Using Stories to Build Support for Our RCD

California Association of Resource Conservation Districts

November 14, 2018
A JOKE . . .

Stranger in the Paddock

You came when I didn’t ask you to.

You told me something I already knew.

You know nothing about my business.
ORGANIZATIONAL PILLARS

People

Plans

Resource
STORY:
WHY, WHAT, HOW
Once upon a time, there was.....
SIX PRINCIPLES OF STICKY IDEAS

SUCCES model

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories
WHAT IS A STORY FOR ORGANIZATIONS?
Character
+ Predicament
+ Attempted Extrication

A deep pattern of heroes
confronting trouble
and struggling to overcome
FIND YOUR STORY
HOW TO DEVELOP A STORY

- Choose
  - Purpose
  - Audience
  - Message
  - Lead character
HOW TO DEVELOP A STORY

- **Identify**
  - Core struggle or conflict
  - Resolution
Choose the narrator
HOW TO DEVELOP A STORY

- Decide
  - Form(s) of the story
  - Length
HOW TO DEVELOP A STORY

- Outline
  - Beginning and end
  - The plot along the way
PLANNING OVERVIEW

- Environmental analysis (needs and trends)
- Organizational assessment (capacity)
- Strategic direction (mission and goals)
- Three-year plans (programs and projects)
- Program evaluation (outcomes and outputs)
- Implementation (work plans and budgets)
ANALYZE AND ASSESS

- Data – Q & Q
- Story, and three facts
SET DIRECTION

- Engagement
- Scenario planning
- “Once upon a time there was . . .”
EXECUTE AND EVALUATE

- Relationship building
- Motivation
## PARALLELS IN PLANNING & STORYTELLING

<table>
<thead>
<tr>
<th>STRATEGIC PLAN</th>
<th>ORGANIZATIONAL STORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>Background research</td>
</tr>
<tr>
<td>Vision/mission</td>
<td>Hero’s destination/journey</td>
</tr>
<tr>
<td>Organization &amp; stakeholders</td>
<td>Characters</td>
</tr>
<tr>
<td>Geographic scope</td>
<td>Setting</td>
</tr>
<tr>
<td>Situational analysis</td>
<td>Set-up</td>
</tr>
<tr>
<td>Critical issues</td>
<td>Conflict (central problem)</td>
</tr>
<tr>
<td>Strategies &amp; work plans</td>
<td>Plot (actions and sequence)</td>
</tr>
<tr>
<td>Desired outcomes</td>
<td>Resolution</td>
</tr>
</tbody>
</table>
TO BE A STRATEGIC STORYTELLER

- Be strategic as an organization
- It’s not about you
- It’s all about you
- Be real
# FOUNDATIONS OF STRATEGIC STORIES

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision</td>
<td>What’s the future we’re pursuing?</td>
</tr>
<tr>
<td>Mission</td>
<td>Why do we exist?</td>
</tr>
<tr>
<td>Strategic Directions</td>
<td>What is our identity and intended impact?</td>
</tr>
<tr>
<td>Stakeholders</td>
<td>Who are our core stakeholders? What’s important to them?</td>
</tr>
<tr>
<td>Brand Identity</td>
<td>Who are we? <em>(promise delivered - distinctive personality)</em></td>
</tr>
<tr>
<td>Relevance</td>
<td>What difference do we make? Who cares?</td>
</tr>
<tr>
<td>Differentiation</td>
<td>What makes us distinct?</td>
</tr>
<tr>
<td>Positioning</td>
<td>What do we offer and to whom, and what benefits and advantages do they receive?</td>
</tr>
<tr>
<td>Proof</td>
<td>How can we credibly claim our promise, benefits, advantages, differentiation?</td>
</tr>
</tbody>
</table>
WHERE’S THE MONEY?

Corporations

Foundations

Individuals (alive and dead)

More than 80 percent of giving
WHERE’S THE MONEY?

- 60% of gifts come from 10% of donors
- 15 - 25% of gifts come from 20% of donors
- 15 - 25% of gifts come from 70% of donors
RELATIONSHIP-BASED FUNDRAISING

SUSPECTS
yet to be supportive

PROSPECTS
interested in being supportive

NEAR DONORS
ready to be supportive

DONORS
wanting to stay involved
HOW TO DEVELOP A PERSONAL STORY

Choose

- Purpose
- Audience
- Message
- Lead character
HOW TO DEVELOP A PERSONAL STORY

- Start with the mission
- Connecting something personal to the mission
- Write your story
- Practice, practice, practice
- Take time in meetings to share
What are the 3 things you can do in the next 60 days to put key ideas here to work?

#1

#2

#3
QUESTIONS?
Marc Smiley
Solid Ground Consulting
1737 NE Alberta Street, Suite 205
Portland, Oregon 97211
503-249-0000
marc@solidgroundconsulting.com