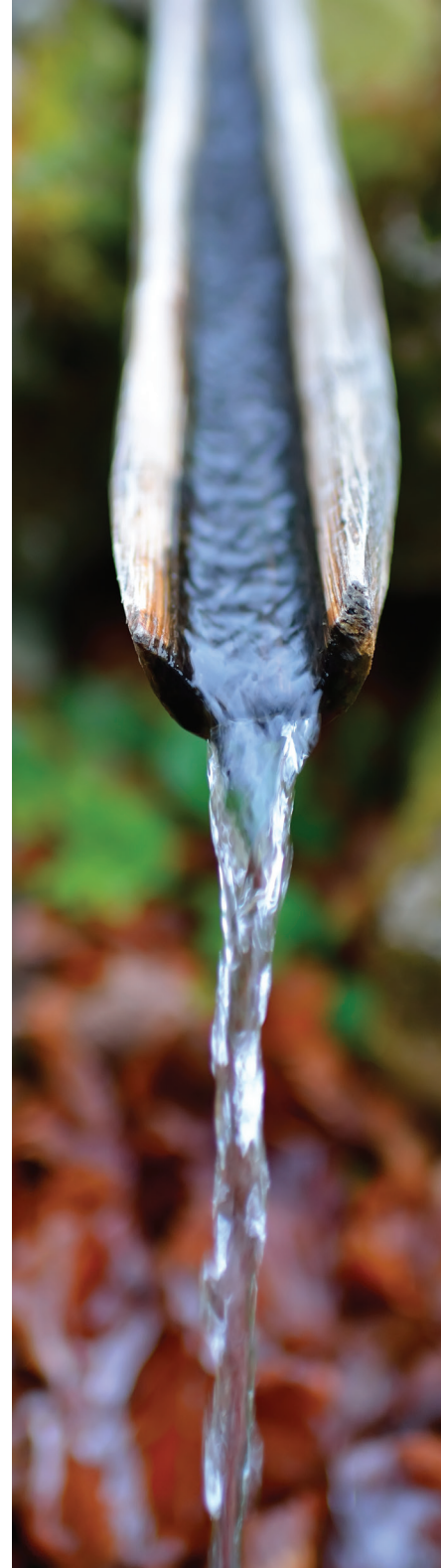
# MODULE 3: Identifying Story Sources

## CORE CONCEPTS

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 **The Process of Finding Stories**

 **MODULE PRACTICE:**  
**Identifying Your Story Sources**





## MODULE 3 : IDENTIFYING STORY SOURCES

### Full Transcript:

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It's time to move into the process of finding stories.

Remember Paula from the first module? Paula's thank you note became the source for my first mission moment and my first source for a terrific story at Prevent Blindness America.

Your story sources can come from anywhere -- a volunteer, a board member, the people you serve, and their family members. Even your donors and vendors can have great stories if you help them discover those stories.

Let's pause for just a moment. Because some of you might not feel like you have people to talk about. You help the environment, you keep the rivers clean, you help pets find homes, you do advocacy work. You still have people to talk about. Because your work affects real people.

In this module you'll find worksheets that list different categories of people you come into contact with regularly.

These worksheets are your brainstorming guide for identifying potential storytellers and sources for your stories.

The worksheets should make it simple for you and your team to become inundated with a long list of story sources. And don't be surprised, some of these same people MAY even become some of your best storytellers!

Module Practice: Identifying your storytellers

Turn to the worksheet section of Module 3. Take a look at the worksheets called, 'Identifying Your Story Sources.' Jot down names of people in each category who are passionate about your work.

Don't forget: Information about how to print the worksheets is listed in the Final Module and resources section of your guidebook so please write on these pages!

I recommend you begin identifying your sources in two steps:

First, fill in the worksheets in your guidebook on your own.

Second: Do this exercise with a team. This is a meaningful exercise for your fund development committee, or your program staff or your communications team.

Ask your team to list as many possible people who can be a source of a story. The important thing here is that you purposely set aside time to create your list of prospective storytellers. I recommend you identify ten solid sources.

Then you'll make sure to list who knows each potential storyteller best—that's an important piece of finding good stories: having the right person talk to the potential storyteller.

In Module 4, I'll teach you how to mine for mission moments to draw the stories out from your story sources.

As with each of the exercises in this Complete Storytelling System, you may do them alone or with others. The truth is, you begin to change your culture when you do the exercises with others. So don't keep all the fun to yourself!

Take time now or schedule time with a group of people to build the foundation of your future great stories by fully completing this exercise.

In module 4 you learn the very right questions to ask to mine for terrific stories.