

Story of Change using the “Pixar Structure”

“What do you want people to Feel, Do and/or Remember?” J. Anderson

Clearly identify the key point of what you want the story to do to.

- Who is the primary audience? What do you want them to Feel, Do, and/or Remember?
- Clarify how this is different from a documentary approach, rather it is a story designed to inspire action, engagement or emotion in some way.
- What is the shared value(s) that you will be working with (consider humanitarian shared values related to emotion, needs, human condition, challenges).

Setting the context: Once upon a time... [Describe the setting, the main character—can be a person, animal, even a tree]

Every day... [what is it like? What is the challenge the main character faces? This gets to the need of your nonprofit]

One day... [this is the beginning of a change; a realization, an action, a new situation, a new character who has come in contact with the main character that is going to be a force of change]

Because of that ... [the beginning of that change, described above] what happens that starts the change in motion?

Because of that... [positive change is starting to happen, might have some challenges too, but the main character is overcoming the challenge; this is what the donor often is helping with too]

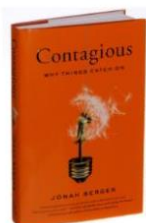
Until finally... [this is the positive outcome, the result that I as a reader can relate to given the shared value; something that has made this person/animal/plant, etc. [main character] end up in a better place/way, have a better future]

And this is just the beginning... [meaning that there are other people, animals, plants, etc. who/that need your help, just like this main character did. You can help by...]

DRIVEN BY EMOTION

What Spreads

- Social Currency
- Triggers
- **Emotion**
- Public
- Practical Value
- Stories



What Sticks

- Simple
- Unexpectedness
- Credibility
- Concreteness
- **Emotion**
- Stories



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Adapted from Daniel Pink's "To Sell is Human", Brady@shiftcharity.com