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# **The Opportunities of Narrative: Story-Based Impact**

reCampaign | Berlin | 24 March 2014

Let's start with a supposition...

**CULTURE + STORYTELLING**

**are**

**connective tissue that binds us together as humans**

and another...

**movements + campaigns + projects + social enterprises**  
**need**

- + cohesive narrative**
- + shared goals**
- + common identity**
- + networked response**
- + local connection / global amplification**
- + ethics framework**

With those two suppositions as a basis,  
let's talk about...

**Power of Narrative**

**Narrative Power**

## Power of Narrative

Engagement  
Surface Area | Entry Points  
Design and Innovation

## Narrative Power

Framing  
Political | Social | Cultural  
A Seat At the Table

# Power of Narrative ↔ Narrative Power

Setting a Cultural Stage to Cultivate Impact  
Humanization of Issues  
Shifts in Perception  
Calls to Action  
(Measurable) Impact

## **Power of Narrative ↔ Narrative Power**

In a world moving toward big data, creative media and cultural expression have the power to contextualize human need and experience and catalyze change.

# Transmedia Activism

Framework for **strategy** to

- Create **social impact**
- Influence **perception**
- Build **community**

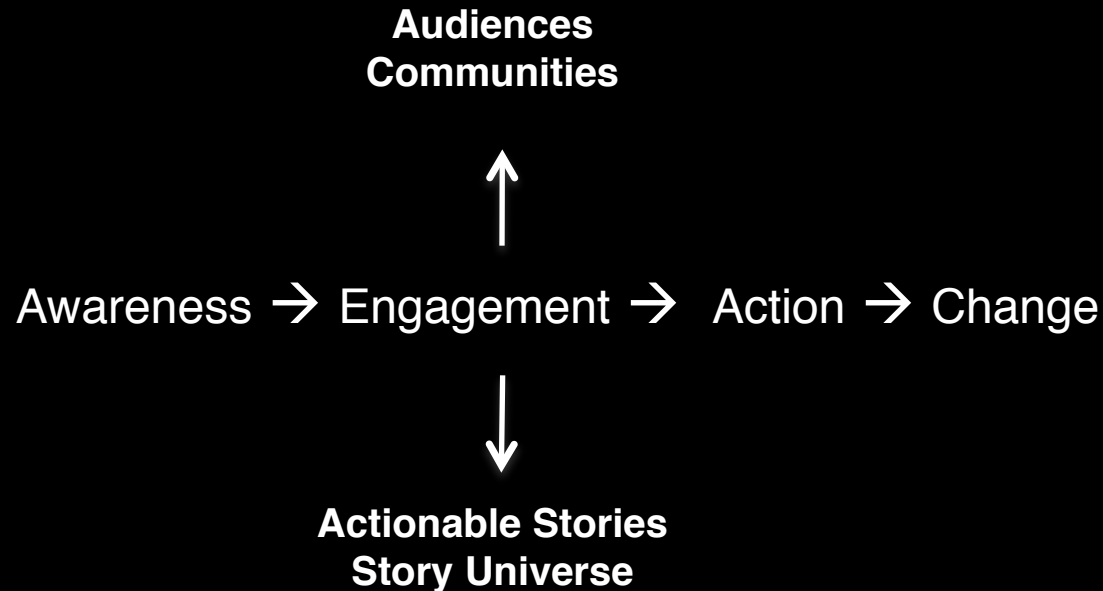
through fragmented **storytelling** by  
authors, stakeholders, and  
communities who  
share assets + **create entry points**  
into **issues and solutions**  
across multiple forms of media



# Why is This Important?

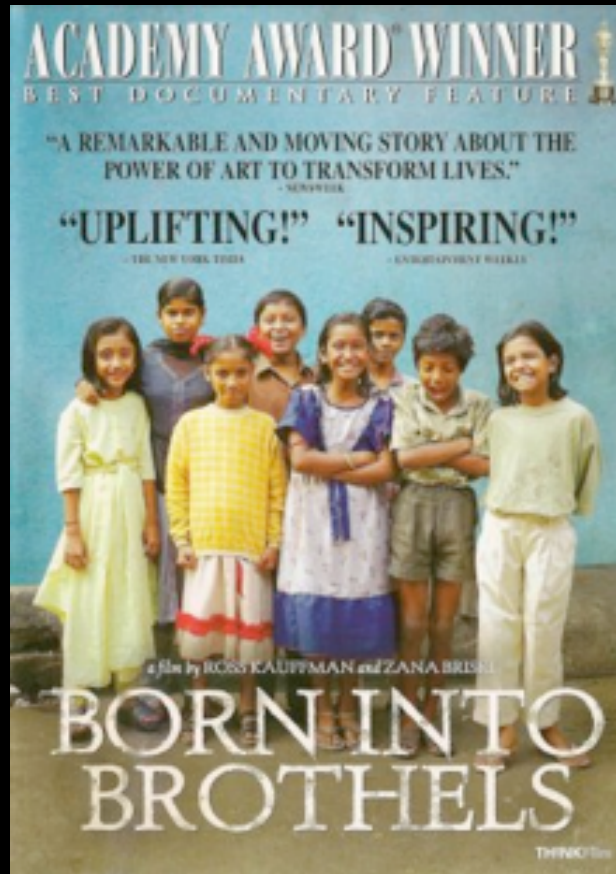
- + How to Tell a Story Together**
- + How to Tell a Story of Complexity | Ecosystems**
- + How to Drive and Assess (qualitative) Impact**

# Why is This Important?



# Our Case Studies

Cross-media platforms  
Human Rights | Aid + Development



Single platform  
Child homelessness | Undocumented youth | Arts education



Multiple platforms  
Immigration reform | Migrant rights |  
Economic development



NYTimes Op-Doc: Bodies on the Border

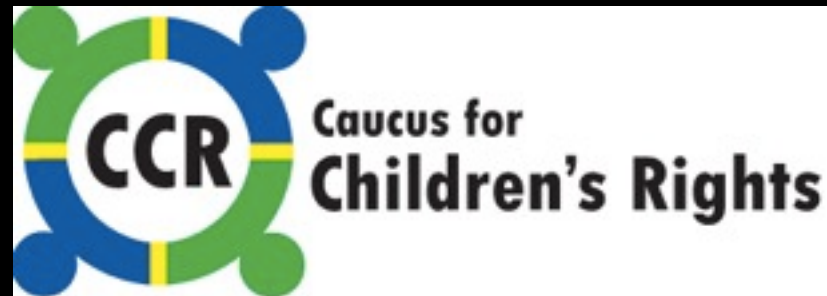
Toolkits | Training  
Transmedia Storytelling and Narrative Design for Program Innovation



**THE WORLD BANK**  
Working for a World Free of Poverty



Nonprofit  
organizations |  
Strategic  
Planning





## Forthcoming | Multiple platforms



# Business Models for Narrative Design

- + For-profit Companies
- + Nonprofit Organizations
- + Storyworlds
- + Campaigns
- + Projects

# Sources of Funding

- + Corporate Sponsorship
- + Audience Funding | Crowdsourced Funding
- + Crowdsourced Production
- + Philanthropic Funding
  - ++ Film Philanthropies
  - ++ Foundations Supporting Underlying Issues
  - ++ Impact investment funds
- + Income Revenue models
- + Venture Capital | Private Equity

# Market Opportunities

aka, who isn't really doing this yet?

- + Corporate Social Responsibility
- + Corporate Community Engagement
  - + Advertising + Marketing
  - + Management Consulting
- + Small Foundations and NGOs

# Risks and Challenges

# Risks and Challenges

- + Gulf between theory, critique, and practice
  - + Love of the platform and technology | Techno-determinism
- + Intellectual property concerns
- + Funding and Distribution
- + Impact Measurement

# Risks and Challenges: Solving for...

## Intentionality

- + Hijacking narrative
  - + Savior Traps
  - + Helicoptering

# Risks and Challenges: Solving for...

- + **Community-centered participation**
- + **Move beyond awareness**
- + **Platforms that are culturally appropriate**



# Risks and Challenges: Solving for...

## Assessing Your Social Change Model

- + Respect
- + Relevance
- + Resonance

Full model available at <http://www.slideshare.net/lksriv/the-3-rs-co>

# Risks and Challenges: Solving for...



Regarding Humanity | [www.regardingshumanity.org](http://www.regardingshumanity.org)

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