

AUCTION!

\$3,612.51

**START WITH A BANG,
END WITH A CHANGE**

Tell Good Stories Better

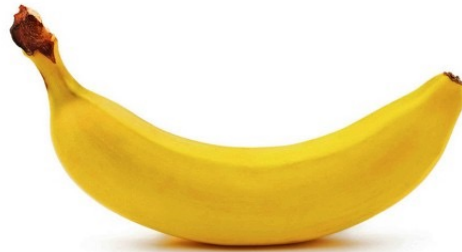
Andrew Buck

Associate Creative Director



**MIGHTY
CITIZEN**

Let's conduct an experiment.



The brain is an incredible
simulation machine.

Our minds can't distinguish
between imagining and
experiencing.

7 and a half

ways to improve
your storytelling

FIND STORIES.

USE A SIMPLE STRUCTURE.

SPARK CURIOSITY.

MAKE IT EASY.

GET CONCRETE & DETAILED.

MAKE NUMBERS COUNT.

INJECT EMOTION.

?????



The Problem

Don't assume people know.

- Use a person/family/situation.
- Focus on details.
- 85% problem, 15% solution.

3

ESSENTIAL STORIES



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The Change

Get personal with it.

- Use a classic structure.
- Include both physical and emotional changes.
- Show, don't tell.

3

ESSENTIAL STORIES



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Your One Brag

Indulge yourself.

- Describe the state of things before y'all came along.
- Readers don't care about dates.
- All other stories will be about your clients or communities.

3

ESSENTIAL STORIES



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FIND STORIES

Ask these questions
at every staff
meeting.



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1

Whom did we turn away last week?

2

Who's your favorite client?

3

Whom can't you stop thinking about?

Once upon a time...
And every day...
Until one day...
And because of that...
And because of that...
And because of that...
Until finally...
And ever since that day...

USE STRUCTURE



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MAY I HAVE 2 VOLUNTEERS?



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CITIZEN

Once upon a time...

And every day...

Until one day...

And because of that...

And because of that...

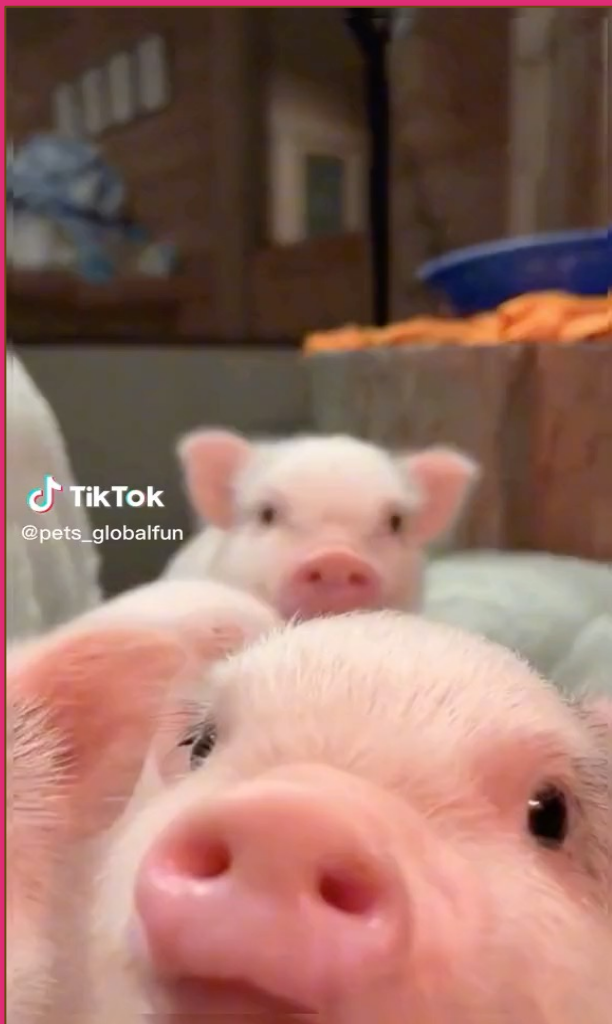
And because of that...

Until finally...

And ever since that day...



MIGHTY
CITIZEN



To: fundraiser@fundraising.org

Cc Bcc



Giving Tuesday
is here!

Hi [Name]!

The big day has arrived—it's **#GivingTuesday**!

We are so excited to take part in this global day of generosity and we want you to be a part of the fun! Here at Linwood Humane Society, we're setting a major goal of **\$100,000** to provide much-needed updates to our shelter facilities and cover adoption fees and procedures to help our furry friends find their forever homes!

This year, we have a generous donor who is offering to match every dollar, up to **\$20,000**, to help provide twice as much support for our animals in need!

Give \$25 to help five of our puppies or kittens get vaccinated

Give \$50 to cover adoption fees for one feline or canine companion

Give \$100 to help pay for emergency surgery for one of our furry friends

Will you help us reach our goal?



Give Now





Every 60 Seconds on the Internet

- 2.4 million Snaps created
- 1 million hours of videos streamed
- \$500,000 spent on Amazon
- 16 million texts sent
- 6 million searches via Google
- 14 searches on Bing

Other nonprofits aren't your
competition.

You're competing with the entire
Internet and every iota of content
that's more interesting than you.

SPARK CURIOSITY



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CITIZEN

1

Pose an open-ended question:

"What are you going to do about it?"

2

Show a baffling image.

Either alien to your audience's experience or just requiring a moment to decode.

3

Create an instant mystery.



'STORY AT 11'



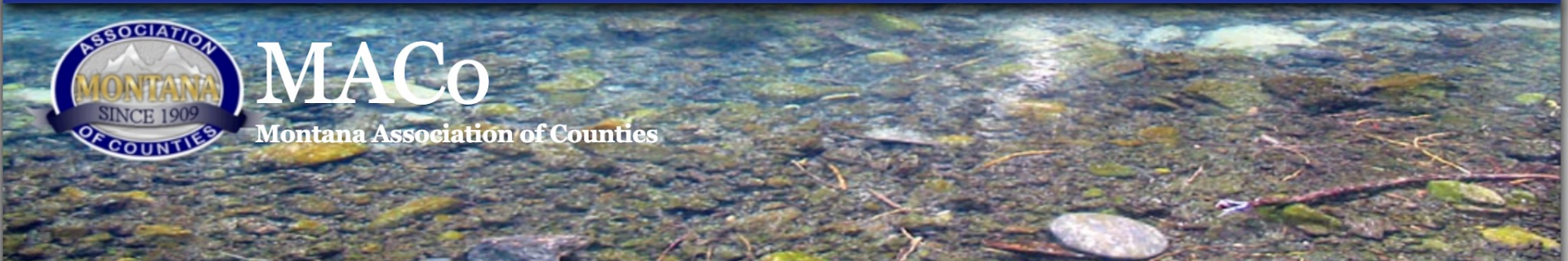
You first word or image
must spark curiosity.

Do not start average.



MACo

Montana Association of Counties



[Health Care Trust](#)
[Property & Casualty Trust](#)
[Workers' Compensation Trust](#)

HAPPENINGS ON THE HILL: UPDATES FROM MONTANA'S CAPITOL

HEARING SCHEDULE | STATUS OF MACo BILLS | POLICY BOOKLET

- [Weekly Hearing Schedule](#)
- [MACo Resolutions & Legislation](#)
- [MACo Policy Booklet](#)

Listed below are the bills that MACo is watching, which are scheduled to be heard for the current week. Higher priority bills are in bold. [Download a daily hearing schedule here](#) (includes all bills, not just MACo priorities). Be sure to scroll down the list to see everything.

MONDAY, MARCH 13				
TIME	ROOM	BILL No.	SHORT TITLE	SPONSOR
8:00 AM	137	SB 107	Provide liability limits for emergency care by volunteer emergency responders	Douglas (Doug) Kary (R) SD 22
9:00 AM	422	HB 198	Revise distribution of death certificate fee increase	Kirk Wagoner (R) HD 75
10:00 AM	152	HB 558	Revise tax rates to mitigate reappraisal	Greg Hertz (R) HD 12

MACo LEGISLATIVE UPDATES

- [Updates](#)
- [Happenings on the Hill](#)

[Latest Issue of MACo's Legislative Update](#)
 Issue 12, Legislative Update: March 11, 2017

This is the most recent issue of MACo's *Legislative Update* for the 65th Legislative Session.

This week's issue features the hearing schedule for the upcoming week as well as the session calendar for final two months. Don't forget to check out the bills section; we've listed the MACo bills as well as bills we are watching—the MACo bills and higher priority bills include some additional information to better inform our readers.

MAKE IT EASY



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CITIZEN



The Curse of Knowledge

Once upon a time, there was a little girl who lived in a village near the forest. Whenever she went out, the little girl wore a red riding cloak, so everyone in the village called her Little Red Riding Hood. One morning, Little Red Riding Hood asked her mother if she could go visit her grandmother, as it had been awhile since they'd seen each other. "That's a good idea," her mother said. "Let me pack a picnic basket to take with you."



mighty
citizen

Little Red Riding Hood

Once upon a time, there was a little girl who lived in a village near the forest. Whenever she went out, the little girl wore a red riding cloak, so everyone in the village called her Little Red Riding Hood.

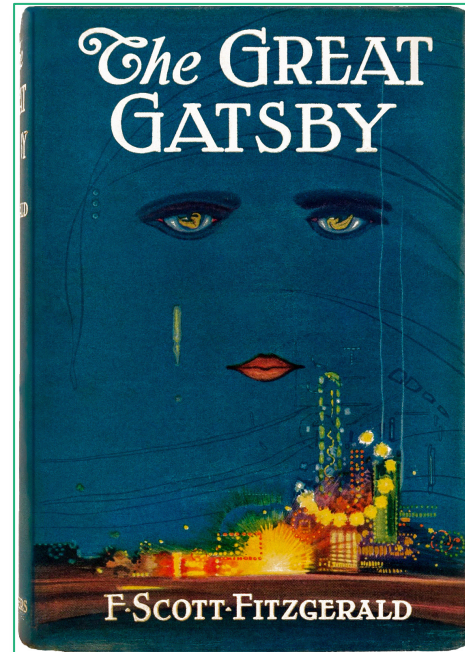


One morning, Little Red Riding Hood asked her mother if she could go visit her grandmother, as it had been awhile since they'd seen each other.

"That's a good idea," her mother said. "Let me pack a picnic basket to take with you."

What grade level does the average American read at?

8th



How you tell stories
is at least as important
as which stories you tell.



GET CONCRETE
& DETAILED



MIGHTY
CITIZEN

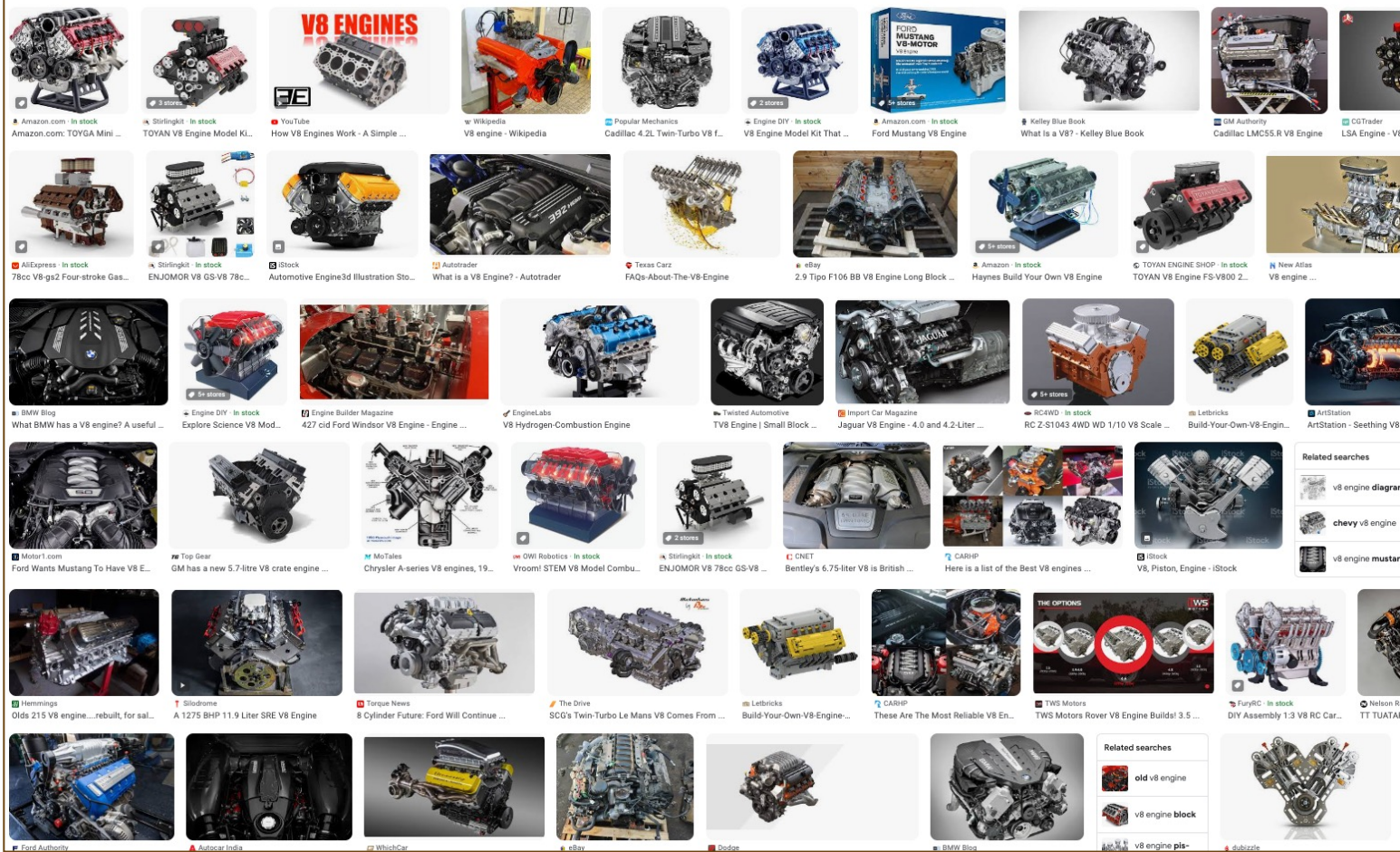


TEAM VALUES

- No drugs
- No guns
- No stealing
- No earrings
- Attend class



MIGHTY
CITIZEN



Concrete language
is immune to confusion.

MAKE NUMBERS COUNT

35,000,000,000,000 GALLONS



MIGHTY
CITIZEN

MAKE NUMBERS COUNT



MIGHTY
CITIZEN

35,000,000,000,000 GALLONS



Enough to supply the entire
world's population with

10,000 days

of water if everyone drank
eight 8-ounce glasses a day.



Simplify numbers.

Give them context by
connecting them to a quantity
people already know.

THE 4 BASIC EMOTIONS



MAD



SAD



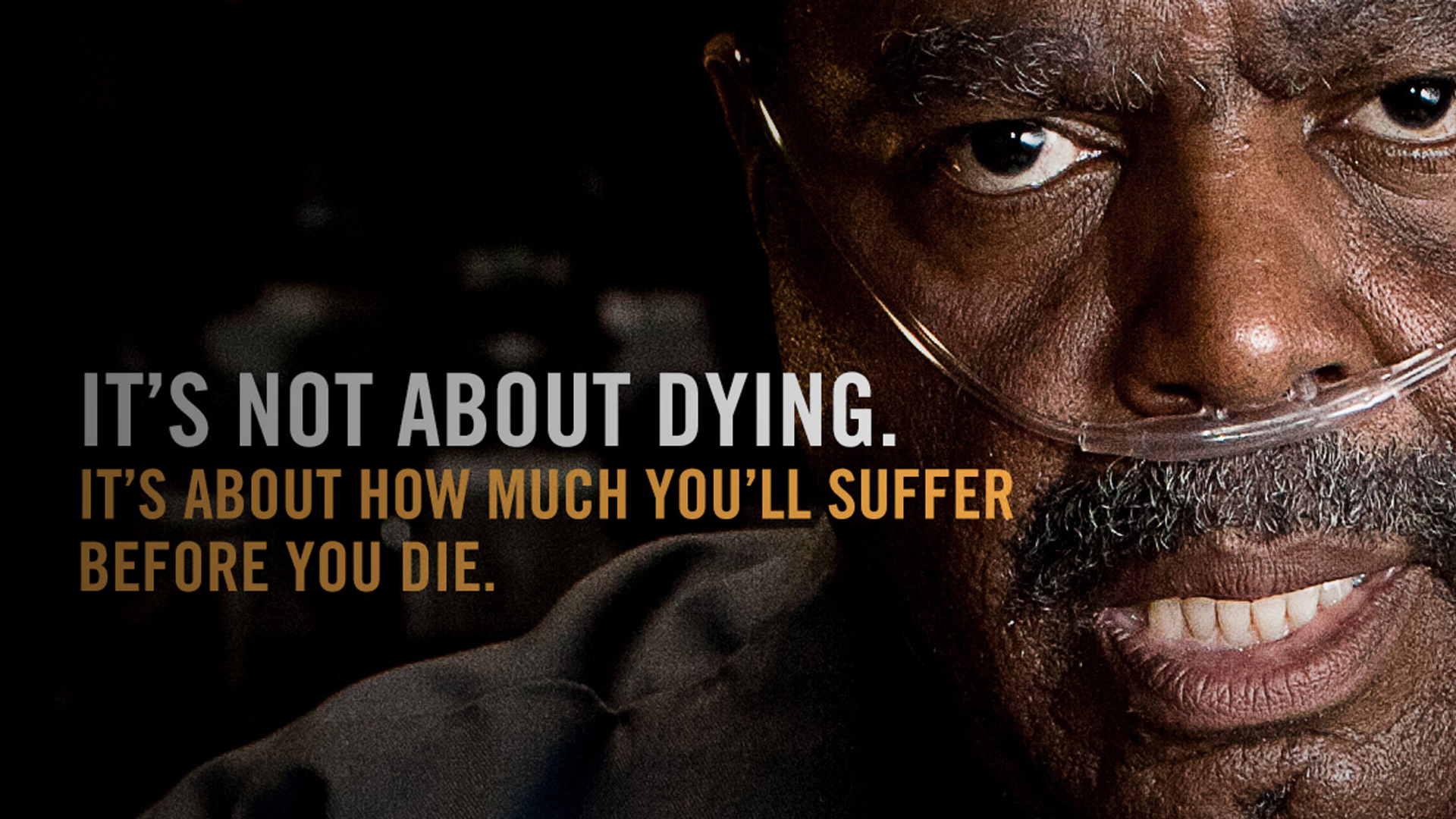
GLAD



AFRAD



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A close-up, high-contrast photograph of a man's face. He has a dark complexion, a thick mustache, and is wearing thin-rimmed glasses. His eyes are looking directly at the camera with a serious, intense expression. The lighting is dramatic, with deep shadows on the left side of his face and highlights on the right. The background is dark and out of focus.

IT'S NOT ABOUT DYING.
IT'S ABOUT HOW MUCH YOU'LL SUFFER
BEFORE YOU DIE.

A young man with short, dark hair and a serious expression is looking directly at the camera. He is wearing a dark, possibly black, jacket over a white t-shirt. The background is an outdoor parking lot with several cars. A red car is prominent behind him to the left, and a silver car is to his right. A brick building is visible in the far background. The text "Think. Don't smoke." is overlaid in white serif font across the middle of the image.

Think. Don't smoke.

A close-up photograph of a Black man with a mustache and goatee, wearing a clear oxygen tube over his mouth. He has a somber expression.

IT'S NOT ABOUT DYING.
IT'S ABOUT HOW MUCH YOU'LL SUFFER
BEFORE YOU DIE.

A photograph of a young man with light brown hair, wearing a dark jacket over a white shirt. He is holding a lit cigarette in his right hand. In the background, there are parked cars, including a red one.

Think. Don't smoke.

—66%

+36%

Every human behavior is
driven by emotion.

Lean in to the emotions
of your stories.

Finally...


Hire GREAT Writers



MIGHTY
CITIZEN



David Ogilvy



**It is spring
and
I am blind.**



10-minute assessment to measure
your marketing maturity:

themightygps.com

QUESTIONS?



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