The Power of Story
Your audience

- Invest in prospects
- Leverage relationships

**PROSPECT UNIVERSE**

- ENGAGED
- ACTIVE
- NEW/NEW
- NEWLY REACTIVATED
- INACTIVE
Membership across time

**YR 1:**
- ENGAGED
- ACTIVE
- NEW/NEW
- NEWLY REACTIVATED
- INACTIVE

**YR 2:**
- ENGAGED
- ACTIVE
- NEW/NEW
- NEWLY REACTIVATED
- INACTIVE
Persuasion in a Post-Truth World

• We are used to using facts to build arguments and use stories to support a case
• In a post-truth world, emotion and personal belief take precedence over objective facts in shaping public opinion
• As people become more divided in how they see the world, we have to change how we reach people who have a deep investment in seeing the world a particular way

Stanford Social Innovation Review, Jan 2017
Why Storytelling?

• Given today’s political environment, it is no longer enough for messages and campaigns to be factually right
• Creating change requires that they are psychologically right too
• Move beyond facts and use smart storytelling that doesn’t require audiences to sacrifice their values
• Uses stories to bypass the brain’s insistence on keeping the facts separate from our opinions
Targeting middle-aged, straight men, the campaign tied voting “yes” on marriage equality to the core Irish values of citizenship and fairness. The campaign encouraged people to explain why they were voting yes on marriage equality—including parents, religious leaders, athletes, journalists, and other messengers the target audience respected. The campaign flooded social media with these stories, and a vote for marriage equality ultimately became synonymous with a vote for the rights of Irish people.
Because stories...

• Stories produce experiences
  – *Experiences leave lasting impressions that go beyond facts, figures and features*

• Stories reveal what makes your brand unique
  – *Distinguish yourself from the competition*

• Stories are the emotional glue that connect you to your customers
  – *Make the connection between your work and making a difference in people’s lives*
• Stories shape information into meaning
  – *Data is not enough; translate data into the impact your credit union has on member experience*
• Stories can motivate an audience toward your goals
  – *Move people’s hearts, mind, feet and wallets in your direction*
• Stories are more likely to be shared
  – *Sharing is the new WOM*
• Stories are less likely to be resisted
  – *Advertising has low levels of trust and are easy to tune out; we listen to stories*
Why Social Media?

Because social media helps you tell your story
Low Cost/High Impact Video

https://www.youtube.com/watch?v=L9O8j9QPZc8
Spring CDFI Campaign

Goal: Communicate the value of CDFI credit unions to members of Finance and Appropriations Committees to maintain CDFI funding for 2017 and 2018

Campaign: 30 Days/30 Ways CDFI Credit Unions Build Inclusive Economies
Fall Juntos Avanzamos Campaign

• It’s unclear the direction DACA will take

• Hispanic Heritage Month is Sept 15 – Oct 15

• A concentrated campaign across communication channels generates results

• Share your stories!
Our Stories!

Opportunity is...HOPE

https://www.youtube.com/watch?v=gq2S7Y-45fw