

# The ABCD of Storytelling

Take your audience  
from attention to action

# What stories?



# Why ABCD?

**Attention.** Grab your audience's attention with a compelling hook in 7 seconds.

**Because.** Why does it matter?

**Chorus/Content.** This is the key message you want people to take away.

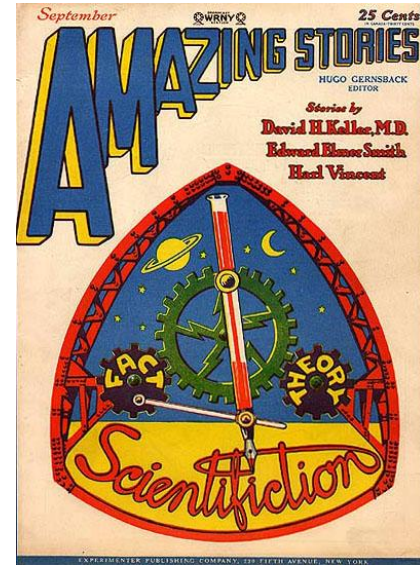
**Do.** Leave your audience with a clear idea of how they can engage. Call them to action!



# Do: Work together to create a story

Think of a program you've coordinated. Share ideas as headlines for A, B and C. In the final step, D, work to create a message for social media (in the broad sense): Facebook, Twitter, Central Notice Banner, that will engage your local community with the program. At the end, we will share the messages with the entire group.

<b>Program:</b>
<b>Attention:</b>
<b>Because:</b>
<b>Chorus / Content:</b>
<b>Do - Call to Action:</b>

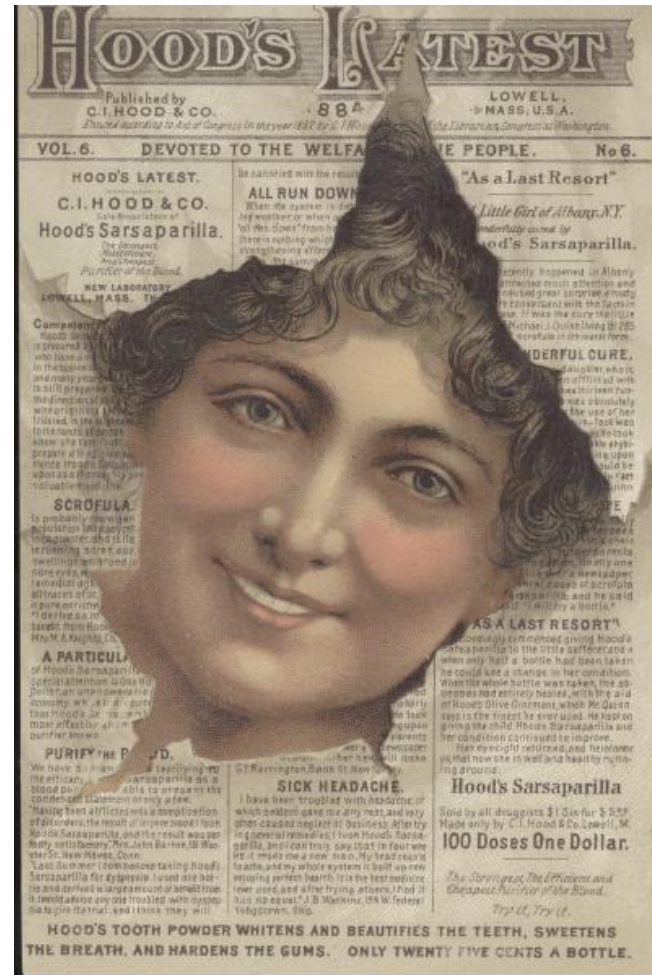


*Amazing Stories* cover, September 1928. Published by Experimenter Publishing Company Inc. Art by Frank R. Paul. Source is [isfdb.org](https://isfdb.org). Public Domain.

# Attention

We are presented with six times more information than 30 years ago.<sup>[1]</sup>

[1][http://www.nytimes.com/2014/08/10/opinion/sunday/hit-the-reset-button-in-your-brain.html?\\_r=0](http://www.nytimes.com/2014/08/10/opinion/sunday/hit-the-reset-button-in-your-brain.html?_r=0)



**HOOD'S LATEST**

Published by C. I. HOOD & CO. 884 LOWELL, MASS., U.S.A.  
Entered according to Act of Congress in the year 1882 by C. I. HOOD & CO. in the Library of Congress at Washington.

VOL. 6. DEVOTED TO THE WELFARE OF THE PEOPLE. No 6.

**HOOD'S LATEST.**  
C. I. HOOD & CO.  
Sole Importers of  
**Hood's Sarsaparilla.**  
The Greatest  
Blood Purifier  
and  
NEW LABORATORY  
LOWELL, MASS., U.S.A.

**ALL RUN DOWN**  
When the system is broken down by the use of cheap medicines, or when the blood is impure, there is a feeling of weakness, and the system is run down. Hood's Sarsaparilla is the only medicine that will purify the blood, and give the system a new lease of life.

**"As a Last Resort"**  
A Little Girl of Albany, N.Y., who had been suffering from Hood's Sarsaparilla.

**SCROFULA.**  
To probably more than 100,000,000 people in this country, the disease of scrofula is a constant menace. It is a disease of the blood, and its symptoms are a general debility, aching joints, and a feeling of weakness. Hood's Sarsaparilla is the only medicine that will purify the blood, and give the system a new lease of life.

**A PARTICULAR**  
of Hood's Sarsaparilla is its ability to purify the blood, and give the system a new lease of life. It is a disease of the blood, and its symptoms are a general debility, aching joints, and a feeling of weakness. Hood's Sarsaparilla is the only medicine that will purify the blood, and give the system a new lease of life.

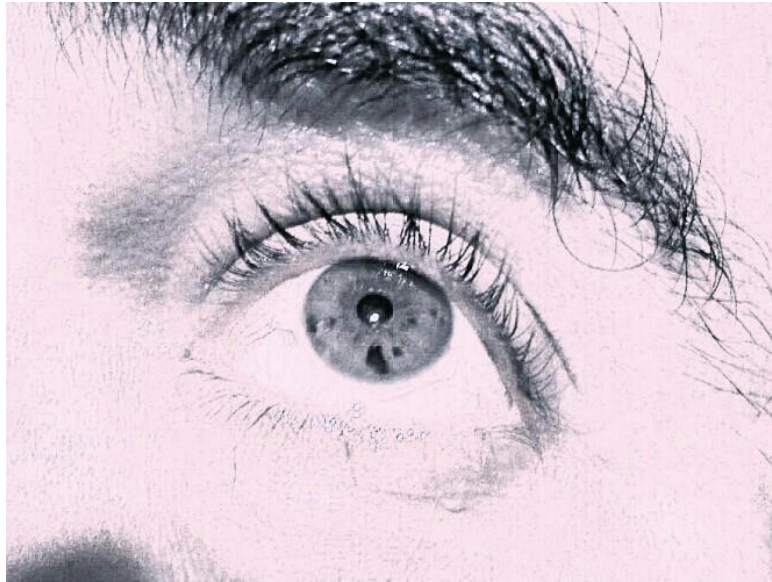
**PURIFY THE BLOOD.**  
We have 25 years of experience in the manufacture of Hood's Sarsaparilla, and we are able to guarantee its purity and its ability to purify the blood, and give the system a new lease of life. It is a disease of the blood, and its symptoms are a general debility, aching joints, and a feeling of weakness. Hood's Sarsaparilla is the only medicine that will purify the blood, and give the system a new lease of life.

**SICK HEADACHE.**  
I have been troubled with headache of which medicine gave me no relief, and my other business neglected. After trying Hood's Sarsaparilla, and continuing to take it for four weeks, it made me a new man. My head could act, and my whole system is built up now. Hood's Sarsaparilla is the best medicine I ever used, and after trying others, I find it has no equal. J. B. Wiggins, 128 W. 12th St. New York.

**HOOD'S TOOTH POWDER WHITENS AND BEAUTIFIES THE TEETH, SWEETENS THE BREATH, AND HARDENS THE GUMS. ONLY TWENTY FIVE CENTS A BOTTLE.**

# Attention

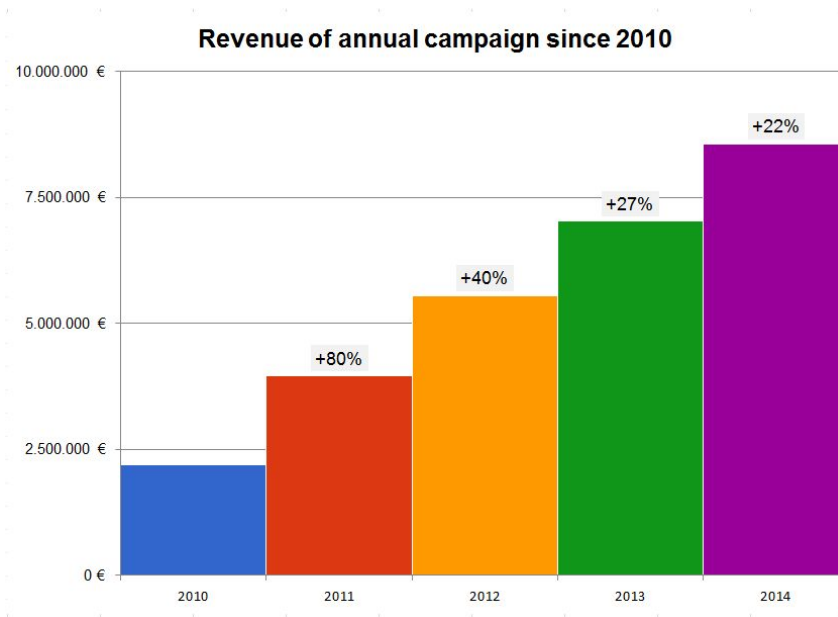
- Statistic
- Anecdote
- Quote
- Fact



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# Attention through Statistic:

“In less than five years, Wikimedia Deutschland’s yearly fundraising efforts grew from € 700,000 to € 8,200,000.”



- [Story published on the Wikimedia blog by WMDE.](#)

# Attention through Story

The Bulgarian Archives State Agency reached out to Wikimedians of Bulgaria as the first national institution to propose a cooperation between a government agency and Wikimedia. The Agency wanted to show high quality information about the state to a broad international audience and Wikipedia was seen as the perfect platform for this. Wikimedia could use thousands of archive pictures from the 19th and 20th century. The most widely used picture is being used on 15 Wikipedias.



# Attention through Quote

“To expect truth to come from thinking signifies that we mistake the need to think with the urge to know.”

[Hannah Arendt](#)



# Attention through fact

Women are more likely to continue editing if they receive a welcome message.<sup>[1]</sup>

[1]<https://meta.wikimedia.org/wiki/Research:Teahouse>

# 5 Minute Attention Starter



- Statistic
- Anecdote
- Quote
- Fact

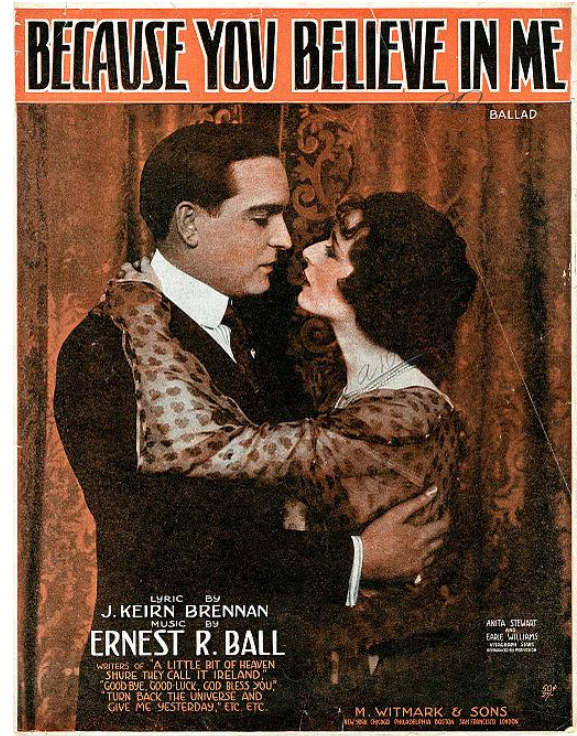
Because



# Using the Word Because

Increases  
cooperation from  
60% to 94%<sup>[1]</sup>

[1]<http://www.nytimes.com/1997/09/23/science/scientist-at-work-ellen-j-langer-a-scholar-of-the-absent-mind.html?pagewanted=2>



By New York : M. Witmark & Sons, publisher. [Public domain], via Wikimedia Commons

# 5 Minute Because Statement



Why does it matter?

# Chorus / Content

# Chorus: sing to the rhythm of key messages

What **idea** or **concept** do you want people to keep after hearing your story? An idea is the **starting point**, it's often abstract, and to **condense it, make it relatable**, you have to think of **many concrete examples**.

→ What is the main idea in this video?

[Case study: Coca-Cola](#)



# How can you best capture the learning?

Every **failure** is an opportunity to **learn** something new.

It is a chance to **reflect** on the **original plan** and think **what went wrong...** to change it next time we try!

→ Have a roadmap ready to understand and share your story with others

→ Use templates to capture problem and solution statements.

[Case study: Wiki Education Foundation](#)

# Share your local context

We are part of a global movement, and work together towards **shared goals**. What shape does this take in your country? Why is Wikimedia's mission important in the local level? What factors enable your work with Wikimedia projects where you live?

→ What does your program mean to your local context?

[Case Study: WMBG BASA](#)

→ Stakeholders

→ Local Agenda

→ Relevant policy

# 5 Minute Chorus/Content Statement



This is the key message you want people to take away.

**Do - Call to action!**



# Call to action could be:

- Donate money or in-kind
- Volunteer in a project
- Share an idea
- Spread the word

# Make you “Do” specific!

- Tailored to your goal

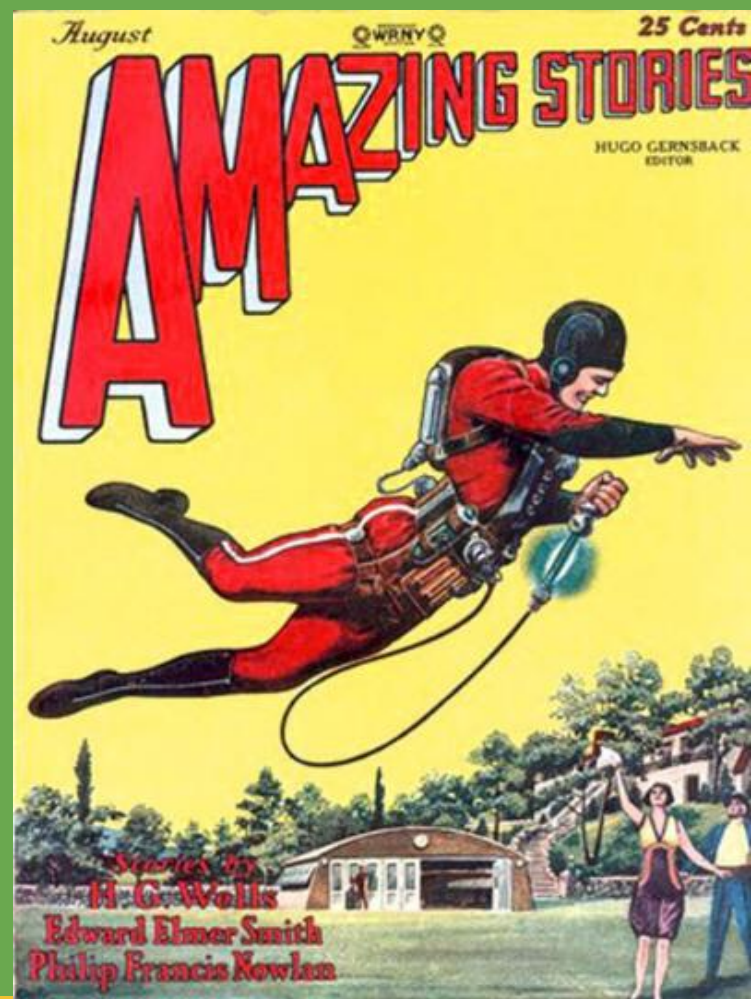
# 5 Minute Do Statement



Call to action!

# Thank You Need Assistance?

[https://meta.wikimedia.org/wiki/Grants:Evaluation/L%26E\\_Workshop\\_Kits/Storytelling](https://meta.wikimedia.org/wiki/Grants:Evaluation/L%26E_Workshop_Kits/Storytelling)





## References:

### Attention:

<http://www.telegraph.co.uk/news/science/science-news/8316534/Welcome-to-the-information-age-174-newspapers-a-day.html>

**Power of Because:** Langer, E., Blank, A., & Chanowitz, B. (1978). The mindlessness of Ostensibly Thoughtful Action: The Role of “Placebic” Information in Interpersonal Interaction. *Journal of [Personality](#) and Social Psychology*, 36 (6), 635-642.