

Reel Change

Nonprofit Video Storytelling for Social Impact



Who We Are



Matthew Reynolds

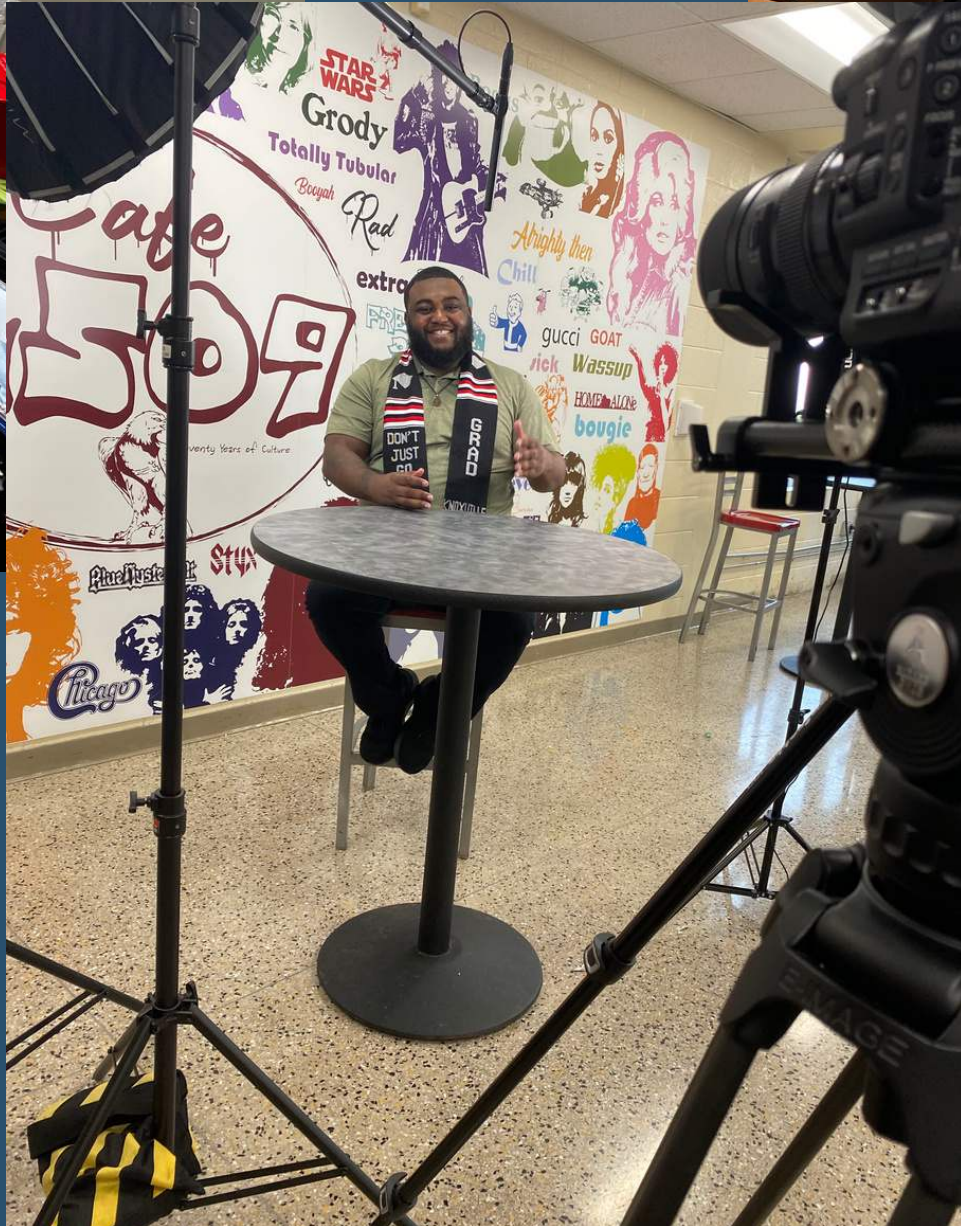
Founder & Director of Impact Storytelling

rusticroots



Impact





What we'll cover



Why Storytelling Matters



Creating a Culture of Storytelling



Preparing for Video Production



Ethical and Trauma-Informed Storytelling



Q&A



Why Storytelling Matters



Why Storytelling Matters

It connects
with the Brain



Why Storytelling Matters

It connects
with the Heart



Creating a Culture of Storytelling

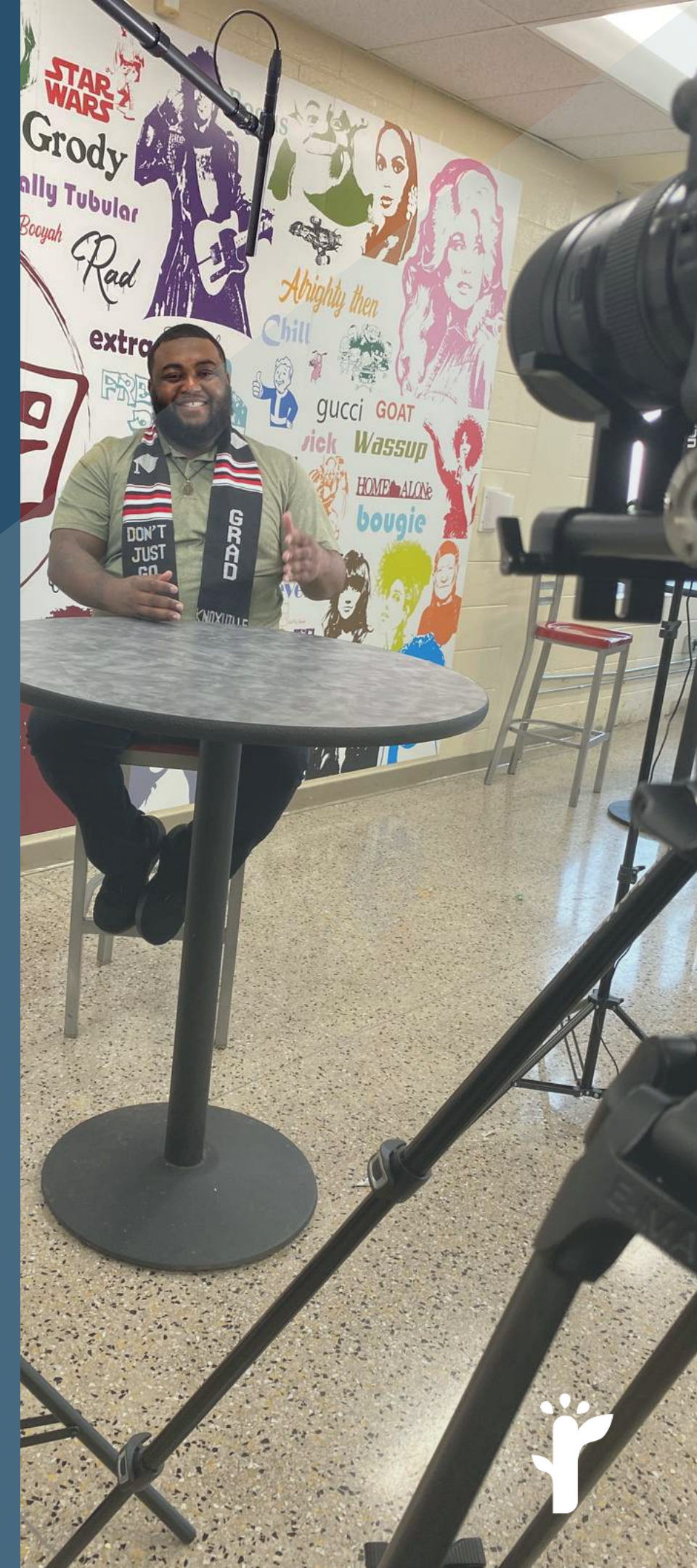


Creating a Culture of Storytelling

Proactive

Constant

Internal and External



Creating a Culture of Storytelling

Storytelling is Not an Island



Creating a Culture of Storytelling

Catalog your stories



What makes a good story?

Human-Focused
Attention-Grabbing



Video Example

The Chick Mission



Preparing for Video Production



Preparing for Video Production

Know Your Audience



Preparing for Video Production

Define Your
Core Message



Preparing for Video Production

Decide What Kind of
Story You're Telling



Preparing for Video Production

Set Solid Goals



Preparing for Video Production

Measure Success



Video Example

The Norwalk Art Space



THE NORWALK ART SPACE
THE PETTY-DRAYTON MUSIC PROGRAM

Ethical and Trauma- Informed Storytelling



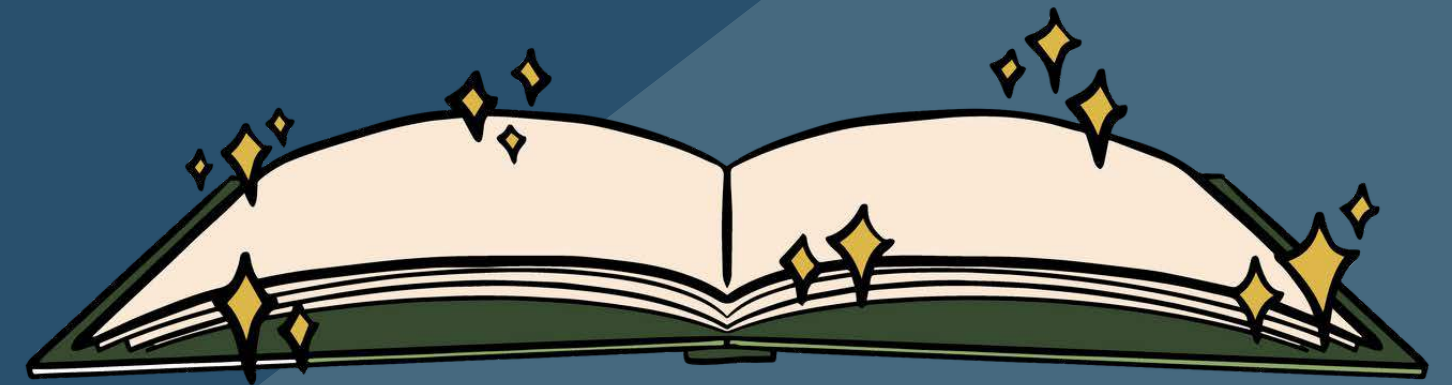
Ethical and Trauma- Informed Storytelling



Ethical Storytelling

Informed Consent

Involve Program Staff



Trauma-Informed Storytelling

Understand how
trauma impacts

Empower Your Subject

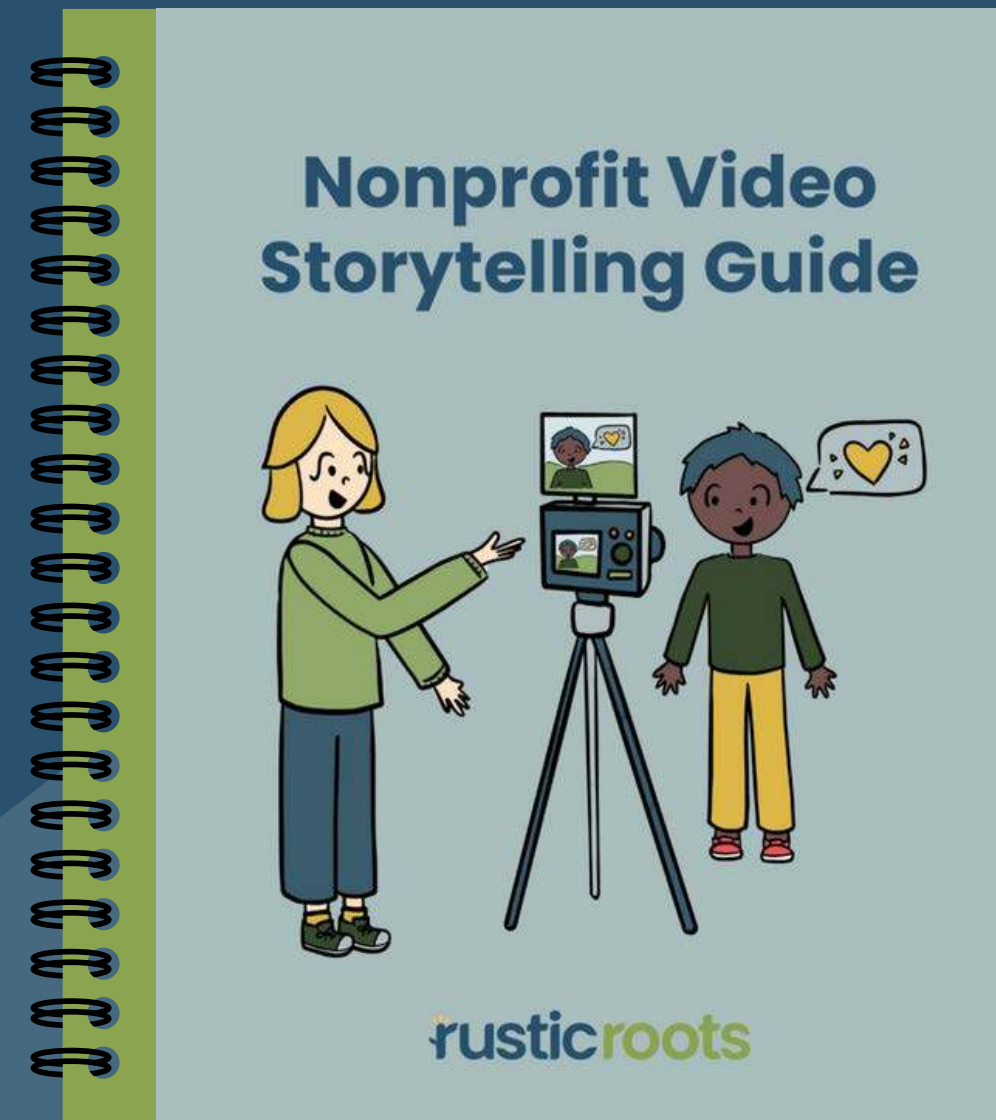
Do No Harm



Q&A



Don't forget to download your **Nonprofit Video Storytelling Guide!**



rusticroots.co/nonprofit-video-storytelling-guide



Thank you!

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