

Nonprofit 911: June 9, 2009

THE ONE-MINUTE STORYTELLER:  
MAKING EMOTIONAL CONNECTIONS WITH SUPPORTERS  
(AND POTENTIAL SUPPORTERS)  
with Mark Rovner, Sea Change Strategies

1. The goal of a good story is emotional engagement.
2. The three building blocks of any story are character, desire and conflict.
3. Character (Protagonist) should be someone we care about
  - a. Someone – a person, not an organization
  - b. We care about: people who are good to animals and children, who are attractive, funny, victims, and are flawed enough to identify with.
4. Desire – What the protagonist wants to gain or lose.
5. Conflict – active opposition to the protagonist achieving his or her goals
6. Your story should have a beginning, middle and end.
  - a. Beginning – introduce character, “something happens,” desire established
  - b. Middle – conflict, conflict, conflict
  - c. End – character prevails or fails, moral of story
7. Common Flaws
  - a. Fear of emotion
  - b. Bad casting choices
  - c. Too wide a focus
  - d. Numbers and data
  - e. Only happy endings
  - f. No moral