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DONOR RELATIONS  
PROFESSIONALS



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BUILDING  
RELATIONSHIPS  
FOR GOOD

# We Are All Storytellers

Scott Whitehair

*Storyteller*



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**Connect**

**Values**

**Persuade**

**Inspire**



**Recognize**

**Teach**

**Frame**

**Entertain**



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**The listener is the  
beneficiary.**

**It's *not* about you.**



**A story is a  
conversation.**





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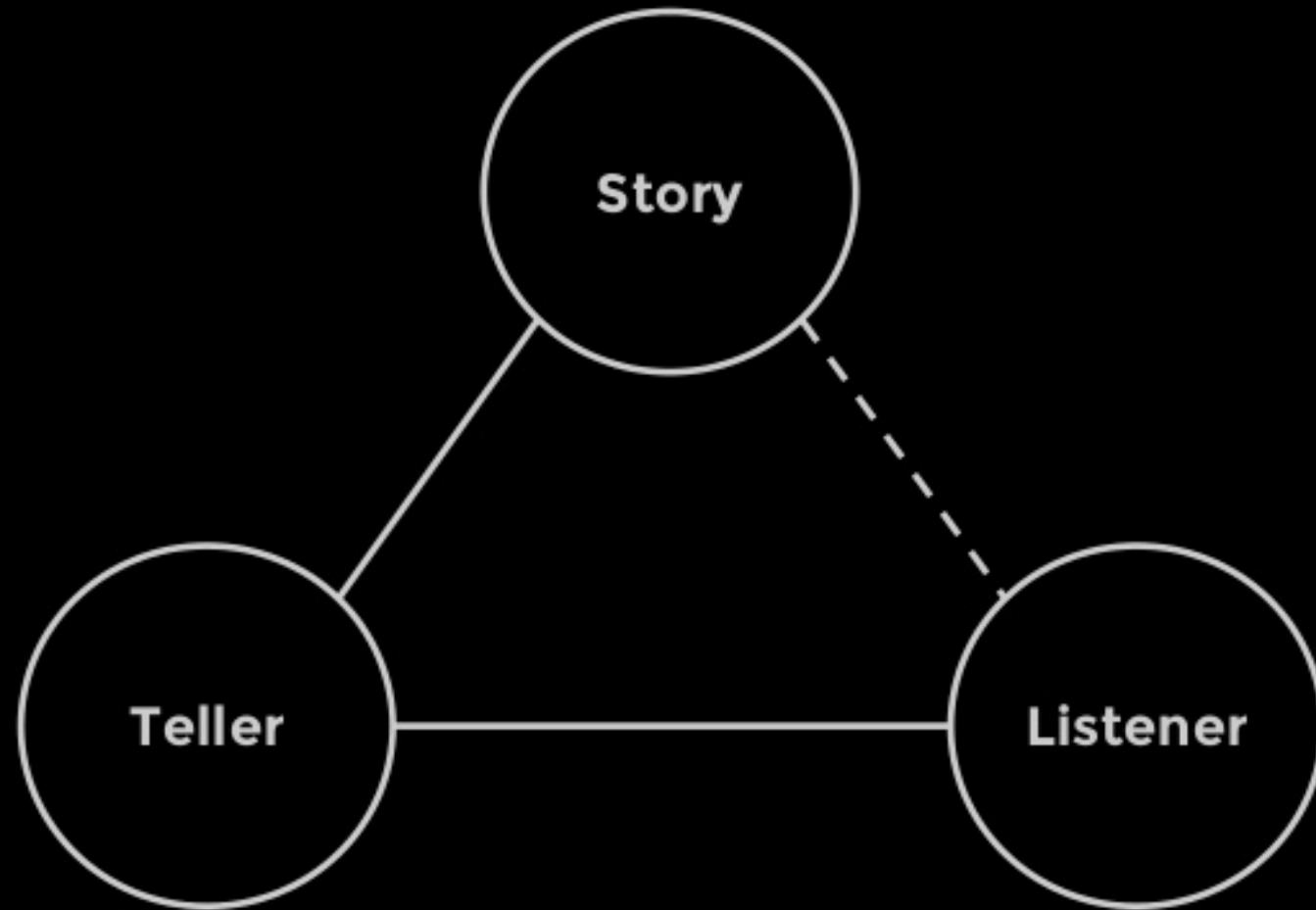


**Every  
audience is  
different.**



**Each telling of  
a story is a  
unique event.**

# Storytelling Triangle





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**STOP  
JUDGING  
YOURSELF!**





**Open up and  
be vulnerable.**



**Bigger is not  
necessarily better**

**Find the moment**

**Throw nothing out**





“It’s all in the art. You get no credit for living.”

-VS Pritchett



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**INVITATION  
EXPOSITION?  
BE VULNERABLE**

A large, faint, grayscale background image of a hand holding a pen, poised to write on a document with horizontal lines. The hand is on the right side, and the pen is pointing towards the center-left.



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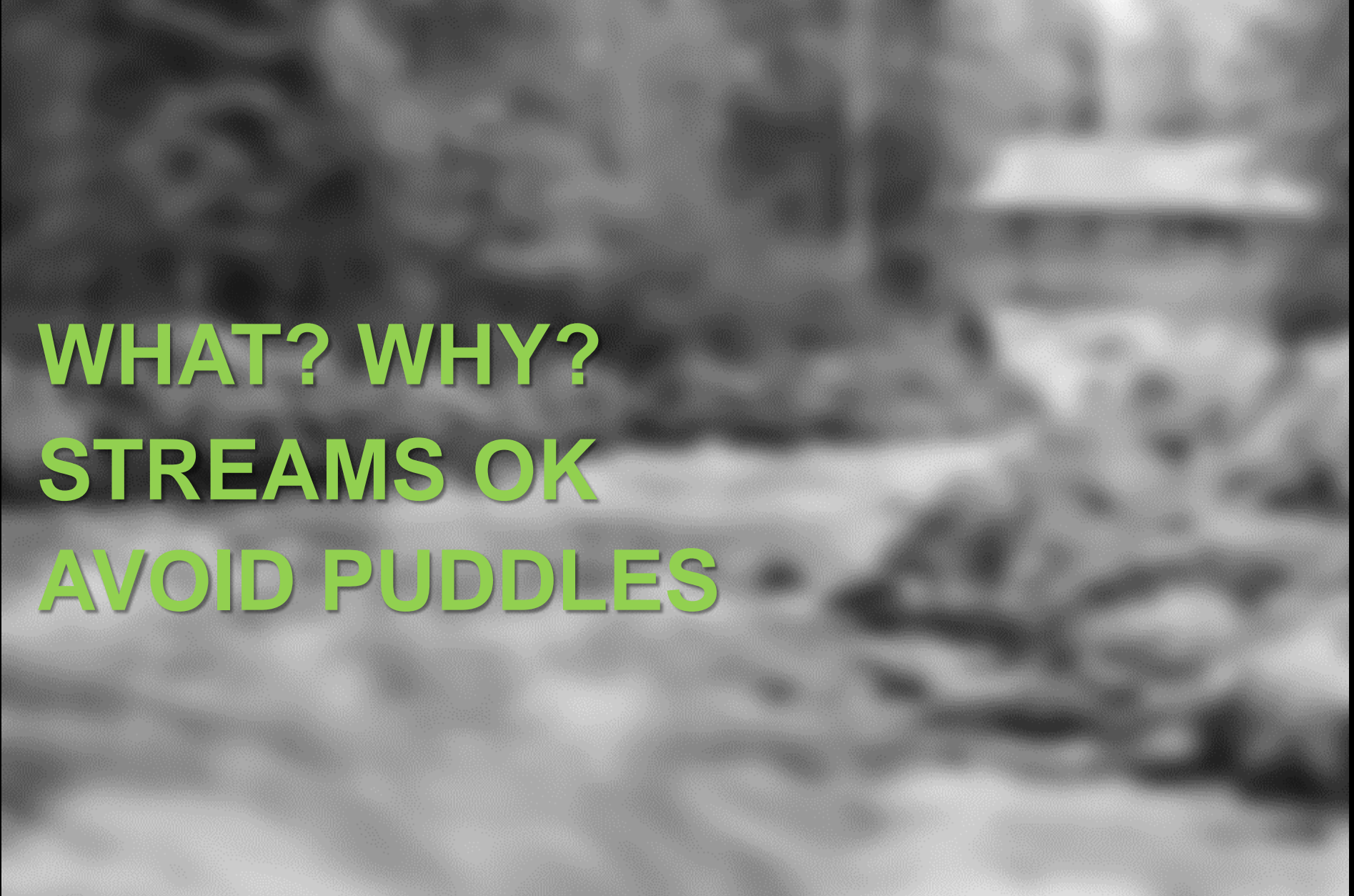
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**WHAT? WHY?  
STREAMS OK  
AVOID PUDDLES**



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A blurred, grayscale background image showing a person's hands holding a pen over a document, suggesting a professional or administrative setting.

**NO PRESSURE  
ONLY THE STORY  
MAKE DECISIONS**



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**MEMORIZATION  
IS OVERRATED**

**TRAP INSTEAD  
OF SAFETY NET**

**AUTHENTICITY**



**More than one path**

**Find the signposts**

**Room for discovery**



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**TELL STORIES**

***REALLY LISTEN***

**IDENTIFY &  
COLLECT**

**PRACTICE**



“Sometimes you  
have to play a long  
time to be able to  
play like yourself.”

- Miles Davis



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# QUESTIONS?

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