ABHE
ANNUAL MEETING
February 12–14, 2020
Creatively Telling the Institutional Story

IMPORTANCE OF TELLING YOUR STORY
IMPORTANCE OF TELLING STORIES

• People like stories and like to tell stories
• “Carry” message – lesson or moral
• Wraps your message and can provide “triggers”
• Statistics can be boring and forgotten

IMPORTANCE OF TELLING STORIES

• Helps build rapport with donors
• Teaching without lecturing
• Stories are persuasive
• Offline word of mouth – more powerful than online word of mouth
IMPORTANCE OF TELLING STORIES

• Self-sharing
• Inner remarkability – break the pattern of expectation
• Leverage game – people want to “win”
• Insiders – it’s not for everyone

Story versus “just the facts” helps people remember the facts
Long story short
Beginning, middle, end
Setting
Characters
Plot
Action
KEY ELEMENTS

Conflict
Theme
Rising Tension
Climax
Resolution

TELL A STORY

• Valuable virality
• Embed your message – without it – just another story
Clark Dickerson  
Dickerson, Bakker & Associates  
Office Phone: 800-382-0094  
Clark’s Cell Phone: 303-886-4531  
Email: clark@dickerson-bakker.com