CREATING A STORYTELLING CULTURE

1) ***Get buy in.*** Always explain the WHY (not just "because I say so"). Tie to overall goals.

2) ***Form a Digital Storytelling Committee.*** Eliminate silos. This is not just one person's job!!

3) ***Make it fun.***
   - Staff meetings, new hire orientations, volunteer events – make a list of all the times you get together, where you could share stories about your work.
   - Open these events and close with stories.
   - Make it a routine.
   - Address all concerns and challenges.
   - Do not make people feel excluded or uninformed.

4) **Listen.**
   - Ask leading questions to draw stories out from your employees, staff, volunteers, etc. –saying "I want to hear your story!" can be intimidating.
   - Remember, not everyone has the marketing or fundraising mindset!
   - Think about your "front lines" – receptionists, cashiers, sales people, etc.
   - No story is stupid or unwanted. You may not use it in communications, but it is valuable to collect and respect.
   - Don't be critical or dismissive.
   - Be rewarding!
   - Empower people!

5) **Get training.**
   - Hold a digital storytelling workshop for staff.
   - Write down some great nonprofit stories that you have heard and narratives other organizations have used.
   - Write down memorable stories from your own life, share them, discuss and dissect them. What makes these stories memorable? Are they shareable?

6) **Compile the stories and story ideas.**
   - Create and share examples.
   - Put in Dropbox or Google Doc – call it a Story Idea Bank.

7) **Lead by example.** How can the CEO/owner show that she's just like her customers?