



The Art of Storytelling

Reel in readers and recruit new members with a powerful narrative

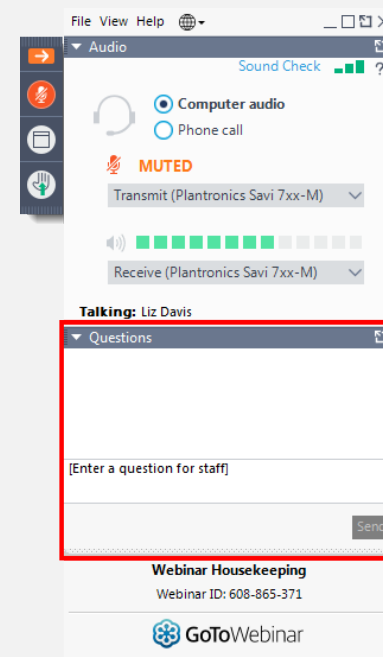


Hi.
I'm Erin Kasdin

Senior Editor, LION Magazine

Important information about this webinar

- This webinar is being recorded; the recording and PowerPoint will be available afterward.
- Your microphone has been muted and will remain so for the duration of this webinar.
- Have a question? Submit it using the “Questions” tab located in the sidebar.



Here's what we'll be talking about today.

- The role of **storytelling**
- How to tell a **great** story
- How to **share stories that inspire action** in your community



Lions have the **greatest stories on earth.**

Good things happen when we tell them.

Poll: What is a story?

- A. An accounting of events
- B. Something to tell children at bedtime
- C. Something that makes you laugh or cry or think really hard
- D. I don't know I only read non-fiction

A story moves you.

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Can't We Just Sell Pancakes?

Why we tell stories.

Telling Lion stories shows your community why your club matters.

There is a lot competing for people's attention these days.

- Stories can make them pause and engage.
- Stories can leave an impression.
- A great story can make people remember your club long after they read the story.

They can inspire new action, too

Effective storytelling can:

- Increase your club's visibility in the community.
- Inspire new members to join you in service.
- Bring new awareness to causes and the people you serve.

Once Upon A Time...

How to tell a great story.

Think about why your story matters to the community.

Remember these principles:

- Personal
- Relevant
- Interesting
- Meaningful



Use headlines that grab attention

UNITED STATES

Will The Real Chief Smith Please Stand Up?

A police chief can't be everywhere, especially in a city the size of Green Bay, Wisconsin. But having a life-size cardboard cutout of the chief in a busy store might give shoplifters reason to pause and think before they commit a crime, says Police Chief Andrew Smith. The Green Bay West Lions agree.

It's not like Green Bay—population 105,000—is a hotbed of shoplifting compared to other cities, says Smith. However, it's a problem the city's been fighting for many years. There have been community meetings about it, and the department stiffened their arrest policy.

Police officers once issued a municipal ticket for shoplifting. Now shoplifters get fingerprinted and photographed, and a physical arrest is made. Their fine depends on how many times they've been caught.

Still struggling to combat the problem, one of the police captains suggested positioning a clone of the chief in retail stores. Luckily, at about the same time, the Green Bay West Lions asked the chief how they might help him out.



Will cardboard clones of Police Chief Andrew Smith help deter shoplifters in Green Bay, Wisconsin? The Green Bay West Lions hope so.

"Would you be willing to pay for a couple of the cardboard cutouts?" he asked. The Lions enthusiastically said they would, says Lion Gloria De Beck.

Now the chief can be in 11 places at once, on duty 24-7 like the giant owls put in gardens to deter thieving critters.

It will take more time before the department can tell if the cutouts are helping, but current shoplifting numbers are down 5 percent, says Smith.

"I can't say it's the magic bullet, but it sure is a reminder when they walk in a store that the Green Bay Police Department is paying attention."

Surprisingly, he says, some of the hardest hit stores wouldn't cooperate with his plan, but other store owners have welcomed him, willing to try just about anything to reduce their problem. And residents really are paying attention. Some have even stopped to pose for a selfie with the cardboard version of the top cop.

Those who look closely will also see the Lions Clubs International logo down by the chief's feet.

A Leo Saved My Life

Neither one of them was supposed to be there that night.

By Jay Copp

Include details. They matter.

In the early morning hours of November 30, 2017 members of the Legazpi City “Host” Lions Club trekked for 30 minutes through a downpour, over the single unpaved road, into the village of Mancao. They’d been traveling since before dawn, having gathered at the home of club president Noel Estillomo before setting out on pump boats across the Sula channel. Stacking boxes of medical supplies, slippers, sacks of rice, soap, and gifts between themselves and the doctor, dentist, and two nurses they’d recruited to accompany them, the Legazpi Lions hunkered down for the 90-minute boat ride.

PHILIPPINES

Medicine and Gifts Help Isolated Villagers Celebrate *Media Noche*

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On the coast of Rapu-Rapu, Albay, in the Philippines, is a small, isolated village prone to strong Pacific storms by a thick layer of clouds along the shallow shoreline. The weather makes accessing basic needs and medical care so difficult for the villagers.

There is no public market where they can buy their daily lives,” says Lion Jose Estillomo in the mission. Instead, locals rely on “Sari-sari” stores—general stores that sell rice, biscuits, oil, kerosene gas, soft drinks, but no medicine. There are no doctors, and the long and costly sea journey means many people don’t get the care they need. When ill, people use herbal remedies or consult healers who practice the Filipino

// SERVICE ABROAD



A Legazpi City “Host” Lion gives food to a needy child in Mancao.

The Lions wanted to make sure their gifts could help the people of Mancao celebrate the traditionally long Filipino Christmas season. In addition to the medical supplies and other necessities, they brought gifts for *media noche*—the midnight feast on New Year’s Eve that symbolizes their hopes for prosperity in the coming year.

In all, they gave gifts of slippers, soap, spaghetti noodles, tomato sauce, bread, 11 pounds of white rice, oil, and sausages in cans. At separate stations they (along with the accompanying medical professionals) performed dental and wellness exams, including a diabetes screening, and dispensed medicine for nearly seven hours before embarking on the long trek home. Despite the difficult conditions, Estillomo says the one-day project was, “An awesome and wonderful experience.”

Data adds an extra dimension.

- **Project data** – Share data like the number of people you helped and how much funding you contributed.
- **Legacy data** – Include how long you've been supporting the cause, the total amount of funds you've raised and the people you've helped.
- **Community data** – If you have access, share data to help people see how big the problem is so they understand why it needs attention.

But do not rely on data to tell your story.

Numbers can enhance your message, but they can also take away from it.

People may become overwhelmed by data and feel that nothing they could do would help.

Individual stories matter.

Psychological barriers can get in the way of a good story.
Here's how to overcome them:

- Make it personal – Tell the individual stories of those in need on social media or through local media.
- Bring beneficiaries to life – Communicate the hopes and dreams of those impacted by your cause.
- Give concrete ways to help – This helps people envision the process and outcomes.
- Think small – Show your community how a small effort can make a big impact, even if it doesn't “fix” the whole problem.

You Look Good!

How to use images to draw people in.

Poll: How important are pictures?

- A. Very important – they can make or break a story
- B. Somewhat important – they can add to a story but aren't necessary
- C. Not important at all – photos don't make a difference

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**A picture is worth
a thousand words**

Take photos. A lot of them.

Do:

1. Show people having fun.



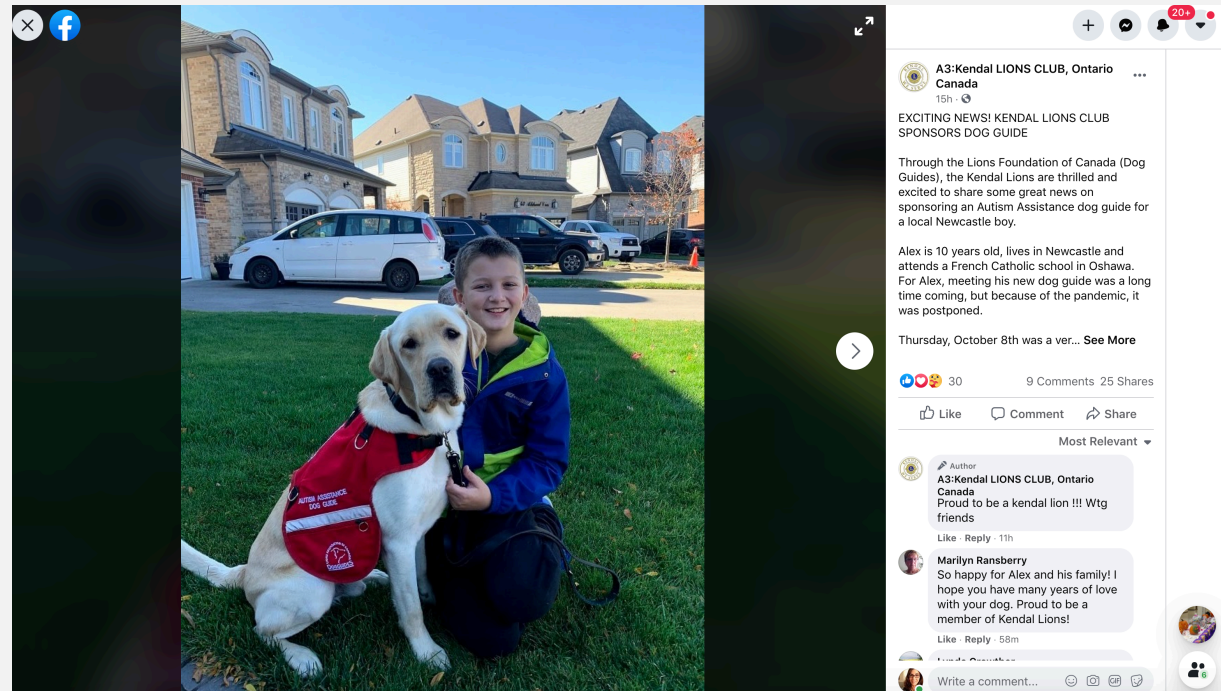
Do:

2. Show Lions doing service.



Do:

3. Add captions. Let people know what's going on.



Do:

4. Identify yourself as a Lion.



Don't:

1. Take pictures of big checks and handshakes.
2. Post blurry photos of meetings.
3. Include photos that show Lions violating local COVID protective recommendations.
4. Forget to get permission – especially if photographing children.



Your Mother Always Taught You To Share

Start with social media.

Social media is your friend

- **Facebook** – This is the most popular platform among Lions and an easy way to start.
- **Instagram** – This photo-based platform has a large following among young people and is a great way to recruit new members.
- **What to post** – Post photos, stories, and promos for upcoming events. Include descriptions and links.

Put that PR specialist to work

Leverage local media – ask local TV and newspapers to cover your projects and promote your fundraisers and membership drives.

Meet with local officials – try to meet with local politicians so they are aware of your projects, causes, and why your efforts matter to the community.

Connect with local businesses – they are potential funding partners who may allow you to post promotional materials about projects or joining your club.

[Watch Shauna Schuda's webinar](#), “Tell Me A Story: How to Pitch Your Club's Good Works to the Media.”

And don't forget your most important audience

- Lions need to be inspired by stories at all of your club meetings, and district and multiple district events.
- Along with announcements, updates and trainings, don't forget to make time for storytelling.

Resources to support your content

Lionsclubs.org is your place for resources to help you tell your story to the world.

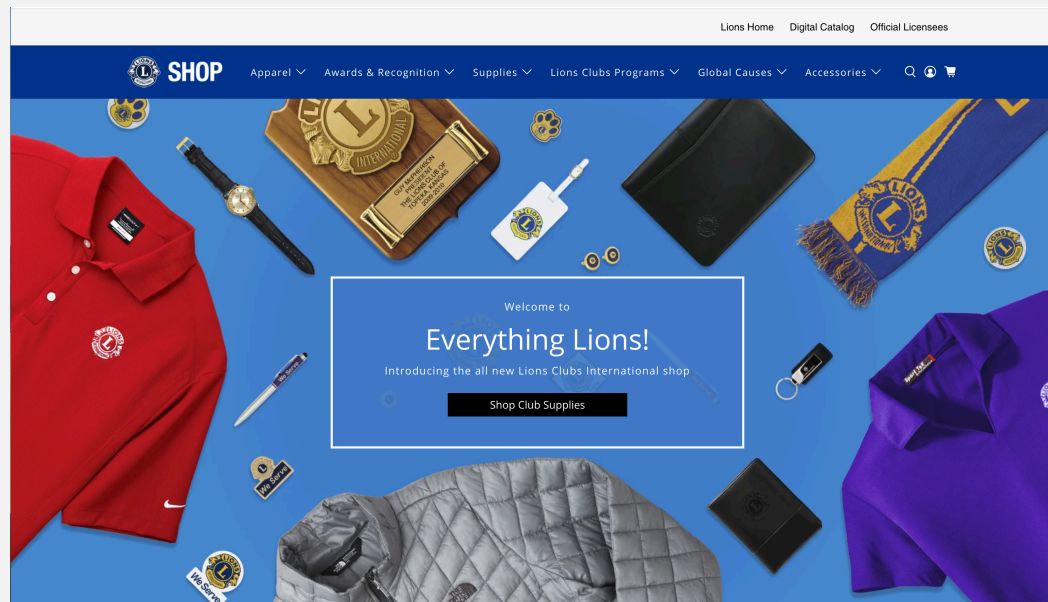
- Lions logos
- Brand Guidelines
- High-impact videos
- Social media resources
- Marketing and communications guide
- And everything else you'll need to succeed.



Need Lions gear for all those photos?

Visit the club supplies shop.

<https://lionsclubsinternational.myshopify.com/>





Stories were meant to be told.

So tell them.

Questions?



Thank You!

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