



# The Art of Storytelling

By Amy Fedele, ASEC Web Content Manager  
Zoe Laporte, ASEC Writing Intern

# What you'll learn

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- What makes a good story
- How your stories help ASEC
- The #1 reason why most stories don't work
- 6 story formulas you can use to tell better stories



# ASEC Web Team

write & edit stories for  
website and social media

Amy, Web Manager



Zoe, Intern



Briana, Intern

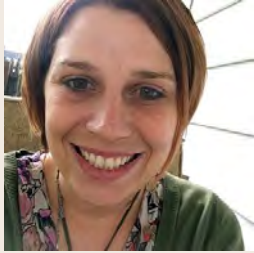


Mackenzie, Volunteer



Sr. Loretta, Volunteer





## **Amy Fedele**

Web Content Manager (Sept, 2016)

Mass Communications & Media Technology

MBA Business Management ('20)



## **Zoe Laporte**

Web Writing Intern (June-Aug, 2018)

Misericordia University (2019)

English/Mass Communications and Design

# What makes a good story?



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## Connection

Create an emotional bond  
with the main character

Reader should want to see  
her succeed





## Desire

The main character's burning need to change their world

What change do  
you want to see in  
the world?

What role will  
you play in that  
change?

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# Conflict

The story's "oxygen"

Without two conflicting sides,  
a story falls flat.







# 3 types of conflict

External

Internal

Philosophical





## Resolution

Success or failure?

Failure is ok

**I FAILED  
MY WAY TO  
SUCCESS**

**\* THOMAS EDISON \***

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# Transformation

Has the character  
overcome an obstacle?

Learned a lesson?



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# Why should we tell stories?

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Stories help us remember facts.

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Stories create an emotional connection.

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Stories influence how we decide.

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Stories link us to our sense of generosity.

# How your stories help ASEC



# ASEC's Strategic Plan

STRATEGIC  
DIRECTION **2**

DIVERSIFIED  
FUNDING SOURCES

ensure ASEC's ongoing viability



STRATEGIC PLAN

**ASEC 2020:  
STRENGTHENING  
CAPACITY AND  
SUSTAINABILITY OF  
WOMEN RELIGIOUS  
IN AFRICA**

ASEC



AFRICAN SISTERS  
EDUCATION COLLABORATIVE



# ASEC's Strategic Plan

STRATEGIC  
DIRECTION **4**

SUCCESS IN GETTING  
OUR STORY OUT

connect with more people who can  
support ASEC's programs



STRATEGIC PLAN

**ASEC 2020:  
STRENGTHENING  
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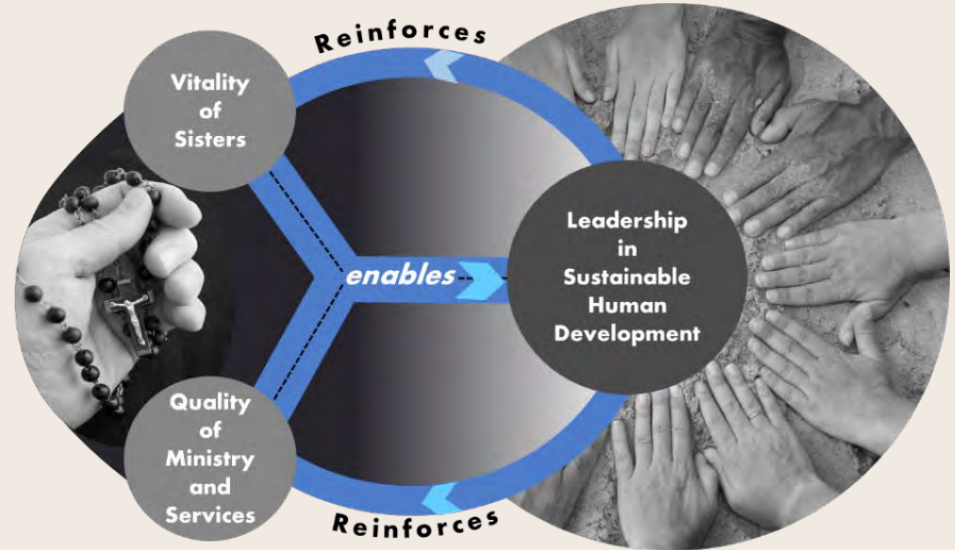
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# Hilton Foundation

Change of focus towards **IMPACT**  
of SLDI and HESA programs

Catholic Sisters as **leaders** in  
Sustainable Human Development







# Sustainable Development

ASEC as part of the “big picture”

United Nations 2030 Agenda

Sustainable Development Goals  
(SDGs)





# How are your stories shared?



Website



Social Media



E-newsletter



Printed Newsletters

# Why most stories don't work





**Good stories are  
about an individual.**

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## Example 1

Food shortages in Tanzania are affecting more than 3 million children each year.

Will you help **the children**?





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## Example 2

Michael, a 2 year-old boy living in a Tanzanian orphanage, is desperately poor and faces a threat of severe hunger, even starvation.

Will you help Michael?



# 6 story formulas to tell better stories



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## Step 1

The character has a problem and is seeking to resolve it.

**What does the character want?**





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## Step 2

The character encounters a problem (conflict) preventing them from getting what they want.

**What conflict is the character facing?**



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## Step 3

The character has a guide (or a mentor) that helps them to solve their problem.

Introduce the guide.



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## Step 4

The guide provides a plan/clarity for how the character can solve this problem.

**What plan does the guide have?**





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## Step 5

The guide encourages the character to take action.

**How does the guide encourage the character to take action?**

*(If the character is unable, the guide can take action for them.)*



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## Step 6

When the character takes action, the problem will either be resolved, or the character needs to dust themselves off and try again.

**Was the outcome of the plan a success or a failure?**



# Example walk-through



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1. **A Character:** John
2. **Has a Problem:**
  - a. Internal, External
  - b. Ill, wrongly accused, lack of financial stability to defend himself
3. **Meets a Guide:** Sr. Gwen
4. **Gives them a plan**
  - a. Lawyer defends John
5. **Call to Action**
  - a. Freed
  - b. John now volunteers with Sr. Gwen
6. **Success, fail, both?**
  - a. Success
  - b. John is free
  - c. Government attention
  - d. Expand program and help more





## Example

Sr. Gwen has made it her mission in life to ensure that inmates in Cameroonian prisons are given second chances.

Read the full story at [asec-sldi.org/gwen](https://asec-sldi.org/gwen)





# Things to remember



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## Remember...

Powerful stories are a tale of transformation with

- a character
- desire
- conflict



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## Remember...

Every story needs **EMOTION**.

Passion, love, joyfulness, fear, tension, lust and rage are all powerful emotions that connect readers to the story.



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## Remember...

Compelling PHOTOS instantly draw readers into your story.

Good visuals make people feel **FIRST** and think **SECOND**.





## Remember...

Use REAL details to set the scene of your story and give readers something to grab onto

- quotes
- sights
- sounds



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## Remember...

Focus on **ONE STORY**.

Don't try to tell everything  
that's ever happened.





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## Remember...

Story should focus on  
**ONE CHARACTER.**



# Recap of what we learned

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- What makes a good story
- How your stories help ASEC
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# Questions?