

# Gathering stories for impactful stewardship

**'Stories are the  
fire we carry to  
each other.'**

**Bobette Buster**



# The three dials driving loyalty

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1. **Donors' commitment to the cause and a belief that the charity's work is important**
2. **Trusting that the charity will meet its promises, won't become embroiled in scandals, and will be ethical**
3. **Satisfaction with the organisation, including how it communicates and raises money**

*Adapted from About Loyalty research, 2022*

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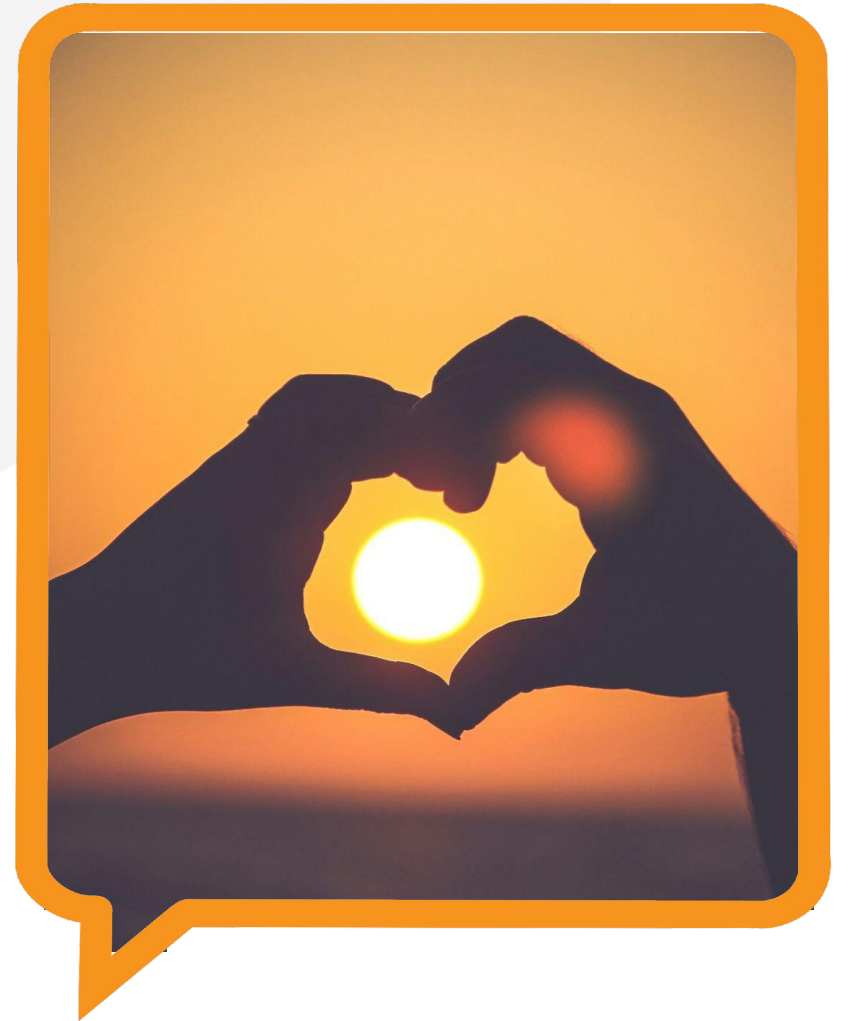
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**The  
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of their  
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# Not because they're not important

- There are places that this information is useful and important
- It is ok if some of your content looks like this!
- But we have a habit in the sector of overcomplicating how we speak about our work
- We need stories that connect emotionally





**Instead I'm  
going to tell you  
about Diane**

**Start with the  
INDIVIDUAL.**

**Tell us a boring detail  
about them to make  
them feel real.**

**Tell us the  
ISSUE.**

**Tell us the emotional  
consequences of the  
issue in detail.**

**Tell us the  
INTERVENTION.**

**Tell us what your  
charity helped that  
person do about it.**

**Tell us the  
IMPACT.**

**What did that intervention  
mean? What were the  
emotional consequences?**

# **Reflect as I, THE STORYTELLER.**

**What is the key emotion  
you want to get across  
while you tell the story?**

# Five Step Storytelling Framework

## example: Diane's story

**Individual:** Diane was a mum of three and grandmother of four. She was outgoing, and she knew her own mind.

**Issue:** She was diagnosed with incurable ovarian cancer, she was suddenly in a situation wildly out of her control. She needed to go into hospice to stabilise her pain, but was determined to get back home.

**Intervention:** Once her pain was under control, the team at Sue Ryder supported Diane to go home, where her family could spend time with her. While there she realised that the hospice was where she really needed to be to manage her pain.

**Impact:** Diane had a chance to say goodbye to her home for the last time, regaining a little bit of control at a time where she had none.

**I, the storyteller:** I feel the fear and frustration of a terminal diagnosis. And then thankful for the support Diane received; that even though she still died, she was able to find some peace and acceptance.

# Where do stories come from?

**Be ready to capture stories - they are almost certainly coming to you even if you're not looking for them!**

- **Service delivery teams contact**
- **Replies on social posts**
- **Replies to your mass emails**
- **Direct emails to you**
- **Conversations at events**



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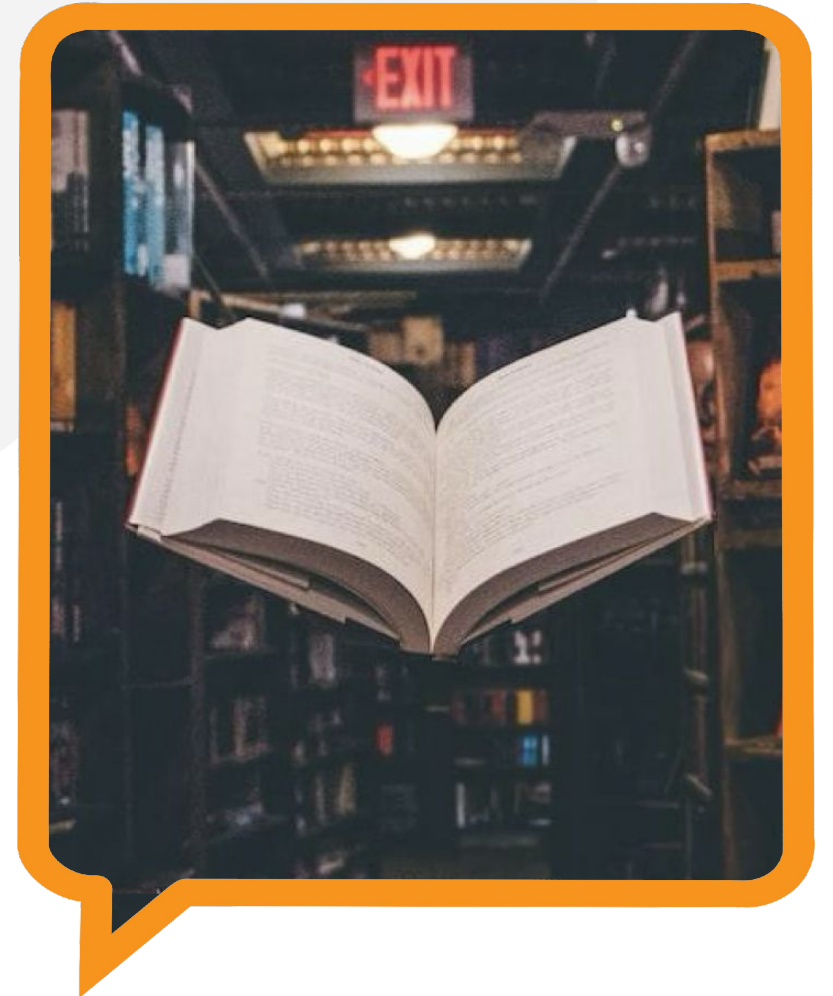


*After her home visit, mum told us “I just wasn't ready to know I'd left the house for the last time. I hadn't said goodbye to it. But now I can.”*

*We'll never forget how you helped her get back a tiny bit of control, and to die on her own terms. Thank you isn't enough*

# Capturing stories

- Use this framework when you are interviewing people
- Always build your story from the original information - don't re-edit one built for a different audience
- It's ok to use illustrative stories
- It's ok to anonymise some details - capture permissions and use the triangle of risk





**Get more  
examples  
and the full  
framework  
for free:  
[tinyurl.com/  
5stepstories](https://tinyurl.com/5stepstories)**

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