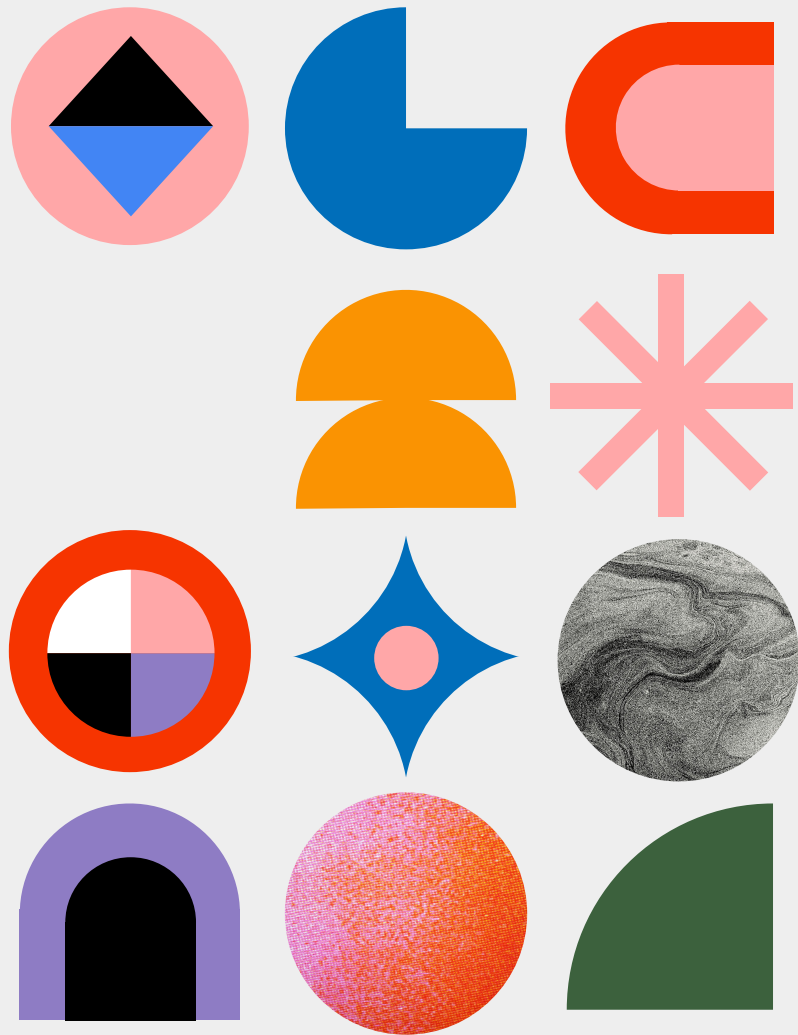
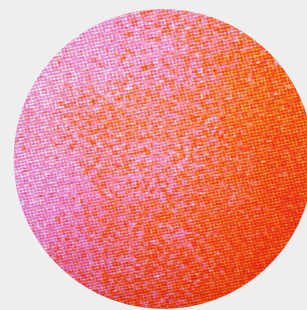
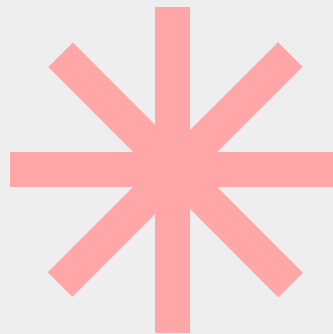
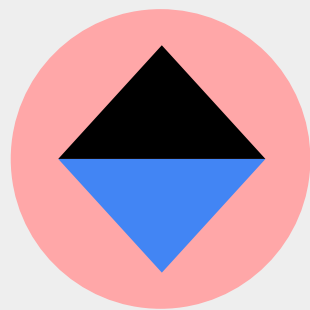


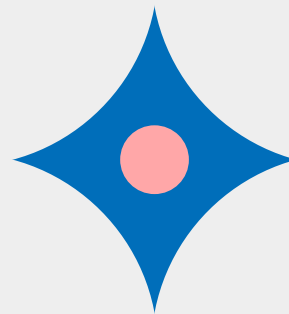
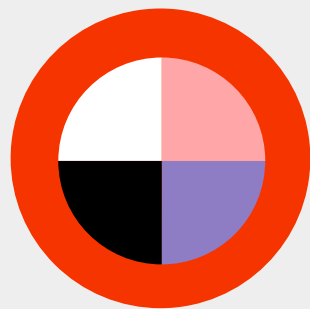
Storytelling for Impact

CSFF - June 2025





ICE BREAKER





Where We've Been

Adaptability

We explored and practiced with change readiness, working to grow our ability to quickly adapt to new (and constant) changes.

Future Casting

We used our collective knowledge and experiences to explore multiple potential futures & develop strategies to address them.

Partnerships

We worked to understand how connections can lead to collaboration which can lead to partnership, working to assess risks & rewards along the way.

What we heard

You're feeling uncertain!



Our proposed antidote to uncertainty is connecting! And the best way to connect is sharing stories.



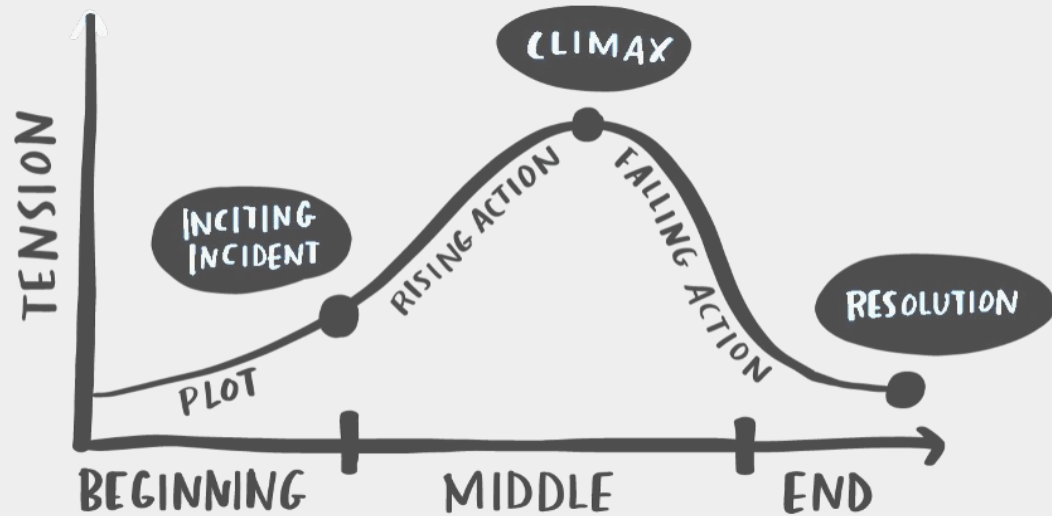
Good Stories Have 4 Main Elements + Arc

Hero

Villain

Shape

Purpose



But so much depends on format



AN INNOVATION HAS THE
POWER TO FIGHT POVERTY.

YOU HAVE THE POWER TO MAKE IT HAPPEN.

At Acumen, we believe that innovations have the power to transform low-income communities around the world. That's why we make big bets on groundbreaking ideas which have the potential to make large-scale change. From frozen treats increasing incomes for farmers in post-conflict regions to solar-powered lights eliminating toxic gas fumes, your donation helps us unlock the potential of these innovations and power what's possible.

EXPLORE THE INNOVATIONS &
POWER WHAT'S POSSIBLE

DONATE TODAY ▶





**Our brains are
wired for stories
and before we
even start talking,
we are creating a
story in our heads.**





Let's explore together

In groups, please choose one of the following ways we connect with our communities:

- Our office space
- Events/galas
- Newsletters
- Community-wide events
- Social media
- Board meetings

Answer the following questions:

- What are all the *non-verbal* ways we tell stories in this setting?
(Think: *visuals, layout, timing, tone, who's included, who's centered, atmosphere, etc.*)
- What emotions or impressions might these signals create for your audience? (*Warmth? Urgency? Exclusivity? Confusion? Safety? Excitement?*)



Building a story-based experience in writing



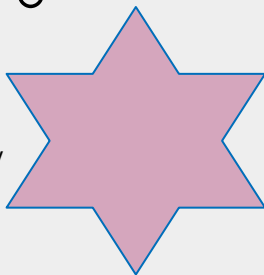
Look at the non-verbal storytelling elements of the examples on your tables:

- Images (if any), color
- Layout or structure
- Length
- Use of white space

1. What story is this communication telling before anyone reads it?
2. Are you engaged?
3. Do you want to be?

Now take in the language:

- Greeting or opening line tone
- Use of headers
- Font
- Timing or frequency of delivery



1. What emotions might it trigger? Is it motivating, confusing, urgent, generic?
2. Would you donate or share this message? Why or why not?
3. What's one small shift that could make the story clearer or more compelling?



Social Media Storytelling

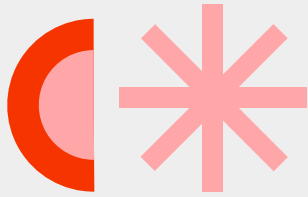


**KID DRESSES UP TO ADOPT
HIS FIRST DOG, CALLING IT
A "SPECIAL OCCASION"**

WeRateDogs &
1510 Foundation



**THIS VALENTINE'S DAY
OUR MERCH SALES ARE
SPONSORING THE MEDICAL
CARE OF A DOG WITH A
BROKEN HEART**



Other Good Social Media Examples



charity: water

Storytelling when we convene





Event elements

Choose an in-person fundraising setting: a gala, house party, donor meeting, site visit, etc.

Then discuss:

- What are the storytelling elements at play?
- Venue and ambiance
- Who welcomes the guest and how
- Visuals, signage, table design, name tags, food
- What stories are shared, by whom, and when

Dive deeper

- What do these non-verbal cues say about your organization?
- Who might feel included or excluded?
- What small change could elevate the story and improve the fundraising experience?



The individual ask



When done well, a fundraising ask is an invitation to be part of something meaningful. You're not taking something from someone—you're offering them a way to make a difference.



Connect

+

Impact

+

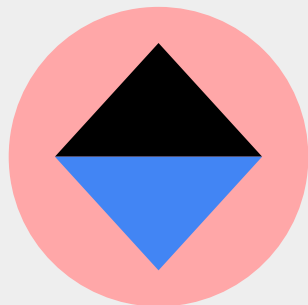
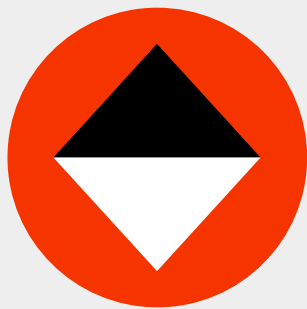
Invite

"I'd like to share a moment that stuck with me..."

Share a brief story of a person or moment

"Would you consider joining me in supporting this amazing group?"





THANK YOU!

