

# The Art of Inspiring

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Using Storytelling to Share Your Passion



Tina Snider  
Chief Communications Officer

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Ronald McDonald House Charities of Central Texas

Let me tell you a story

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Baby Paul born in *Austin*

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# Meredith & Baby Paul

Born in Austin

Lives in Atlanta





Families are strongest when  
they're together

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Ronald McDonald House Charities of Central Texas

Here's what I do

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The common thread

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**Storytelling**



I can tell stories all day long

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The baby and the tiny  
Christmas Tree in the NICU window





# Sharing the Christmas Tree story

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# My charge today:

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Enlist your communication expertise in order to teach and help facilitate our learners about how to create and give an effective “elevator pitch.”



Nothing was ever bought  
or sold in an elevator

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My goal today:

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To inspire you to inspire others to want to get involved



*Know your audience*

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I have another story!

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Karen and her son, Ryan



*Another way to tell a story*

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# Effective Communication

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# Effective Communication has Three Components

Messenger

Messaging

Audience





# Put your audience first

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It's not about you

# Carefully craft and prepare your message

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What's your story



You are an important  
part of the story

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Because you are part of the message

# The 5 C's

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Clarity

Conviction

Compassion

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Consistency

Credibility

# Clarity

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What's your main point?



# Conviction

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If message clarity is say what you mean,  
conviction is mean what you say.

# *And yet! Another story*

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The six figure gift



# Compassion

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Being relevant, relatable, passionate

# Consistency

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Repeat your message over and over



# Credibility

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You are what you do, not what you say you'll do

# The 5 C's

Clarity – Your message has to be clear

Conviction – Mean what you say

Compassion – Make your message relevant to people's lives

Consistency – Repeat your message regularly

Credibility – People have to believe you





Bonus C!

BE CONCISE



# Developing Your Message

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What's the best way to tell your stories



## Supporting your message

- Use figures
- Use examples
- Use data
- Historical data
- Evidence
- Anecdotes



# *Ways to Connect*

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# First!

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They have to like you, then they'll listen to you.

Ask a rhetorical question

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# Use your stories

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Give the why!

# Analogy

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News of the day

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Show me a picture

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One more story!

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Paint the picture  
with your words





# Your Message Delivery

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Connect → Proof → Takeaway

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Questions? Or another story?

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