

The Art of Inspiring

Using Storytelling to Share Your Passion

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Let me tell you a story

Baby Paul born in *Austin*

Meredith & Baby Paul

Born in Austin

Lives in Atlanta



Families are strongest when
they're together

Ronald McDonald House Charities of Central Texas

Here's what I do

The common thread

Storytelling

I can tell stories all day long

The baby and the tiny
Christmas Tree in the NICU window



Sharing the Christmas Tree story

My charge today:

Enlist your communication expertise in order to teach and help facilitate our learners about how to create and give an effective “elevator pitch.”

Nothing was ever bought
or sold in an elevator

My goal today:

To inspire you to inspire others to want to get involved

Know your audience

I have another story!

Karen and her son, Ryan



Another way to tell a story

Effective Communication

Effective Communication has Three Components

Messenger

Messaging

Audience



Put your audience first

It's not about you

Carefully craft and prepare your message

What's your story

You are an important
part of the story

Because you are part of the message

The 5 C's

Clarity

Conviction

Compassion

Consistency

Credibility

Clarity

What's your main point?

Conviction

If message clarity is say what you mean,
conviction is mean what you say.

And yet! Another story

The six figure gift

Compassion

Being relevant, relatable, passionate

Consistency

Repeat your message over and over

Credibility

You are what you do, not what you say you'll do

The 5 C's

Clarity – Your message has to be clear

Conviction – Mean what you say

Compassion – Make your message relevant to people's lives

Consistency – Repeat your message regularly

Credibility – People have to believe you



Bonus C!

BE CONCISE



Developing Your Message

What's the best way to tell your stories

Supporting your message

- Use figures
- Use examples
- Use data
- Historical data
- Evidence
- Anecdotes



Ways to Connect

First!

They have to like you, then they'll listen to you.

Ask a rhetorical question

Use your stories

Give the why!

Analogy

News of the day

Show me a picture

One more story!

Paint the picture
with your words



Your Message Delivery

Connect → Proof → Takeaway

Questions? Or another story?
