

# The Universe Is Made of Stories, Not of Atoms: How Good Stories Are Essential for Philanthropy

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# Presenters

Chad Berry, Vice President for Alumni, Communications, and Philanthropy and Goode Professor of Appalachian Studies, *Berea College*

Kerry Pannell, Provost and Vice President for Academic Affairs, *Presbyterian College*

Matt vandenBerg, President, *Ohio Wesleyan University*

# Chair

Debora Johnson-Ross, Vice President for Academic Affairs and Dean of Faculty, *Wartburg College*

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# The Fundamentals of Storytelling

Kerry Pannell, Provost and Vice President for Academic Affairs,  
Presbyterian College

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“[T]hrough careful manipulation and good storytelling, you can get everybody to clap at the same time, to hopefully laugh at the same time, and to be afraid at the same time. But you can't get everybody to interpret the result in the same way. And that's thrilling to know — that everybody will see it differently.” EW, Dec. 12, 2011

– Steven Spielberg



# What makes a good story?

1

## Structure

Beginning

Middle

Conclusion

2

## Character(s)

A relatable character creates empathy and provides context for readers/donors to feel like part of the group.

3

## Conflict

A story without tension is just an anecdote.

4

## Conclusion

A satisfying ending wraps up loose ends, but also leaves the reader/listener wanting more.

# Service Entrepreneurship: Maggie Judd

Beginning—HS student's mother has debilitating illness

Middle—student creates a non-profit organization that provides medical equipment for her mother's condition

Conclusion—student wins full-ride scholarship at Presbyterian College to continue her journey toward scaling up medical device services organization to serve more people

## ENTREPRENEURSHIP Impacting meaningful change through creative problem-solving FOR GOOD

Story by Nancy Dyer '20

Maggie Judd "My ball already began rolling before my profit organization, which she began her freshman year at PC last fall. While still a senior in high school, Judd created PC's Service Entrepreneurship Competition and set out to form a business that lends affordable medical equipment to those in need.

Her business plan became an actual business: Upstream Health® (Health Equipment Lending Program). The state of South Carolina praised the organization a recipient of excellence.

"From the moment I saw the competition, I was intuitively intrigued and researched more about the college's service culture and realized how closely my philosophy aligned," Judd said.

"I knew I immediately understood that going to any other college was going to make me take a step back from doing service-related. Instead, Presbyterian College allows me to immerse myself in service for the next four years."

Judd won the competition, PC's first ever service entrepreneurship competition and the largest competition of its kind in the country. She earned a full scholarship to PC for her efforts. Just as significant, she was part of an initiative that helped set the stage for PC to boldly define and claim its position as America's Gateway Service College.



### Taking the Service Entrepreneurship Competition Nationwide

"Service entrepreneurship" is PC's take on "social entrepreneurship," a term which was first used in the early 1980s. Service entrepreneurship involves creative problem-solving that addresses societal challenges at their root causes.

In PC's first ever Service Entrepreneurship Competition, PC invited high school seniors from across the state of South Carolina to create a business plan that solves a problem in their community. Students could win a full scholarship to PC or a scholarship covering at least 20% of their tuition. Plus, winning entrepreneurs received up to \$10,000 in the form of consulting, mentoring, and independent study class credits to put their plan into action.

The competition was so successful that the college opened its second location to high school seniors nationwide.

Judd participated in other college and nationwide competitions where she was in high school, but she said they were "fairly academic."

"None of the other scholarships provided me the same sense of purpose or opportunity this one," she said. "Having this hands-on experience that the Service Entrepreneurship Competition gave me was incredible. I enjoyed the community the competition developed of me."

She says that making the Service Entrepreneurship Competition a national competition helps establish PC as America's Gateway Service College.

"There will not be PC users from other colleges locally and nationally by showing how we really care about others and our communities," Judd said. "PC is willing to give back in any way possible. Who wouldn't want to be a part of a school like that?"

# Leveraging the Institution's Past, Present, and Future as a Motivating Force for Philanthropy

Matt vandenBerg  
President  
Ohio Wesleyan University



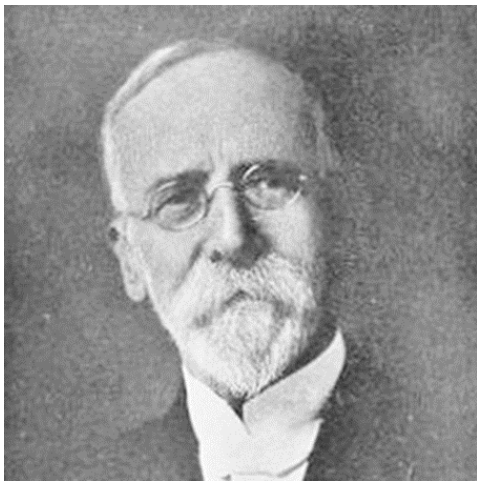
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# Takeaways

(Past + Present) x Inspiration = Exciting Future

## Past

- You have a book – or a history buff
- “Hardscrabble years”
- You were so awesome post-Depression!
- Who are you?

## Present

- SWOT analysis
- **Story’s conflict:**  
higher ed is a mess!
- “Stockdale Paradox”
- You will be  
**distinctive** when...

## Inspiration

- What do your donors value?
- Can you be their problem solver?
- Partnership enables exciting future

Fundraising is not just storytelling; it’s matchmaking.  
Institutional stories are matchmaking tools.

# Telling a Story through Content Marketing

Chad Berry

Vice President for Alumni, Communications and  
Philanthropy

**BEREA COLLEGE**



# Content Marketing

- *"A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer **action.**"*
- <https://contentmarketinginstitute.com/what-is-content-marketing/>



Photo by [Melanie Deziel](#) on [Unsplash](#)

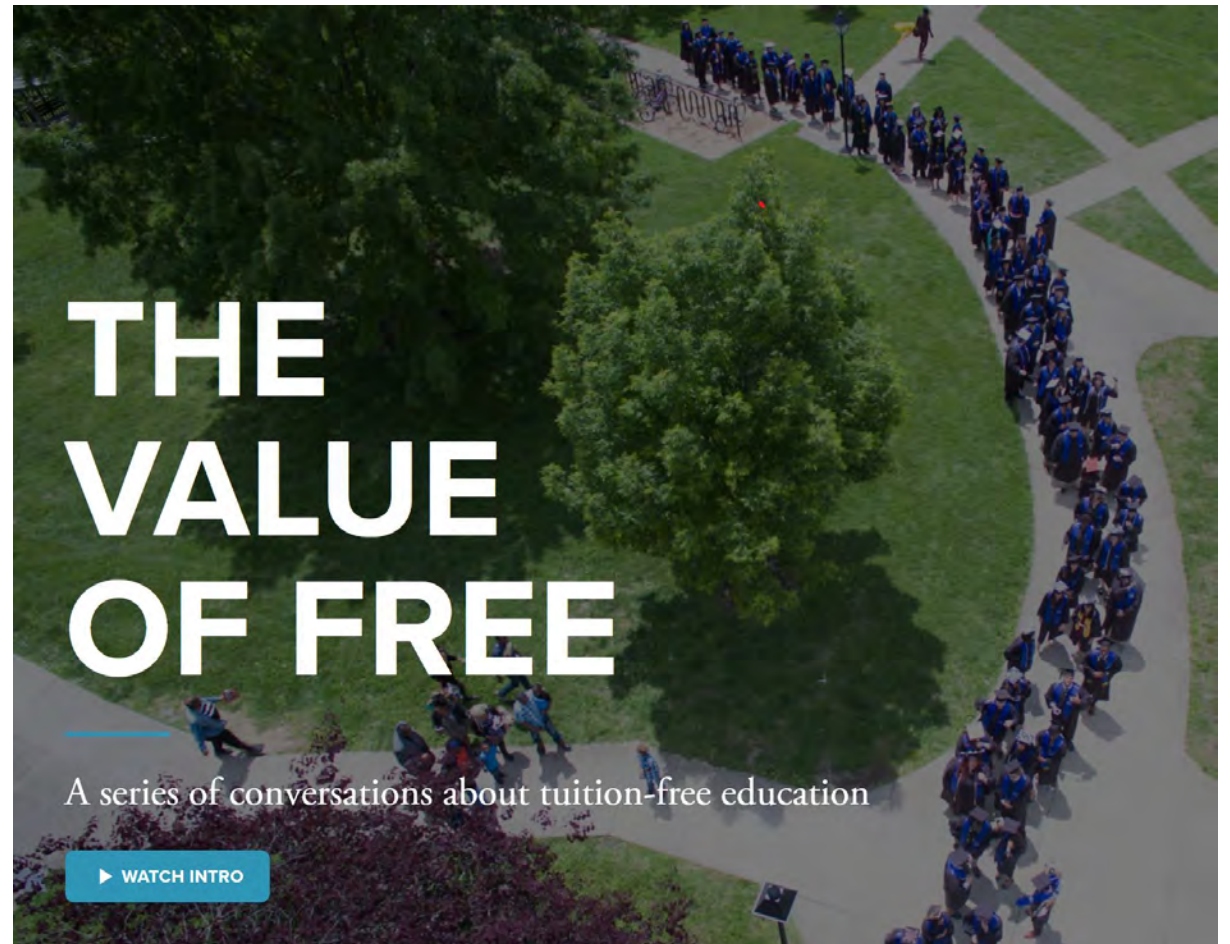
# Example 1: White Paper

- [Berea College: A Model for Working and Learning in Liberal Arts Colleges of the Future](#)



# Example 2: “The Value of Free” Campaign

- [The Value of Free](#)
- See [www.ValueofFree.com](http://www.ValueofFree.com)



# Questions?



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