

# **Culture of Storytelling**

a workshop for nonprofits

presented by



*Before we start...*

Write down a story about your organization from last week on a card.







*Meet*

**MACHAELA  
CLARK**





*Meet*

**VIVIAN KVAM**

*Why*

**STORIES MATTER**

*Why*

**STORIES MATTER**

Connect

*Why*

**STORIES MATTER**

Connect

Remind

*Why*

**STORIES MATTER**

Connect

Remind

Understand



*Why*

# **STORIES MATTER**

Connect

Remind

Understand

Empathy

*Why*

# **STORIES MATTER**

Connect

Remind

Understand

Empathy

Inspire



*Why*

# **STORIES MATTER**

Connect

Remind

Understand

Empathy

Inspire

Create Action



# STORYTELLING

As humans, we are hardwired to crave stories. We want to connect with stories, and people respond to stories.

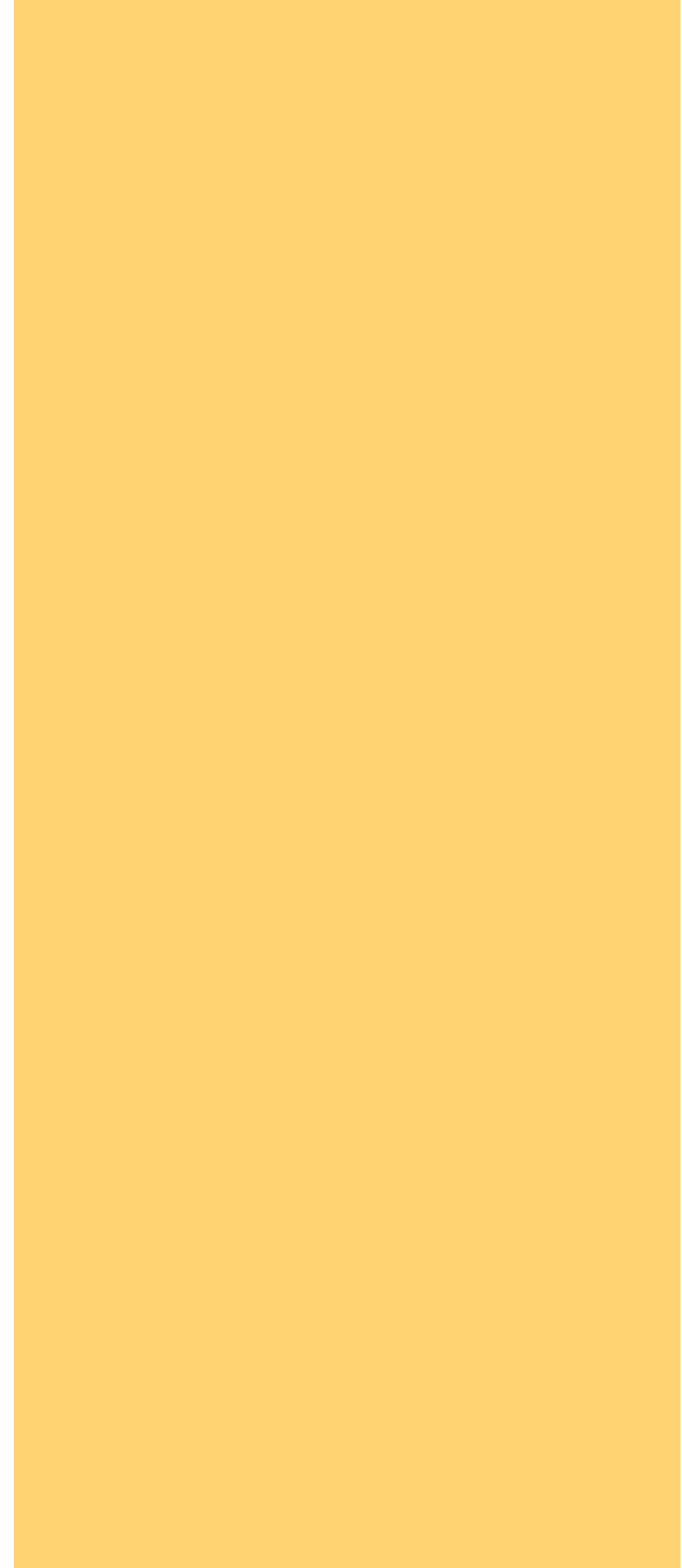


*The 5 P's*

**IDENTIFY YOUR MOST  
POWERFUL STORIES**

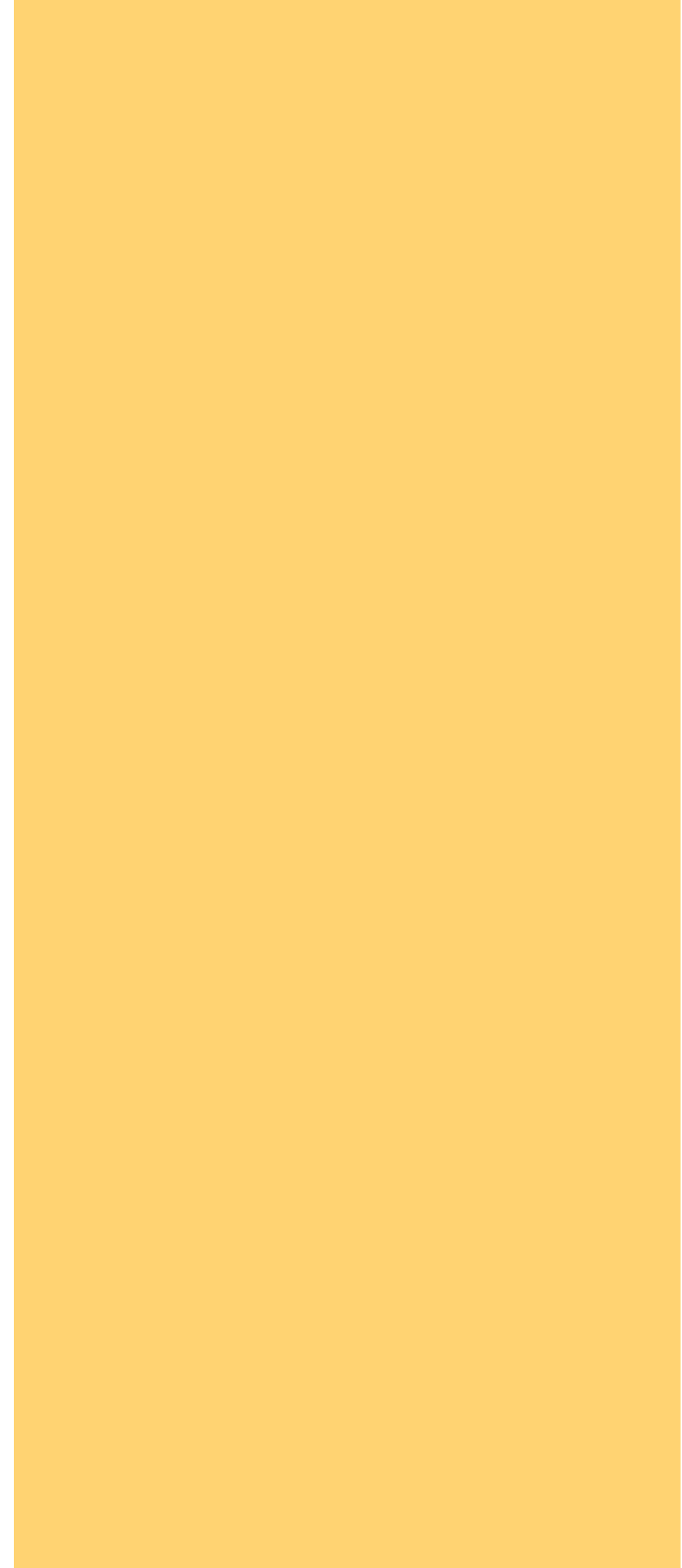
# PEOPLE

- Clients
- Team
- Volunteers
- Board
- Community
- Partners



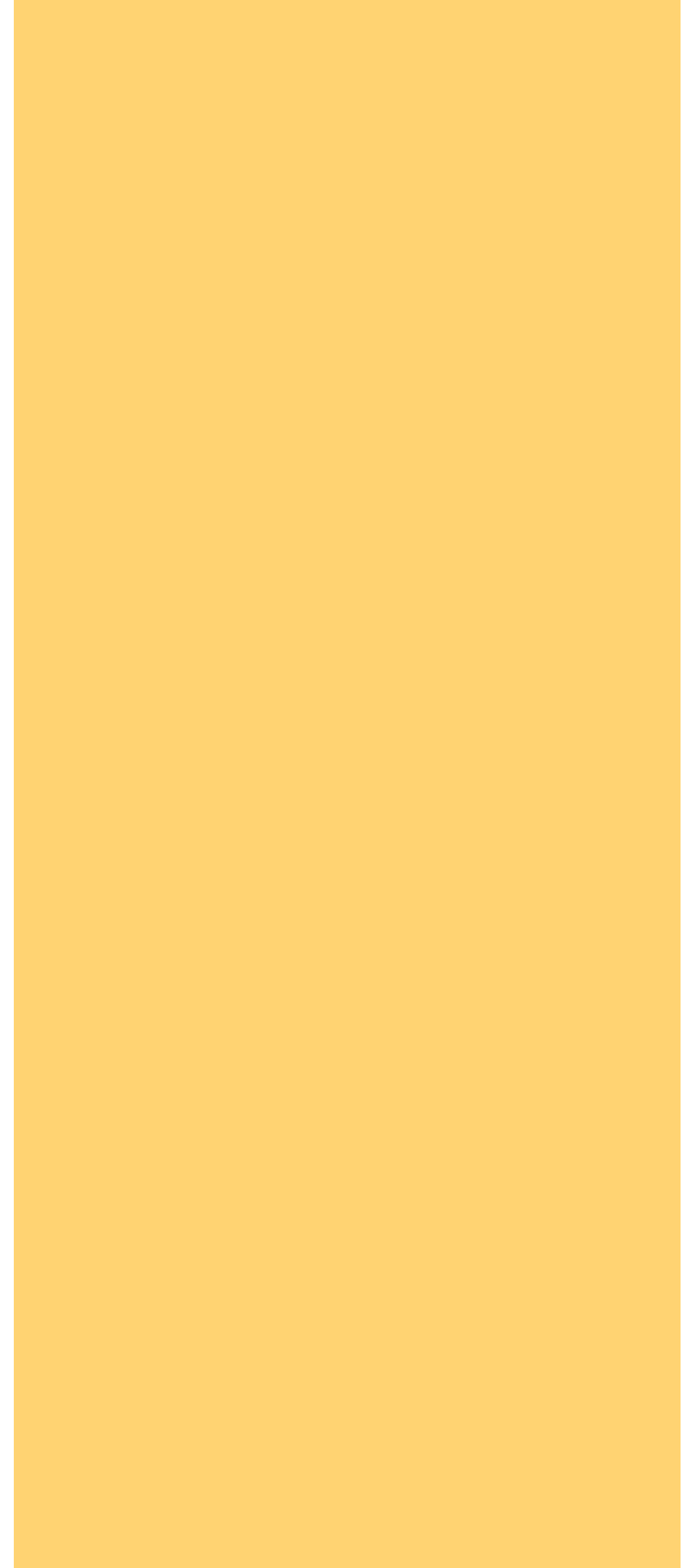
# PLACES

- Facility
- Community
- Clients Spaces
- Destinations
- Transitions
- Origins



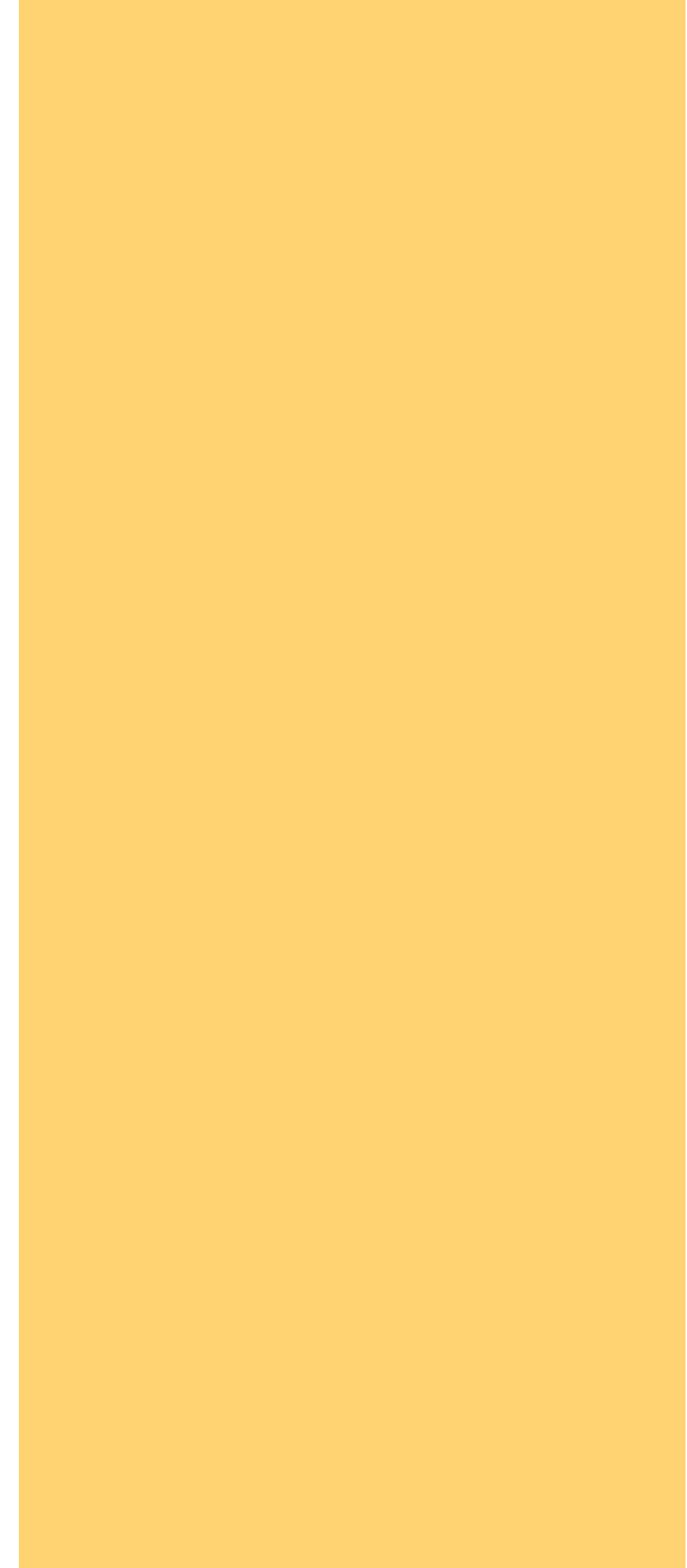
# PURPOSE

- Why
- Vision
- Mission
- Values
- Passions
- Goals / Dreams



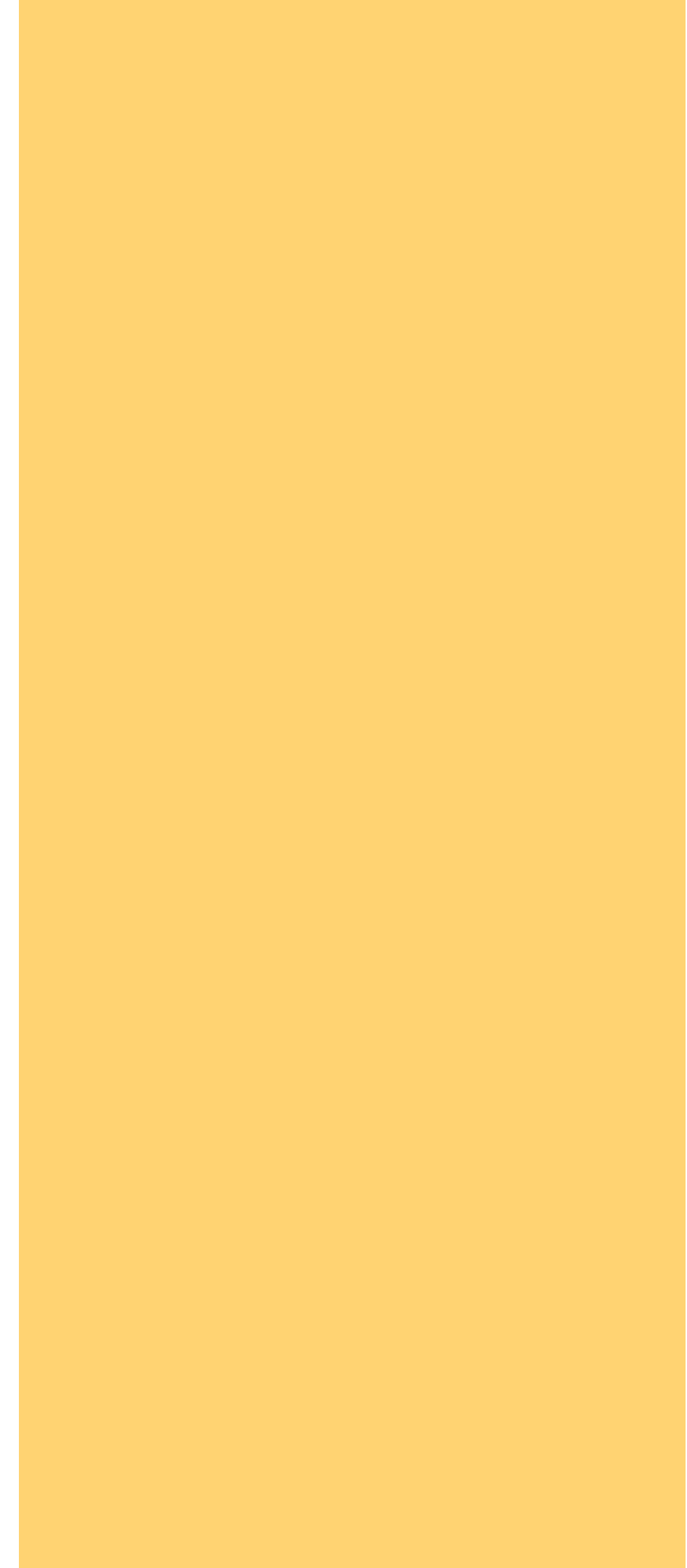
# PAIN

- Need
- Obstacles
- Tension
- Villians
- Issues
- Difficulties



# PRIDE

- Moments
- Overcoming
- Accomplishments
- Success
- Transformation
- Awards





*Question*

**Who are specific people  
that your audiences need  
to know about?**

*Question*

**What are some  
significant places  
you can tell a story  
about?**

*Question*

**What are the stories  
that show my  
organization's values  
in action?**

*Question*

**Who are the villains  
your organization  
confronts daily?**

*Question*

**What am I proud of when  
it comes to my  
organization?**

6  
Min



# **ANSWER + STACK**

Write 1 Answer  
Per Sticky Note

6  
Min



# **TURN TO YOUR PARTNER**

Can you tell me  
a story about that?

*Gather*

# **CREATE A STORY PIPELINE**

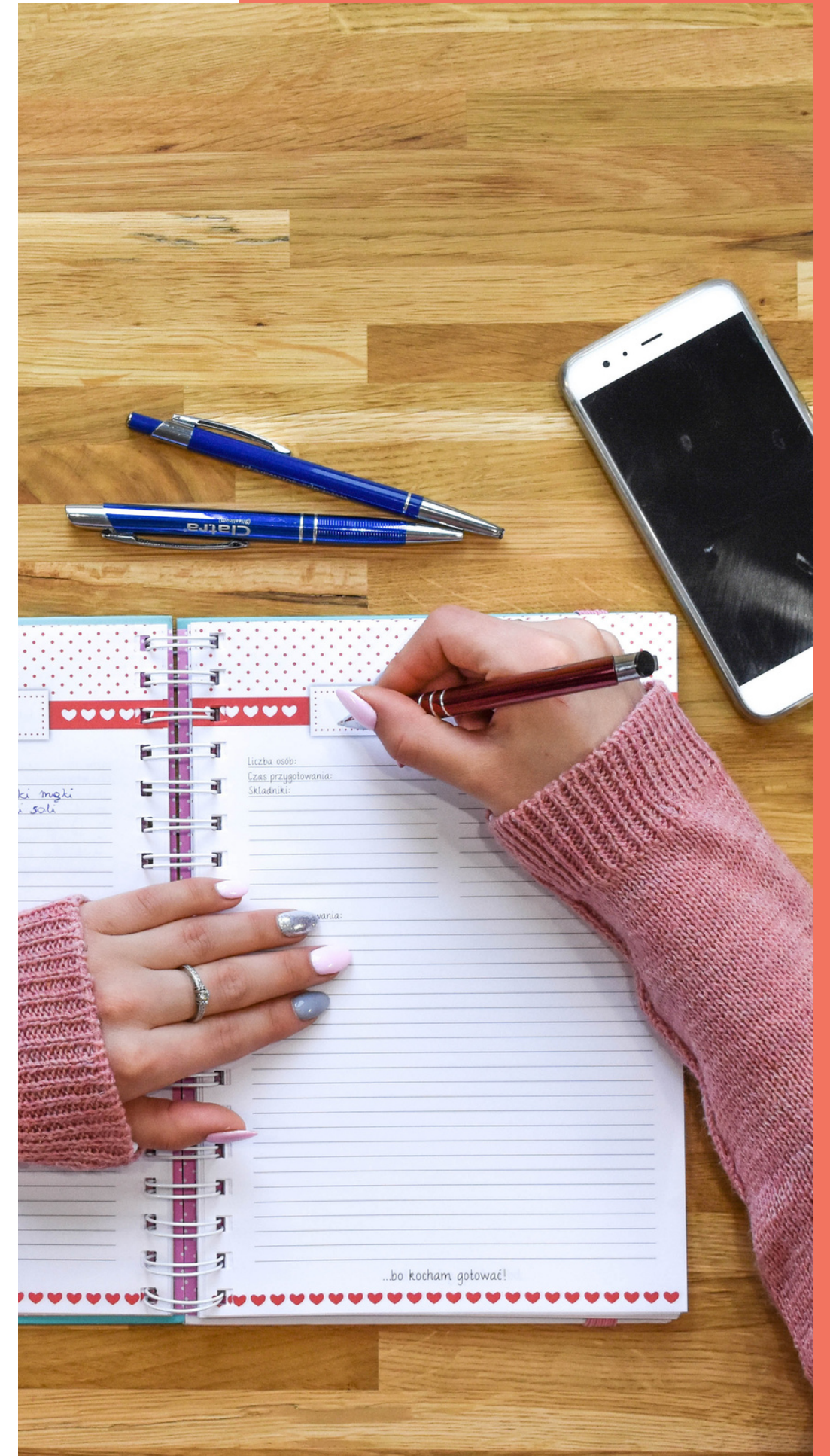
Make a plan, create a system, tell everyone



*Daity*

# TELL A STORY FROM YESTERDAY

Take 5 min each morning when you arrive at work. Jot down the date and a one-sentence summary of the story moment.





*Storytime*

## **SET UP "STORY-TIME"**

Invite a group to share stories for 30 minutes on a monthly or quarterly cadence.



*Make Stories*

# PART OF EVERY MEETING

Share personal & professional bests

A story highlight

Invite a special guest

Write a card and read it aloud





*Automate it*

# CREATE A FORM TO COLLECT STORIES

Create a google form with questions to send out to staff, volunteers, clients, board members, etc.

Pre-schedule reminder emails.





reate

# A STORY BANK TO CAPTURE THE STORIES

Notebook

Trello

Spreadsheet

Asana

Hootsuite

Google Drive

Notes on your phone





*Catalog + Organize*

# YOUR STORIES

Create categories

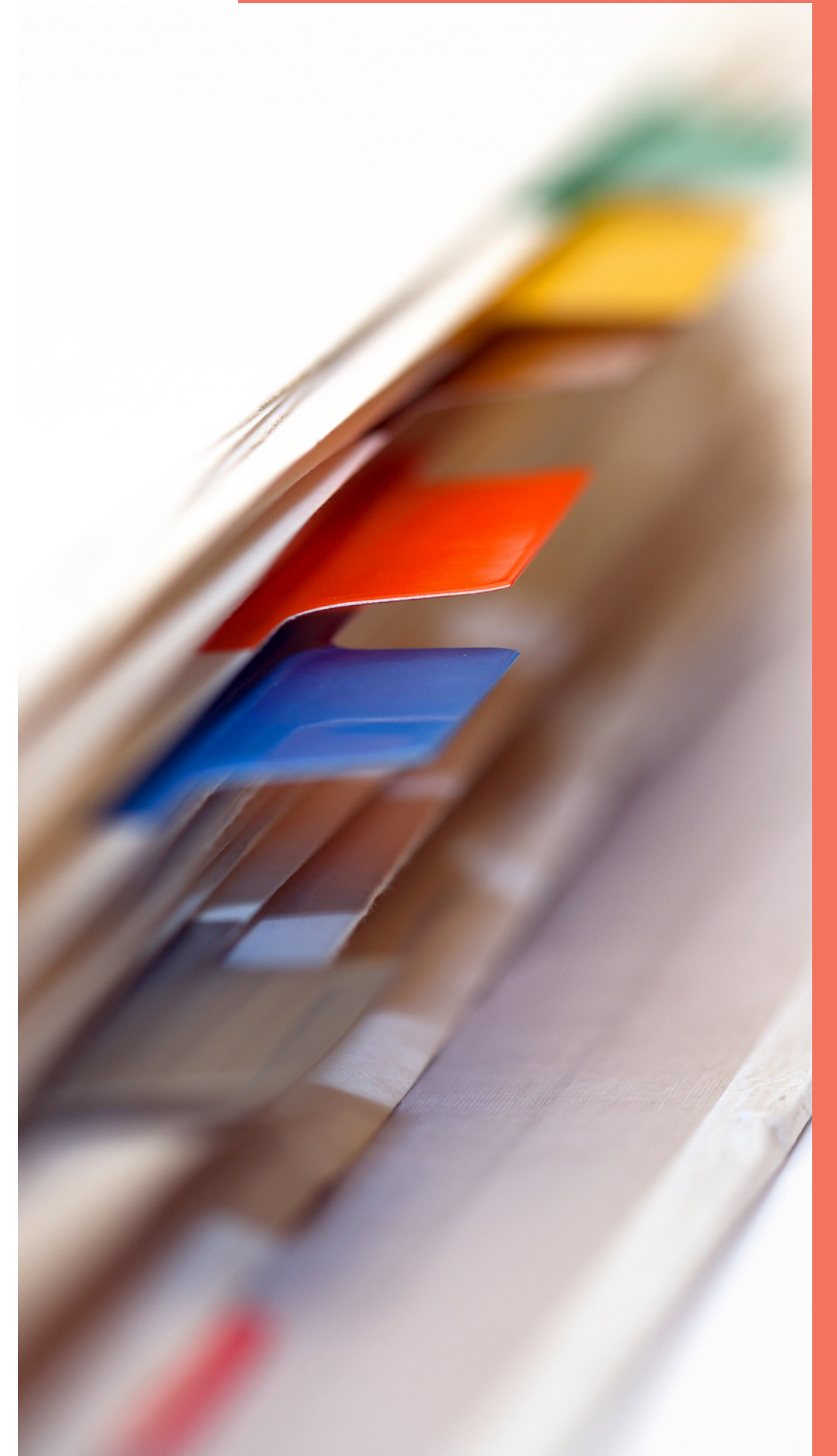
Use labels or tags

Note the use

Easy to access

Use it

Do it



3  
Min



# WRITE IT DOWN

What tactic will you  
try?

*Basic*

# **STORY STRUCTURE**

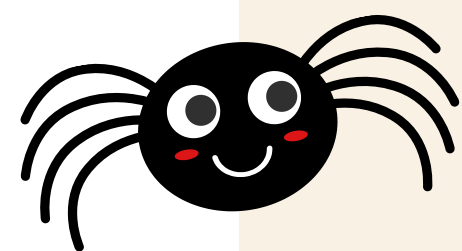
SETUP

TENSION

RESOLUTION



Itsy-Bitsy Spider





# **PRINCIPLES OF STORYTELLING**

+ 1 Common Misconception that will kill your story

# 7 PRINCIPLES

1. Set a goal
2. Be authentic
3. Make it relatable
4. Start with a hook
5. Engage the senses
6. Keep it simple
7. Offer an action step

+ 1 story killer misconception

Goal

What is the goal of this story?

Come volunteer, visit the website, send an application, or maybe create more empathy.

Authentic

Share the real  
moments.

Stories come in all  
sizes. Sometimes the  
smallest story has the  
biggest impact.

Relateable

Make your story  
immersive.

Paint a picture of the  
universally relatable  
moments, feelings,  
dreams, hopes, and  
challenges.

Hook

## Use a Hook

All good stories start by grabbing your attention. Utilize the art of a hook.

## Senses

Engage the senses.

Describe the moment, person, or place using one or more of the five senses.



Simple

Can someone who just  
encountered this story  
understand the  
message?

Is it clear and easy to  
understand?

Action

Does the audience know what they should do next? Be blunt and direct, and only give one CTA.

ITS NOT THE NUMBERS

Am I sharing a story or  
just facts and figures?

The numbers and facts  
support a story, but they  
are not **THE** story.

*10*  
**Min**



## **PRACTICE**

Pair up and tell your story to your partner using these 7 principles.

*Repurpose*

**YOUR STORY OVER AND OVER**

# MAKE YOUR PLAN

Make a list of the types of people you share stories with.

Make a list of how/where you tell these people your stories.

Reference your story bank and create a map for all the ways you can use the same story to connect in different ways.

Note if you need any special elements. (Photos, videos, quote, stats, URLs etc.)





# nonprofit

are your hands full?



When the social worker called and asked, "Are your hands full?" I responded with, "Yes, they are. I'm at the \$5 store. Do I need to do something down?" She was asking how we were doing with Asa's first foster placement, because there was a two-day-old baby who needed a home.

My hands and house were full, but our bank account was not just 18 days after our wedding and only 22 days after Asa joined. We had two mortgages and soon-to-be two kids in daycare. When you receive a call like this, you don't have long to think or time can we afford to float this?

*we'll figure it out*

My 'things always work out when we were thousands of dollars behind in daycare reimbursement from the state of Iowa.

READ MORE



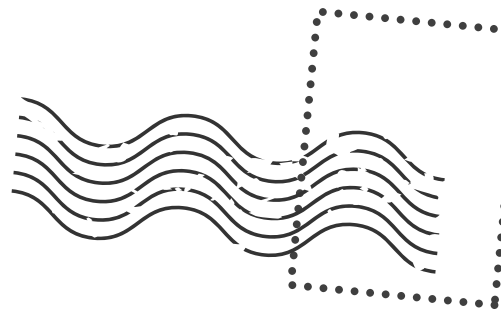
WWW.REALLYGREATNONPROFIT.COM



**Your**  
donation helps  
families like ours.

profit.com

ARD



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# nonprofit

*are your hands full?*



When the social worker called and asked, "Are your hands full?" I responded with, "Yes, they are. I'm at the \$5 store. Do I need to write something down?" She was asking how we were doing with Asa, our first foster placement, because there was a two-day-old baby girl who needed a home.

My hands and house were full, but our bank account was not. It was just 18 days after our wedding and only 22 days after Asa joined us. We had two mortgages and soon-to-be two kids in daycare. When you receive a call like this, you don't have long to think or time to say, can we afford to float this?

*we'll figure it out.*

My 'things always work out attitude' landed us under financial stress when we were thousands of dollars behind in daycare reimbursement from the state of Iowa.

READ MORE



# NEWSLETTER

# ENGAGED AUDIENCE



# SOCIAL POST

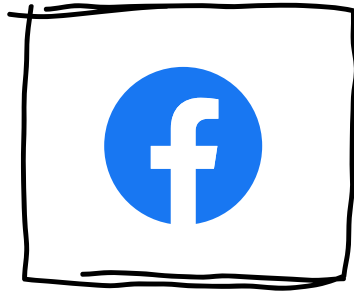


Are your hands full? Those were the only words Machaela, the founder of this really great nonprofit, heard when they called to ask if they could take placement of a 2-day-old baby girl. Here is that baby on her adoption day. Hands were full, shopping at the \$5 store.

Hearts are full now, we're celebrating National Adoption Month all month! Share your adoption day photos in the comments!

*are your hands full?*

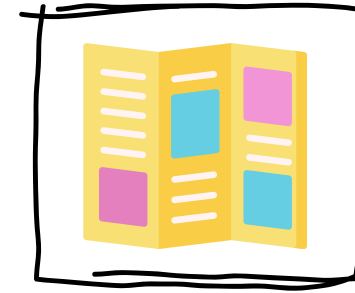




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# Story



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Roadblocks

# ROADBLOCKS

- Assuming everyone knows what you do
  - Explain it again, and again, and again
- Patronizing
  - Good intentions & Expertise can lead to the trap of speaking too much for the people you serve.
- We don't have time
- I'm not good at this
- Light/Dark
  - Focusing too much on one or the other



*10*  
**Min**



## **PROBLEM SOLVE**

Groups of 3-4. Pose the challenge to the group, then silently take feedback from the group.





# VIVIAN KVAM

*Lets Connect*



**Vkvam@thetandemworks.com**



**@thetandemworks**



**TandemWorksTeam**



**Riding Tandem**





# MACHAELA CLARK

*Lets Connect*



**Mclark@thetandemworks.com**



**@thetandemworks**



**TandemWorksTeam**



**Riding Tandem**

# Custom Social Media Posts for Busy Small Business Owners



*[support@thetandemworks.com](mailto:support@thetandemworks.com)*

*[THETANDEMWORKS.COM/SOCIAL-MEDIA-SIDEKICK](https://thetandemworks.com/social-media-sidekick)*





**RIDING  
TANDEM  
WITH VIVIAN KVAM**

A BEHIND THE SCENES  
LOOK AT SMALL BUSINESS

*Podcast*

**LISTEN ON  
YOU FAVORITE  
PLAYER**





*Need to know...*

PLAY WITH THE TOYS

USE THE BATHROOM WHEN YOU NEED

ASK QUESTIONS AT ANYTIME



**Tandem Works**  
Published by Vivian Kvam · July 11 · 🌐

This post is all about us 😊 because things have evolved over the years and I'll bet you didn't know ...

We create custom marketing strategies for small businesses that drive results 📈

We design and facilitate interactive brainstorm sessions to help groups reimagine possibilities

We have an INCREDIBLE team of 8 social media content creators

**We create**

**vs**

**We're creating custom marketing...**

**We design**

**vs**

**We're creating custom marketing...**



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We have an INCREDIBLE team of 8 social media content creators specifically for small business owners and nonprofits 🙌

We offer 1:1 marketing mentorship's for solo entrepreneurs

We teach workshops and courses online and in person

We love ❤️ what we do - ok maybe you knew that already 😊 [See less](#)

[Edit](#)

👍❤️ 34      6 Comments 2 Shares



MEET THE BUSINESS

# The Occasional Collective

*Alyssa Hess*




Nebraska Enterprise Fund ...  
March 14 · 🌐

⚠️ Alert, dreams coming true! ⚠️

Alyssa Hess turned her small business dream into a reality with the help of NEF. The Occasional Collective is a charming retail space for artisan and locally sourced goods, a place where Alyssa can bring her passion for sustainability and her drive to encourage others to live ecologically responsible lifestyles. 🍷

Alyssa purchased a 60-year-old building on Main Street in Treynor, Iowa, with this purchase came many needed updates. With NE... [See more](#)

👍❤️ 7 2 Shares

👍 Like    💬 Comment    ➦ Share

Most relevant ▾

Write a comment... 🗨️ 🧐 📷 🗑️  
Press Enter to post.



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👍❤️ 7 2 Shares



**GREAT COPY IS  
MORE THAN PRETTY  
WORDS.**





Mac & V

February 13 · 🌐



Say hello to Megan! Megan joined us back in January for our headshot day. New Year, new headshot! 🌟

Like many offices, she was forced to go remote last March. Megan took this as an opportunity to travel and camp, while working remote for National Geographic....Ultimately landing in Council Bluffs last fall - her hometown.

Selfishly, we wanted Meg to stick around, so we offered her a desk, wi-fi, and a key to the studio. We're not the only reason she has stayed, but we would like to think we played our part. 😊 It's so fun having another creative, marketing professional around...even if she spends lots of time on zoom.

Fun Fact → Machaela and Megan grew up .25 miles from each other. They rode to school together, played kick the can or capture the flag on summer nights, but they both agree the best memories were made at Cabana pool. 🏖️



🌱 **Get More Likes, Comments and Shares**

When you boost this post, you'll show it to more people.

1,520

People Reached

742

Engagements

Boost Post

👍❤️👤 Mac & V, Kellie Osler, Lindita Visha and 127 others

16 Comments



Mac & V

February 13 · 🌐





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 **Mac & V**  
August 14, 2013 · 

love this one!

[Edit](#)

 1

 Like  Comment  Share

 Comment as ...    







Mac & V

January 9, 2017 · 🌐



Show your clients you! Update your headshot now! Book your spot today!

<https://directory.bookedin.com/morrissey-photo>



👍 Karla Kuhl and Libby Woods

1 Share

👍 Like

💬 Comment

➦ Share



Mac & V

January 8, 2017 · 🌐



Happy New Year! Now is the perfect time to update your professional headshot! Book your spot now!

<https://directory.bookedin.com/morrissey-photo>



👍 Katie Grudle, Kelli Hess Burmeister and 5 others

5 Shares

👍 Like

💬 Comment

➦ Share





Mac & V

January 13 · 🌐



Fun colors DO belong in professional headshots! ❤️  
Check out this one of Bridgette Watson the Director of Development at [Council Bluffs Schools Foundation](#). 📄  
Book here: <http://ow.ly/fqb550Ht7jV>



👍❤️ You, Vivian Kvam, Ashley Kruse and 82 others

8 Comments

👍 Like

💬 Comment

➦ Share



Mac & V

April 7 · 🌐



Congratulations [Ashley](#)! 🎉 She recently earned her real estate license!  
Her headshot session happened to be on one of the first nice days in March, and we were dying to step out of the studio -- the mural on the 100 Block works great for a colorful backdrop. More murals, please! 🤪



👍❤️ 116

17 Comments

👍 Like

💬 Comment

➦ Share







**Mac & V**  
February 1, 2012 · 🌐

who would guess this is in January!?!?

Edit

👍 1

👍 Like    💬 Comment    ➦ Share    🌐

👤 Comment as ...    📧    😊    📷    📱    🗑️





**Mac & V**  
Published by Machaela Clark ·  
November 2, 2015 ·

Love.

Edit

10

Like Comment Share

Comment as ...





**Mac & V**  
Published by Machaela Clark ·  
February 19, 2016 ·

He thought he snuck away for a bit to practice. Moments like this are what wedding days are made of.

Edit

35 2 Comments

Like Comment Share

Most relevant

**Daniel Cohen**  
My beard looks much more impressive here than it actually is. Thanks Machaela!

Like Reply Hide 6y

**Sara Hanshaw**  
**Daniel Cohen**

Like Reply Hide 6y

Comment as ...





## Mac & V

...

Published by Machaela Clark · August 28, 2016 ·

Just a little iPhone photography sneak peek of yesterdays beyond beautiful & totally amazing wedding with Jessie & Daniel! So much love for these too!

— with **Jessie Stein** and **2 others**.

Edit

189

10 Comments

Like Comment Share



## Mac & V

...

Published by Machaela Clark · August 28, 2016 ·

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— with **Jessie Stein** and **2 others**.

Edit

189

10 Comments

Like Comment Share

Most relevant

**Jen Medearis Underwood**  
Could they be anymore perfect together

Like Reply Hide 6y

**Marcia Mescher**



Like Reply Hide 6y

**Sabry Edwards**  
Beautiful! Congrats

Like Reply Hide 6y

**Rachel Summy**  
Beautiful couple and family!  
Perfect day for all!!

Like Reply Hide 6y

**Denise Fischer-sprinkel**  
So beautiful was a awesome day

Like Reply Hide 6y

**TeriLee Stopak**  
Gorgeous!!

Like Reply Hide 6y

View 4 more comments

Comment as ...





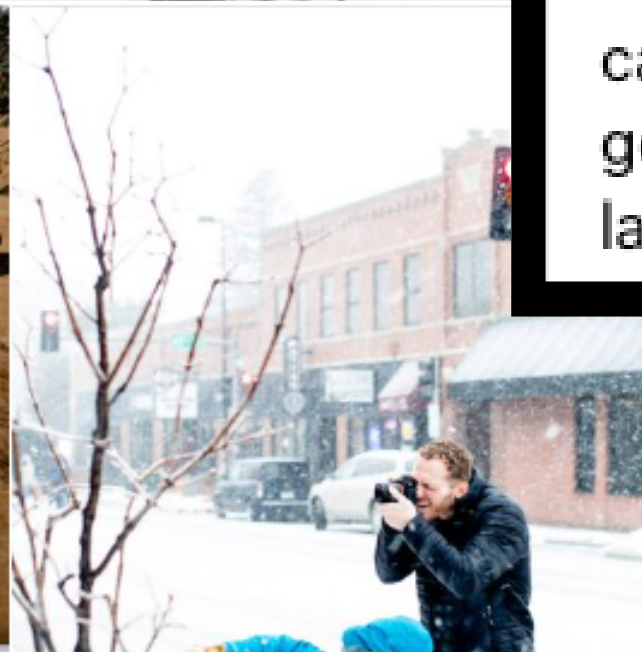
Mac & V is with Vivian Kvam and Alex Feilmeier.

Published by Machaela Clark · February 27, 2019 ·



Vivian is really dedicated or a little crazy! 😊

Her gloves came off and I thought, ok, no big deal, she can't adjust her camera with them on. Then her coat came off and I thought maybe she's going to cover her camera up. Then she laid down her coat and proceeded to lay on top of it. #dedication



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0  
People reached

119  
Engagements

Boost post

111

8 Comments

Like

Comment

Share







**Mac & V**  
Published by Machaela Clark · August 12, 2019 ·

Surprise...You're not only here for a birthday party but we're getting married!!!

Bonnie and Ian surprised family and friends on Saturday with a beautiful backyard ceremony.

— with Vivian Kvam and 2 others.

Edit

104 5 Comments 2 Shares

Like Comment Share

Most relevant

**Chad N Sandy Fielding**  
Y'all are simply stunning  
Like Reply Hide 3y

**Tess Schoening**  
What?! 🤩 how beautiful and how fun! Congrats Bonnie  
Like Reply Hide 3y  
1 Reply

**Maureen Fischer Eickholt**  
What a great photo!!  
Like Reply Hide 3y  
Most Relevant is selected, so some replies may have been filtered out.

**Author Mac & V**  
Thank you!  
Like Reply  
Commented on by Machaela Clark  
3y  
Most Relevant is selected, so some replies may have been filtered out.

Comment as ...

*Newsflash*

# **IT'S NOT ABOUT YOU...**

It's about your client or customer. Don't start with "I" or "We."



# DON'T BE THAT GUY

Posts should be about them for them, not you.



# RESTRUCTURE THE NARRATIVE

But how?



**Barley's Bar**  
Published by Hootsuite ·  
September 1 ·

So what exactly is dollar match? Buy one drink, get the second one for just \$1. 🍷 Yes for real, no strings attached! Enjoy our Happy Hour from 3-6 tonight or catch us next Thursday!

Edit

You and 14 others 2 Shares

Like Comment Share

Comment ...

**Barley's Bar**  
Published by Hootsuite ·  
September 1 ·

So what exactly is dollar match? Buy one drink, get the second one for just \$1. 🍷 Yes for real, no strings attached! Enjoy our Happy Hour from 3-6 tonight or catch us next Thursday!

Edit

You and 14 others 2 Shares





**Barley's Bar**  
Published by Hootsuite · August 30

Congrats Kari! 🥳 August marked 5 years for Kari at Barleys, thanks for all you do!

Edit

195 8 Comments 5 Shares

Like Comment Share

Most relevant

**Troy McIntosh**  
Awesome! Way to go young lady! Always nice to come in and see your smile and great customer service!

Like Reply 5w

**Alan Larson**  
Congrats Cuz!!! That's AWESOME!!!

Like Reply 5w

**Barb Foust**  
She does a great job Congratulations

Like Reply 5w

**Top fan**  
Tess Lusby

**Barley's Bar**  
Published by Hootsuite · August 30

Congrats Kari! 🥳 August marked 5 years for Kari at Barleys, thanks for all you do!

Edit

195 8 Comments 5 Shares





**PowerTech**

Published by Hootsuite [?] · April 25 · 🌐

Sarah, why is all that dough stashed in your trunk? 🍞 🍞

Did you know Rotella Bakery donates bread to the Thriving Titans Food Pantry each week? Sometimes it's hard to coordinate actually getting it all there, so someone from PowerTech commits to picking it up and dropping it off once a week to make sure that no kids go hungry in our community.



🌱 **Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

**2,261**  
People reached

**244**  
Engagements

[Boost post](#)

👍❤️ 51

3 Comments 1 Share

👍 Like

💬 Comment

➦ Share



**PowerTech**

Published by Hootsuite [?] · April 25 · 🌐

Sarah, why is all that dough stashed in your trunk? 🍞 🍞

Did you know Rotella Bakery donates bread to the Thriving Titans Food Pantry each week? Sometimes it's hard to coordinate actually getting it all there, so someone from PowerTech commits to picking it up and dropping it off once a week to make sure that no kids go hungry in our community.

# ENCOURAGE CONVERSATION

Be social!

After all, that is the whole idea behind social media.

Ask questions of your followers with games or contests.

Give the followers a reason to give their opinion or favorite something.

Engage in other conversations, and start other conversations on follower's profiles!





**Barley's Bar**  
September 28, 2020 · 🌐

Meet Cody!

How many house plants does Cody have? 🌿 We're buying a cold beverage for the person with the closest guess. 🍷 If you can guess his favorite plant, we might even throw in lunch!

Cody has been slinging drinks and serving lunch for almost 11 years, he loves the customers at Barley's and having the opportunity to get to know them.

But what he really loves ❤️ ....his many plants, animals and Carly!

🌿 Little Foot and Lilly 🌿

🐾 Chi chi and Chloe 🐾

Cody and Carly also have a thing for breakfast! Their go to spot in CB Main Street Cafe and Lisa's Radial Cafe in Omaha.



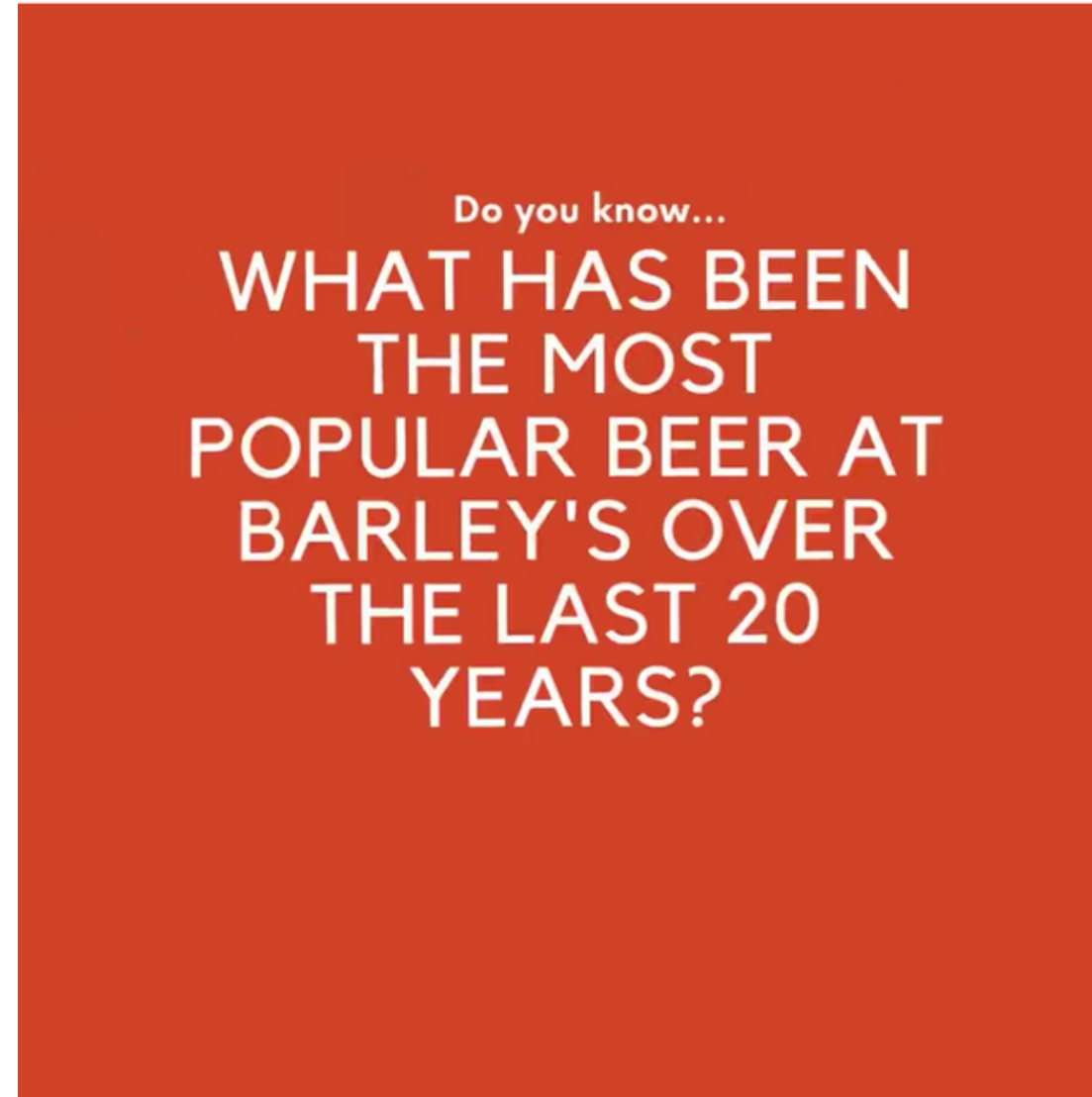
👍❤️ 235

49 Comments 13 Shares

👍 Like    💬 Comment    ➦ Share    👤

**Barley's Bar**  
Published by Hootsuite · July 28 at 4:00 PM · 🌐

We know we've got some beer drinkers in our midst. 🍷 Any guesses? 😊 Answer posted in the comments tomorrow!



1,390  
People Reached

376  
Engagements

Boost Post

👍 3

16 Comments



**Barley's Bar**  
September 21, 2020 · 🌐

Meet Carly!

How many people can say they work with their significant other everyday and actually say they love it? This girl. 🧑‍❤️‍🧑

Carly loves that she gets to work with Cody everyday. 🍷 If you've been to Barley's for lunch you've probably already met her.

Evenings and weekends are spent coaching volleyball at Kirn Middle School and for Premier Volleyball Club. "From the first practice, to the end of the season, it's rewarding to see how far the players come." 🏐

Carly and Cody spend time at home taking care of their animals, their many plants 🌿, and just enjoying coffee on the porch and each other's company.



👍❤️ 188

7 Comments 7 Shares

👍 Like    💬 Comment    ➦ Share    👤





**Tandem Works**  
Published by Hootsuite · July 21 · 🌐

NEVER thought we would be "t-shirt designers" but no event is complete without the "been-there-done-that" shirt to go with it! The [Iowa West Foundation](#) Imagine Hour facilitators sported these IMAGINE T's at all 7 community sessions and gave away prize shirts to attendees. You better believe Vivian and Machaela are going to grab a photo if they see you sporting yours around 😊



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**Tandem Works**  
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*Provide*  
**CLARITY**

Don't leave people guessing!



# PROVIDE CLARITY

What is the goal of this post? Do you want people to comment? Come to the store, visit the website?

Goal

Can someone who just started following the page understand the message?

Understand

Does the audience know what they should do next? Be blunt, and direct, and only give one CTA.

CTA

"It's easy to see the fun stuff like the Farmers Market 🍅 and the Shamrock Shuffle, 🍀 but most people don't see the hard work put in on the housing and redevelopment side, that make Council Bluffs a better place. The 712 does the work that doesn't make sense for anyone else to do." Matt Johnson

Matt, understands a thing or two about being in an area before it's redeveloped. He's owned Barleys for 20 years, the redevelopment done by the 712 significantly changed the trajectory of Barleys and the entire 100 Block. 🍷

Donating to the 712 Initiative on [#712GivingTuesday](#) is an investment in your neighborhood.

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## WHY 712?



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 **City of Council Bluffs - Municipal Government is in Council Bluffs, Iowa.** ...

November 10, 2021 · 🌐

ICYMI: Council Bluffs was named Iowa's Technology Community of the Year at the 2021 Prometheus Awards!

Meet Mark Howard - Mark is the City's Chief Information Officer. One of Mark's many responsibilities is to oversee the implementation and maintenance of the BLink Wi-Fi network. Thanks to Mark's ingenuity and insight, the concept of free community Wi-Fi became a reality.

Thanks to our partners at Google, Council Bluffs Community School District, and Iowa West Foundation for making BLink possible. Prometheus Award details here: [bit.ly/3ws3NLq](https://bit.ly/3ws3NLq) #unleashcb #councilbluffs



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4 Comments 4 Shares



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Activate your message.

Provide clarity.

