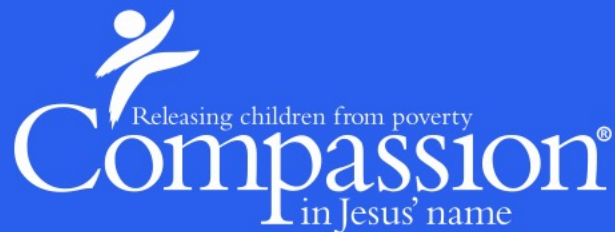
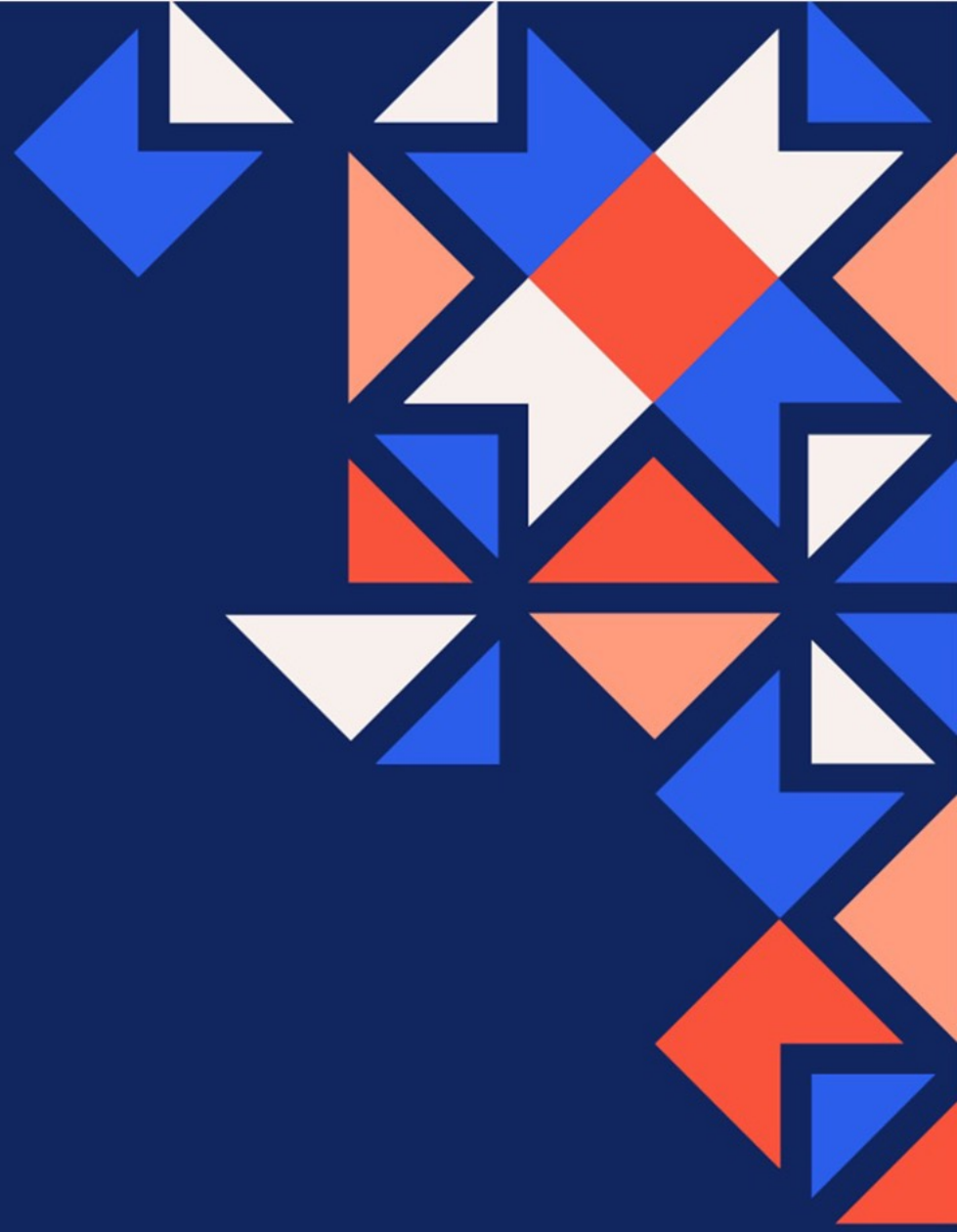


storytellers

A Compassion training resource on
how to tell impactful stories.



storytellers



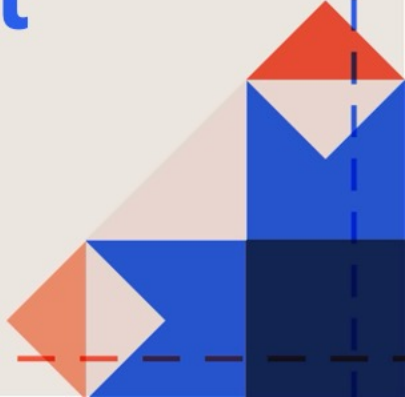
Advocate Storytellers

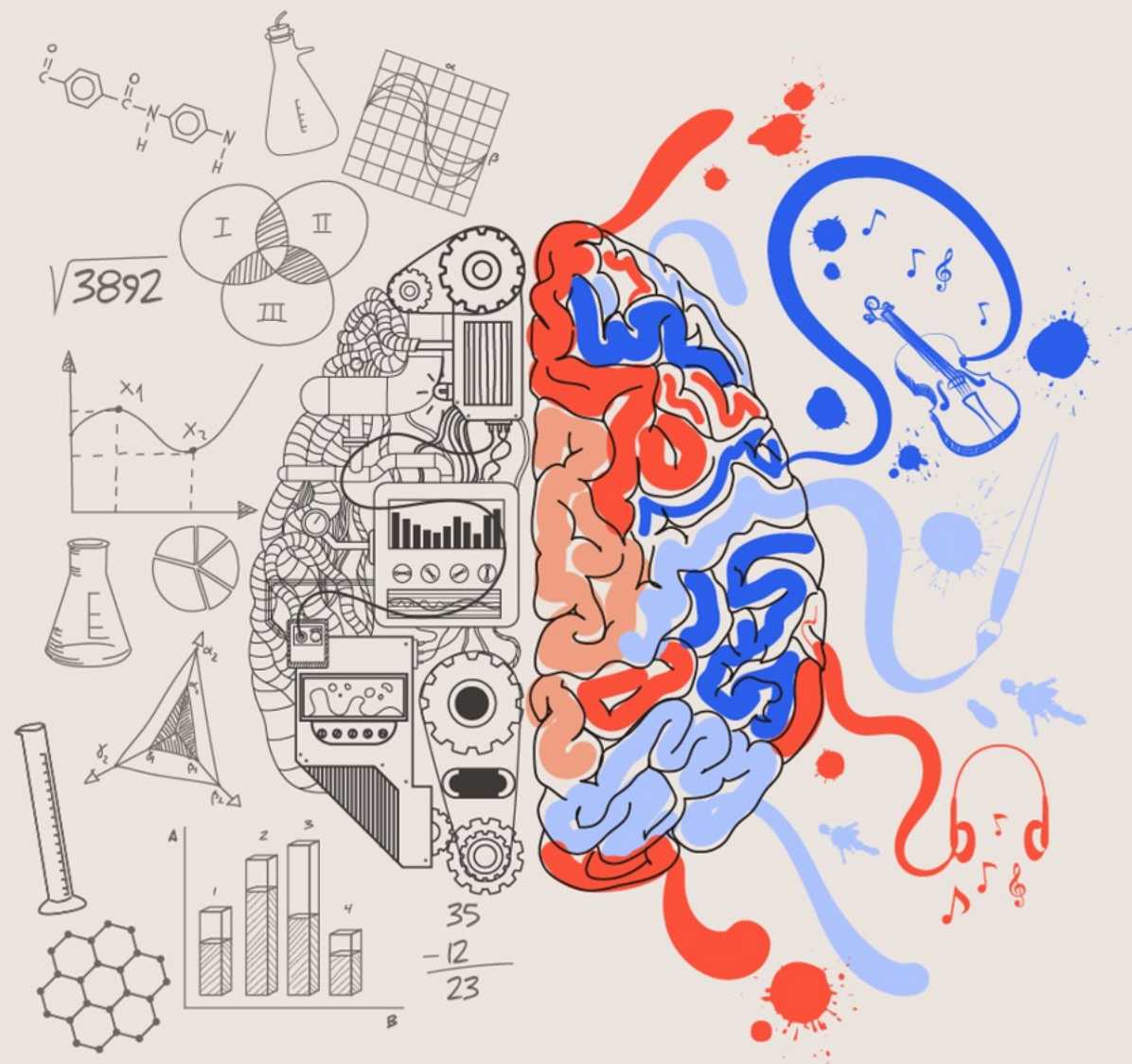
**From Facts to Transformation:
The Neuroscience of Storytelling**

How to inspire action and change lives



Workshop Goals

- **Understand how stories affect the brain**
 - **Move from information to transformation**
 - **Master a simple story framework**
 - **Practice with a Storybuilder Worksheet**
- 






Why Story Works

Facts activate logic. Stories activate the feeling centers of our brain.

Emotional centers	→	empathy
Sensory centers	→	imagination
Mirror neurons	→	connection & trust
Motor cortex	→	action readiness





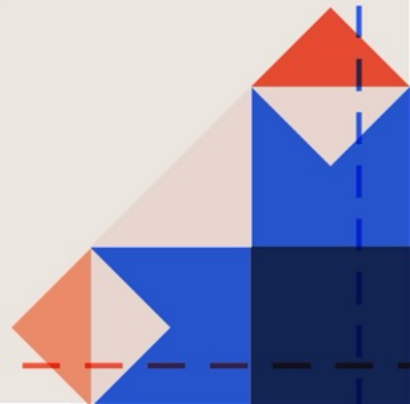
The Shift We Need To Make

**Sharing
Information**



**Inviting
Transformation**

People don't act because they know the facts. People act because they want to feel like part of the solution.



Jessula's Story



Jessula Today



3 Essentials of Action-Driven Storytelling

- **Emotional Engagement**
- **Metaphor and Surprise**
- **Strong Call to Action**

The Storytellers Framework

Part

Purpose

- | | | |
|------------------------|---|--|
| 1. Problem/Pain | → | Engage emotion & empathy |
| 2. Transformation/Hope | → | Illustrate gospel-centered change |
| 3. Invitation/Action | → | Invite people to act; appeal to their God-given identity |



Storybuilder Worksheet

Example

Problem


Jessula grew up with a single mother, eight hungry siblings and, despite big dreams, no access to education. She had no hope for the future.

Transformation

Because of Compassion and the faithfulness of a sponsor like you, now Jessula is a godly and respected teacher pouring back into the lives of children in poverty.

Action

You can help rewrite a child's story today. Please sponsor a child living in extreme poverty, just like Jessula once was. [Follow with call to action and instructions.]





Craft a Strong & Clear Call to Action

- **Ask directly.** What do you want them to do?
 - **Create urgency.** Why now?
 - **Connect action to impact.** What does sponsorship do?
 - **Give clear instructions.** How do they sponsor?
- 

4 Key Takeaways

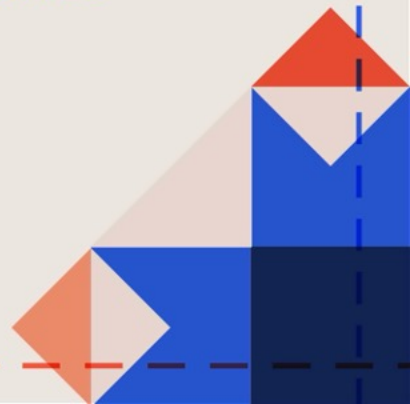
- **Stories > info** light up the brain
- **Metaphor & surprise** make stories stick
- **Highlight transformation** “from-to” shifts
- **Clear, urgent & actionable** calls to action

Level Up!

- Use the **Rule of Ones** for Better Response
- Invite **Immediate** Response
- Create **Multiple Moments** To Respond
- Make Sponsorship **Easy**



Your Next Steps

- Complete the **Storybuilder Worksheet**
 - Refine your **call to action**
 - **Practice your story** with another advocate or friend
- 

Thank You!

Let's release children from poverty together – one story at a time!

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