



**2019-20 Connected by Our Rotary Stories
Document 12f
Storytelling Resources**

***Use storytelling to convince someone to believe in an idea or a cause,
you hope to bring the listener to action.***

Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.

Some of you are natural storytellers, some figure it out by listening to others. Some of you like to read the logic and process for storytelling.

A Storytelling Checklist

If you want to doublecheck your story elements to get the best effect, or if you learn with checklists, here is link to a simple checklist for preparing your story.

https://www.globalgiving.org/learn/nonprofit-storytelling-best-practices-list/?rf=ggad_19&gclid=Cj0KCQjwxYLoBRCxARIsAEf16-tZiQRSJyBEZw-ol-zc7N_nMIASOObt7n7XeI4gNrMko0f3LSpXkSlAIEnEALw_wcB

There is another checklist on page 2 of this document.

These sites offer a free storytelling guide:

<https://boeason.com/>

<https://donorbox.org/nonprofit-blog/nonprofit-storytelling-guide/>These sites offer explanations and the reason storytelling works:

<https://www.clearvoice.com/blog/storytelling/>

<https://wiredimpact.com/blog/nonprofit-storytelling/>

Another Checklist

Many storytelling explanations start with German playwright and novelist Gustav Freytag's storytelling model which he developed in the 1800s. He laid out the 7 elements he believed were necessary for effective storytelling.

1. **Exposition:** The storyteller sets the scene and the character's background.
2. **Inciting Incident:** The character reacts to something that has happened, and it starts a chain reaction of events.
3. **Rising Action:** The story builds. There is often a **complication**, which means the problem the character tried to solve gets more complex.
4. **Climax:** The story reaches the point of greatest tension between the protagonist and antagonist (or if there is only one main character, the darkness or lightness of that character appears to take control).
5. **Falling Action:** The story shifts to action that happens as a result of the climax, which can also contain a **reversal** (when the character shows how they are changed by events of the climax).
6. **Resolution:** The character solves the problem or conflict.
7. **Denouement:** French for "the ending," the denouement is often happy if it's a comedy, and dark and sad if it's a tragedy.

Many of the sites focusing on storytelling start by explaining the Freytag concepts.