Digital Storytelling by Grace Alfiero
The Power of A Good Story!

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Rebel Pansy & Daily Dandelion Wisher

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President of Arts In Action Consulting Firm
Arts In Action
Consulting Firm for Tax Exempt Businesses

- Grant writing
- Strategic planning
- Digital storytelling
- Strategic visioning
- Entrepreneurial planning
- Presentations

And

- Grant panelist and proposal evaluations
MEET MY TEAM

MacBook Air  Nikon DSLR Camera  Apple iPad Pro
ADDITIONAL TEAM MEMBERS:

Grace’s BFF

Best Friend ready for ADVENTURE!

Smart Phone
List of things you will learn today…

- How to use this information for my organization!
- The most effective ways people learn
- Why Digital Storytelling is essential
- What I’ll need to start making my own promotional videos
There are many ways to tell stories

- Present in front of an assembled crowd
- Write an article, blog or book
- Get interviewed on a radio show or a tv show
- Create a mural, a dance, a performance, a song or some kind of a piece of art
- Create a video/DVD and show at presentations, on social media sites such as YouTube and on your website
Storytelling is not just for campfires anymore…

Good stories compel people to change!
A good story can compel people to change...

The way we feel
Stories demand an emotional Investment.

The way we think
Stories pique & hold interest.

The way we act
Stories bring energy to the message

And the way we behave.
Stories cause us to take action!
Awesome Example of Storytelling:

http://www.youtube.com/watch?v=fkdtEOrkPs&feature=player_embedded
Good stories drive the audience to **ACTION**!

- Clarify your message
- Confirm why the audience’s action is important
- Explain how you want your audience members to take action.
Crafting a good story is a work of

✓ Listen (to your subjects)
✓ Be Personal
✓ Inspire Action
✓ Continue to Listen
Let’s talk about AUDIENCE!
There are many different kinds of audiences!

And... there are many different kinds of people that can make up one audience.
Your Brand
Is Your Best Story!

Find your inner *fireside* storyteller…

No matter what the industry, product, or service - there are stories in every company that help get your message and your mission exposure.
Some of Your Choices:

👉 YouTube or Vimeo
👉 Social Media Links
👉 Your Website/Partner Website
👉 Television (PSA)
👉 Podcast/Radio
👉 eBook
👉 Blog or Video Blog
👉 Virtual/Live Event
The “Z Pattern” - Computer Screen Viewing Pattern

[Diagram showing the "Z Pattern" viewing pattern on a computer screen with steps 1, 2, 3, 4, and 5, where step 1 is in the center, step 2 and 3 follow the top and right sides, step 4 is at the bottom, and step 5 on the right, forming a Z shape.]

[dead zone]
Let’s Talk about how people learn…

William Glasser, M.D. is an American Psychiatrist and the developer of Reality Therapy & Choice Therapy states that WE LEARN:

10% of what we read
20% of what we hear
30% of what we see
50% of what we see & hear
70% of what we discuss
80% of what we experience
95% of what we teach others
“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— Maya Angelou
Elements of a Good Story...

beginning
exposition

rising action

climax

falling action

middle

end
resolution
Or this…

![Diagram of narrative structure](image-url)
So, Why Video?

Video for Learning is a rapidly changing field.

The technology is becoming faster, cheaper and more widely used at home.

Expensive video cameras are being replaced with HD smart phone video.

Flat screens have dropped in price... And, people are increasingly wanting short, expertise filled, video (live or on-demand) that will support their learning on a topic.
Video is often the best way to educate...

- one minute of video is worth 1.8m words
Namesake Creative,  
Using drones and other edgy equipment  
https://vimeo.com/225041851  
https://vimeo.com/230872236  
https://vimeo.com/185251961
Humanitarian Projects in the Himalayan Region
Karuna-Shechen

Founded by Best Selling Author, Photographer, Buddhist Monk and Influencer Matthieu Ricard
Quality, beautiful, authentic photos are essential when telling your story.
When capturing portraits, focus on eyes!
Utilize photos that show the people your organization supports in ACTION!
Our world is changing fast...

And nonprofits need to keep up with the shift and make attempts to stay ahead of the curve.
MORE EXAMPLES OF DIGITAL STORIES FOR NONPROFIT USE:
MEET SAFETY HARBOR'S DIFFERENCE MAKER!
A Word About Tech Soup

A Global Network
Bridging Tech Solutions and Services for Good

Explore Our Nonprofit Tech Marketplace

Incredible offers for nonprofits from leading brands. Low administrative fees. Join our global community!
How to get started.....

What You Will Need:

• Digital Photos
• Digital Video
• List of music choices (Royalty free music)
• Script & Storyboard
• Notes on what you want your end message to be
• Movie making software...I highly recommend Apple products for digital storytelling!
Here’s is what you will want to ask your partner agencies to start collecting for their/your future “visual reports”:

**What type of photos:** digital photos or scanned photos that are 300 to 600+ dpi. They can be sent to you over the internet, copied to a disc, uploaded to a sharing site like Dropbox or given to you on a jump drive.

**What type of video:** 3 to 15 minutes of either raw footage or video already converted to MP4 files. (These are video files that a MacBook Pro laptop can easily read and convert into an iMovie project.) Best to get from Vimeo or Dropbox or directly from the video camera.

**Royalty Free Music** or music that your foundation has the rights to use or is attempting to get the rights to use.

**Script and a story board**…This is your game plan and everyone will be provided a hard copy of a storyboard template. This is where you take notes and develop and brainstorm ideas on the fly.
i-Movie Software/App
Digital Storytelling Template

a. Get viewers attention by using a typical start up exercise such as a countdown, or use a black screen with possible music intro or voice over.
b. Text or logo introducing story
c. Photo images
d. Video images that further exemplify text & photos
e. Text with music that further tells story, possibly a quote or a statistic
f. Images following text
g. Video interview with client, student, staff person or volunteer…someone who can be voice of the agency (most effective if end user is utilized).
h. Text that states goal of video message.
i. Person reinstating that goal in a similar but different way.
j. Call to action, most interactive way your agency can ask viewer to get involved.
k. More photo/video images
l. Credits and thank you’s
When You Are Ready for Production…

You have some choices:

- Produce the story yourself
- Hire a professional production firm to produce the video ($1,000 per minute)
- Round up all the 13 year-olds in your neighborhood
- Or a combination of the above
BEST OF LUCK…

In your new creative storytelling adventures! Send me links to your creations and I will get them some exposure through my social media resources!

And…
Be sure to check in at my blogsite: www.artsinactionllc.com/blog for new offerings on issues affecting the nonprofit industry and digital storytelling.
SMART PHONE PHOTOGRAPHY!

LEARN HOW TO BECOME A CELL PHONE SUPER HERO!
USE YOUR SMART PHONE TO TAKE PHOTOS AND THEN TRANSFORM THEM INTO AMAZING IMAGES USING INEXPENSIVE APPS AND METHODS.

KAPOLZ

Book Grace-Anne Alfiero, Digital Media Doyen for your next training/conference:

🌟 Half-day & One day WORKSHOPS
🌟 15 Hour to 3 Hour PRESENTATIONS

artsinactionllc.com gracealfiero@gmail.com

iPAD PHOTOGRAPHY & CINEMATOGRAPHY

LEARN HOW TO BECOME AN iPAD SUPER HERO!
USE YOUR iPAD TO TAKE PHOTOS AND CREATE ORIGINAL MOVIES USING INEXPENSIVE APPS AND METHODS.

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artsinactionllc.com gracealfiero@gmail.com
https://www.youtube.com/watch?v=duRuGSVWMzA
THANK YOU!

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