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
The Fundamentals of Storytelling

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

<table>
<thead>
<tr>
<th>Structure</th>
<th>Character(s)</th>
<th>Conflict</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td>A relatable character creates empathy and provides context for readers/donors to feel like part of the group.</td>
<td>A story without tension is just an anecdote.</td>
<td>A satisfying ending wraps up loose ends, but also leaves the reader/listener wanting more.</td>
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<tr>
<td>Middle</td>
<td></td>
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<tr>
<td>Conclusion</td>
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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
Leveraging the Institution’s Past, Present, and Future as a Motivating Force for Philanthropy

Matt vandenBerg
President
Ohio Wesleyan University
**Takeaways**

\[(\text{Past} + \text{Present}) \times \text{Inspiration} = \text{Exciting Future}\]

<table>
<thead>
<tr>
<th>Past</th>
<th>Present</th>
<th>Inspiration</th>
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| ● You have a book – or a history buff  
● “Hardscrabble years”  
● You were so awesome post-Depression!  
● Who are you? | ● SWOT analysis  
● Story’s conflict: higher ed is a mess!  
● “Stockdale Paradox”  
● You will be distinctive when... | ● 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/
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
Questions?
Thank you for attending this session!