



The Association for
Biblical Higher Education
ABHE Biblical • Transformational • Experiential • Missional

db
dickerson
bakker ▶▶
advancing nonprofits

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

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**IMPORTANCE OF TELLING
YOUR STORY**

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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

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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

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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

5

Story versus “just the facts” helps people remember the facts



6



7

KEY ELEMENTS
Long story short
Beginning, middle, end
Setting
Characters
Plot
Action

8

KEY ELEMENTS

Conflict
Theme
Rising Tension
Climax
Resolution

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TELL A STORY

- Valuable virality
- Embed your message – without it – just another story

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