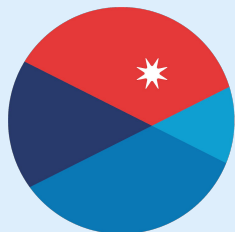




Storytelling Strategy Screen: A Quick How-To

Presented by Jenni Kotting



PARTNERSHIP
FOR THE
FUTURE *of*
LEARNING

WHAT IS A STORY?

An account of events or an experience of a change happening, shared by a person or group within relationship to those events or changes

**Storytelling can
change how
people think,
but without a
guiding
strategy, it can
backfire or be
ineffective.**





Advance a Bold Vision



Offer Solutions & Inspire Action



Navigate, Leverage, & Shift Frames



Illuminate Structural Inequities

- Estamos Comprometidos a 15,000 Votos en Noviembre
- Tenemos listas de 164,000 Votantes
- Esperamos Conectarnos con 41,000 de ellas/as
- Identificar 27,000 que digan "SI" a la Propuesta 30
- Llevar 15,000 Votantes a las urnas en Noviembre

Build Power & Participation

USE IT

Start using your strategy screen right away and share with the people you're working with.