



## **Advisory Board Members: The Power is in the Story**

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### ***The Power is in the Story***

- Choose a situation, program or Best Buddies team that inspires ***you***
- Start “I’d like to tell you a story about...”
- Use a name and age (first name only; not real name is OK)
- Should take two minutes to tell
- NO jargon, acronyms, or initials please
- The story should move ***you*** when you tell it
- True hero of the story is Best Buddies, not the Peer Buddy, believe it or not
- Weave in some program facts while still focusing on the emotion
- End “This is just one of many stories about how we impact the lives of kids every day”
- Don’t feel you have to share every detail about every Program you provide. Pick something compelling and stick with it.

### **Key Elements of a Good Story**

#### Beginning

- Choose one person.
- What was life like for this person before they came to your organization?
- What were the issues?
- How difficult was their life?

#### Middle

- What brought this person to your organization?
- How did your organization impact the person?
- What services and support did they receive from you?

#### End

- What impact has your organization had?
- How is life different now and in the future for this person?
- What is now possible?
- What has changed?
- What do they say about your organization?

*This was developed for Best Buddies by Stephanie Small at Synergy Partners Consulting.*