

I. Introduction

- A. StoryFind Films + Lutheran Braille Workers
- B. Kristin Sukraw + Daniel Jenkins

II. Overview of the Day

- A. Finding and Selecting Your Best Stories
- B. Creating an Event Centered on Storytelling
- C. Moving Your Audience to Act

III. Finding and Selecting Your Best Storytellers

- A. Start with a Master Plan
- B. Build a List
- C. Conduct Discovery Interviews
- D. Select Your Storyteller

IV. Creating an Event Centered on Storytelling

- A. How LBW Uses Video
- B. Getting Buy-In from Your Board
- C. About Our Event Strategy
 - Understanding Your Audience
 - Story Experience at the Event (storytelling booth)
- D. Viewing of LBW Video
 - Connecting Your “Ask” to Your Video

V. Moving Your Audience to Act

- A. People act on: What they understand to be the “problem”
- B. Their perceived ability to help solve it
- C. The ability to do something in-the-moment (barrier-free action item)

VI. Tying it all Together

- A. Finding and Selecting Your Best Stories
- B. Creating an Event Centered on Storytelling
- C. Moving Your Audience to Act