

## Meeting Notes from Tautoko Network Meeting

July 2018

### STORYTELLING – WHY IT'S IMPORTANT

We were delighted to once again have Sharon Moreham from the Storytelling Collective to talk to us about storytelling at a Tautoko Network session on Wednesday 25th July.

Sharon talked about the importance of having 'intent' when we sit to write our stories. We need to use the senses - eye to eye, face to face, heart to heart. Doing this demands an emotional response. Think 'stats and stories' - take those statistics that you have and make them into a story. Going beyond those 'boxes' that we tick, makes what your organisation doing 'real' and evoking emotions by using the senses is a great way to get your story through. Personalise what your organisation is doing. Funders want to really understand what you are doing - the bigger picture, not just the numbers. Storytelling is a great way to do this.

Why is it important now? As above, the funders are looking for the 'story' behind the numbers. And from a volunteer recruitment perspective? Your organisation is in a competitive market for volunteers. People simply don't have the time to volunteer as they once did and they are being more selective. They want to know why they should choose your organisation to gift their time - what will they get out of it? How will they feel when they have finished a volunteer shift for your organisation? That's the story they want to hear!

Suggestion: become an 'anthropologist' in your organisation: collect story artefacts - photos, clippings, quotes, feedback/comments.

Share stories on social media! Get your message out there.

Sharon is now working at PlainsFM 96.9, Canterbury's only community access radio station. Creating radio programmes for broadcast and as podcasts is another way to tell your story. Plains FM 96.9 provides equipment and content-making training, plus access to their studios and facilities at low cost. They may also be able to help you access funding to put your programme together. Contact Sharon direct for more information at [promotion@plainsfm.org.nz](mailto:promotion@plainsfm.org.nz)