

Attracting Gifts in Wills Through Storytelling

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**THE
CINEMA
EXPERIENCE**

WHAT WE WILL COVER...

- USING STATISTICS TO SUPPORT YOUR STORY
 - THE SCIENCE OF STORYTELLING
 - THE POWER OF VIDEO
 - CHOOSING THE RIGHT STORY
 - THE CHARACTER ARC
 - CHOOSING PARTICIPANTS
 - DURATION & SCRIPTING
- POTENTIAL VIDEO OUTCOMES
 - DISTRIBUTION OPTIONS



STATISTICS

SINCE OPENING IN 1986,
RONALD MCDONALD HOUSE
IN PARKVILLE HAS PROVIDED

655,603

NIGHTS OF ACCOMODATION
FOR FAMILIES WITH
SERIOUSLY ILL CHILDREN.



極度乾燥(しなさい)

here is a little story
about a boy named

Ben



and Dr. Paul Zak's research into

storytelling

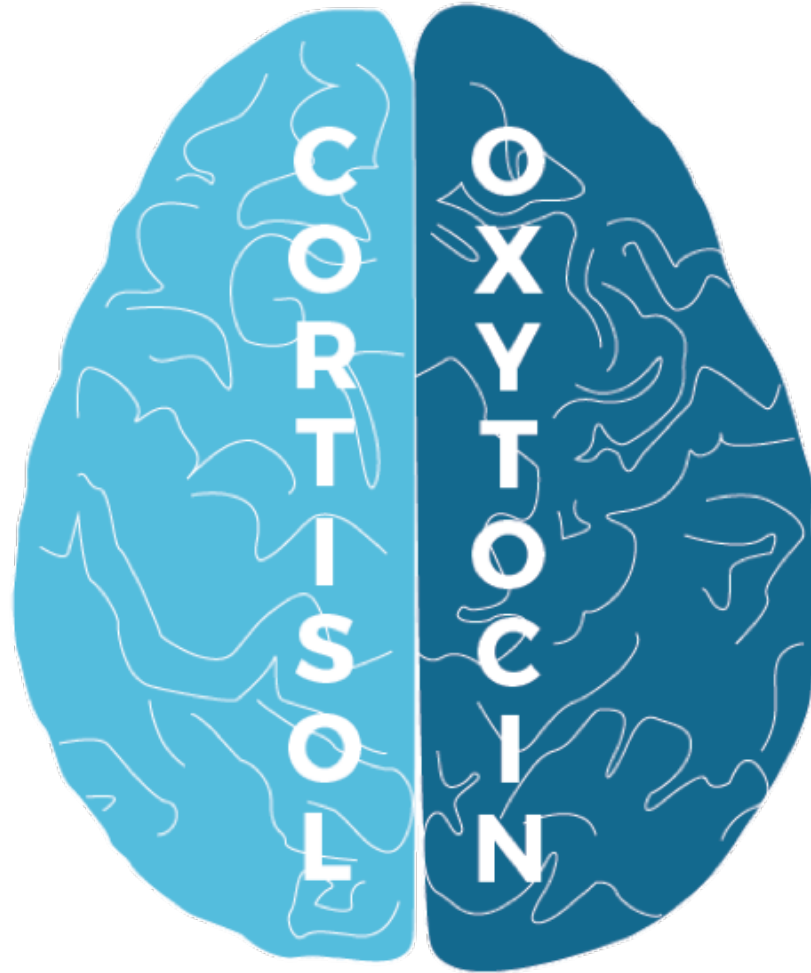
and the

human brain

ATTENTION



MEMORY



EMPATHY



UNDERSTANDING

HUMANISTIC STORYTELLING

evokes

EMPATHY

which creates

UNDERSTANDING

and leads to

ACTION

TYPES OF STORIES

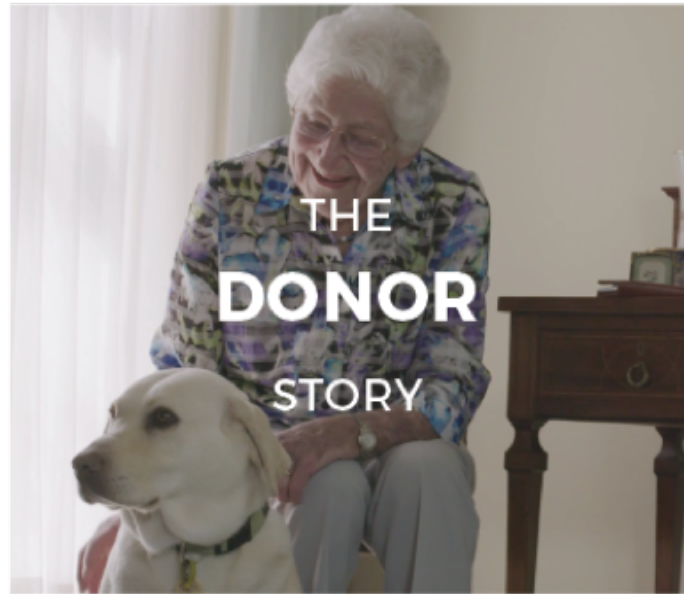


THE
BENEFICIARY
STORY

THE
VOLUNTEER
STORY

THE
STAFF MEMBER
STORY

THE
DONOR
STORY



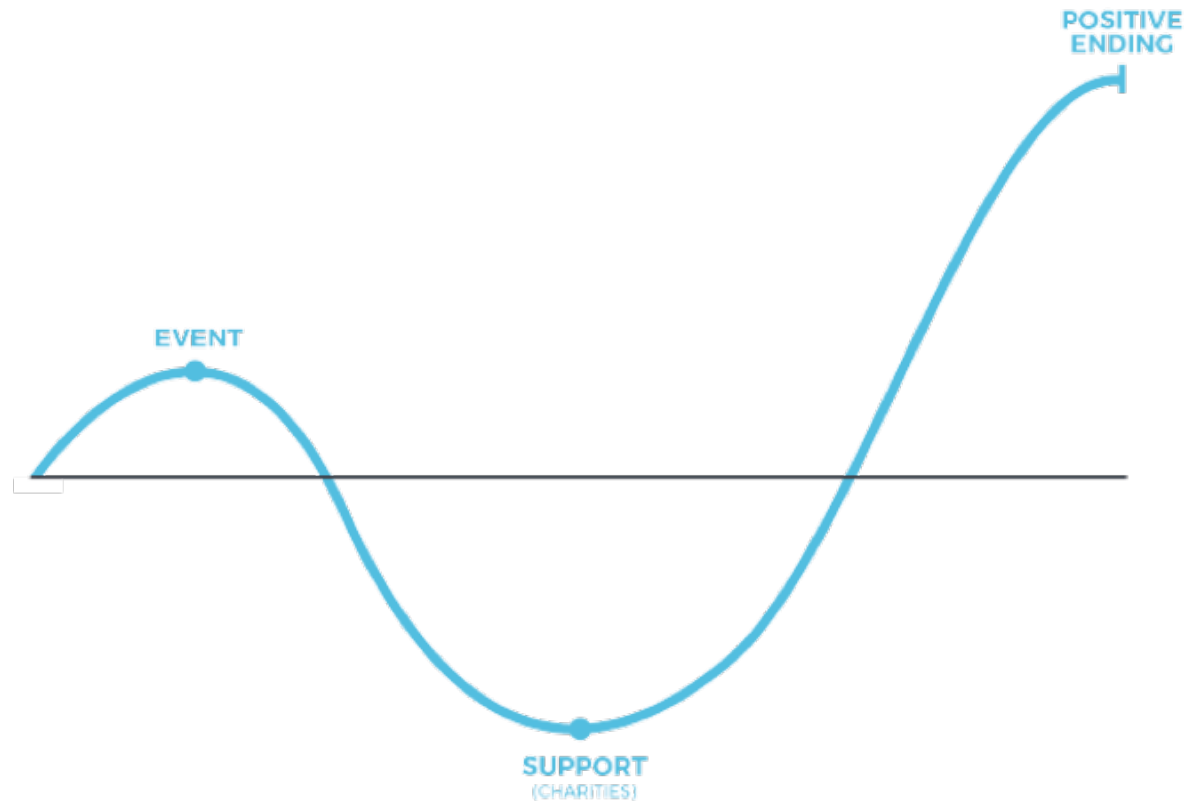
BENEFICIARY STORY

- THE PROBLEM
- IMPACT ON REAL LIVES
- WORTHINESS
- USE OF MONEY
- EMOTIONAL, INSPIRING
- THE NEED FOR SUPPORT

DONOR STORY

- REASON FOR GIVING
- BELIEF IN CHARITY
- FRIENDLY SERVICE
- EASE OF THE PROCESS
- TYPE OF BEQUEST
- LEGACY MEMORIALISED

THE CHARACTER ARC



TIPS: CHOOSING PARTICIPANTS

- **FIT THE PROFILE (REFLECT YOUR PROSPECTS)**

 - **DIVERSITY IS IMPORTANT**

 - (Age, gender, wealth, reason for giving)

 - **WILLINGNESS TO CONTRIBUTE**

 - **ABILITY TO COMMUNICATE**

 - **AMBASSADOR OF THE CHARITY**

SHORTER DURATION

(15 - 60 seconds)

- TEASER WITH LINK
- LESS INFORMATION
- PUNCHY / FAST-PACED
- MORE VIEWS
- CUT-DOWNS OF CONTENT

- SOCIAL MEDIA

LONGER DURATION

(1 - 3 minutes)

- CHARACTER ARC
- MORE INFORMATION
- EVOKES EMPATHY
- HIGHER ENGAGEMENT
- GREATER DIVERSITY

- SM, WEBSITE, EVENTS

SCRIPTED

- DIRECT MESSAGING
- WRITING REQUIRED
- MORE CERTAINTY
- V/O, P2C OR SCENE
- CAN SEEM CONTRIVED
- MORE PRE-PRODUCTION

- IN THEIR OWN WORDS

UNSCRIPTED

- AUTHENTIC & GENUINE
- INTERVIEW STYLE
- LESS CERTAINTY
- UNLIKE ADVERTISING
- HONEST STORYTELLING
- LESS PRE-PRODUCTION

- IN THEIR OWN WORDS

POTENTIAL VIDEO OUTCOMES

**INDIVIDUAL
STORY #1**

**INDIVIDUAL
STORY #2**

**INDIVIDUAL
STORY #3**

COMBINED VIDEO

(3 x STORIES)

DISTRIBUTION OPTIONS:

- **FACE-TO-FACE**

(You can use Individual Stories on an iPad)

- **COMMUNITY / DONOR EVENTS**

- **VOLUNTEER DAYS**

- **GALA / FUNDRAISING DINNERS**

- **ONLINE**



MOMENTARY

STORYTELLING FOR SOCIAL IMPACT



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