

CREATING A CULTURE OF STORYTELLING AT YOUR LIBRARY

- 1) **Get buy in.** Always explain the WHY (not just “because everyone is doing it”). Tie to overall marketing and fundraising goals.
- 2) **Form a Storytelling Committee.** Eliminate silos. This is not just one person’s job!!
- 3) **Make it fun!**
 - Staff meetings, volunteer orientations, community events – make a list of all the times you get together.
 - Open with a story
 - Bring refreshments.
 - Make it a habit.
 - Address concerns and challenges as they arise.
- 4) **Listen.**
 - Ask leading questions to draw ideas out from your employees, staff, volunteers.
 - Remember, not everyone has the sharing and storytelling mindset!
 - Think about your “front lines” – receptionists, librarians, community volunteers.
 - Don’t be critical.
 - Don’t be dismissive.
 - Be rewarding!
 - Empower people!
 - Ask people to share “feelings” and “experiences” rather than “stories”.
- 5) **Get training.**
 - Hold a storytelling training. Write down some great stories that you have heard and narratives your partners and competitors have used.
 - Write down memorable stories from your own life, share them, discuss and dissect them. What makes these stories memorable and emotional?
- 6) **Compile the stories and story ideas.**
 - Create some examples or just brainstorm a list of ideas to get started.
 - Put in Dropbox.
- 7) **Lead by example.** Tell your own story and be active in the collection and dissemination of your organization’s stories.