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The Secrets of a Great Story

Etelka Lehoczky, Rotary International

- What percent of a web page does the average reader read?



Users only read 20 to 28% of a
webpage before clicking away.

--UXplanet.org, April 8 2022





We experience an interruption every
eight minutes, or about seven or
eight per hour.

--The Guardian, Oct 14 2018



How do you keep your reader's
attention?



STREET FIGHTS | JULY 6, 2023

The Battle of Fishkill When Domenic Broccoli set out to expand his IHOP empire upstate, he didn't expect to find a grave site — or start a war.

By Reeves Wiedeman, a *New York* features writer who has been on staff since 2015

The flapjack king and the archaeologist and his army.
Photo: Stefan Ruiz





The Battle of Fishkill

By Reeves Wiedeman

Curbed.com

July 6, 2023

Domenic Broccoli, the IHOP kingpin of the Bronx, lives a good life. He drives a nice car, spends time with his six grandkids, and golfs often enough to have a tan for most of the year.



He owns a four-bedroom home in Pelham Manor, a house upstate, and IHOPs throughout the borough where he grew up, each of which runs smoothly enough to give Broccoli the time and resources to devote himself, at the age of 66, to the animating force in his life: destroying his enemies.

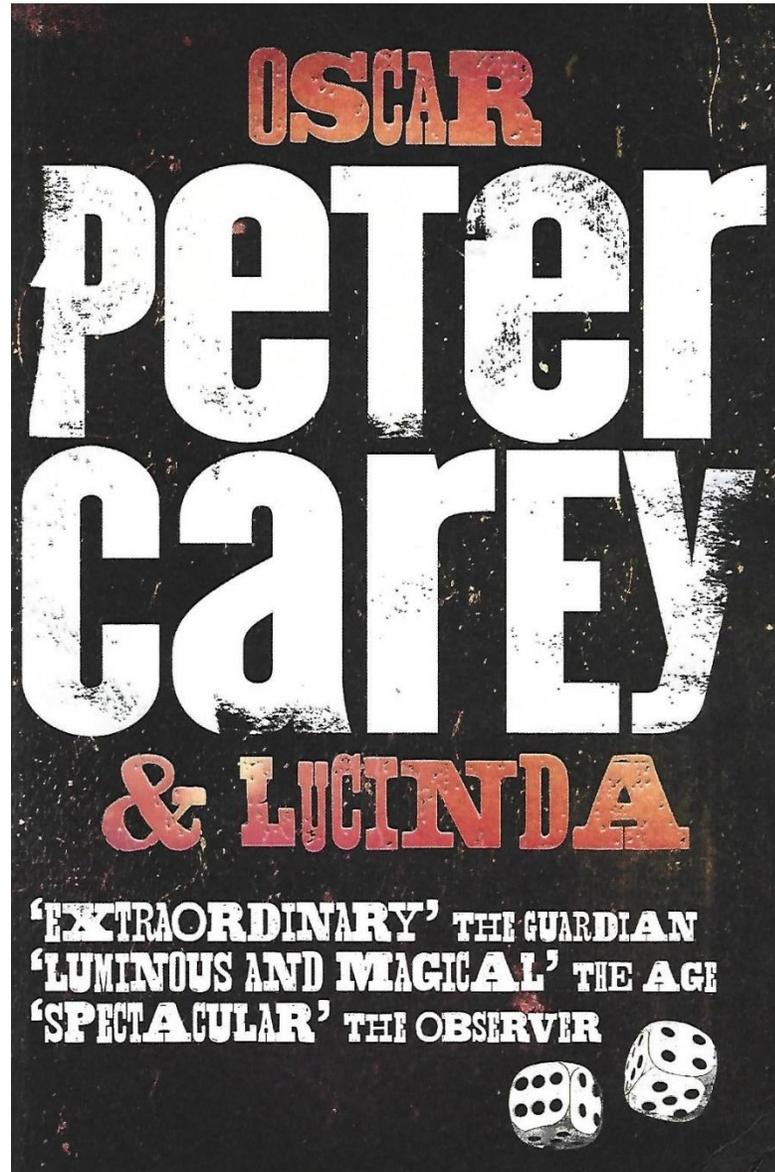


This mission came as a surprise to Broccoli, who had little reason to expect that trying to expand his pancake empire into upstate New York — and to build his grandest IHOP yet — would lead to such conflict. But sometimes that's what happens when you find a dead body.



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There would have been no church at Gleniffer if it had not been for a Christmas pudding.

There would have been no church at Gleniffer if it had not been for a Christmas pudding. There would have been no daguerreotype of Oscar Hopkins on the banks of the Bellinger. I would not have been born. There would be no story to tell.

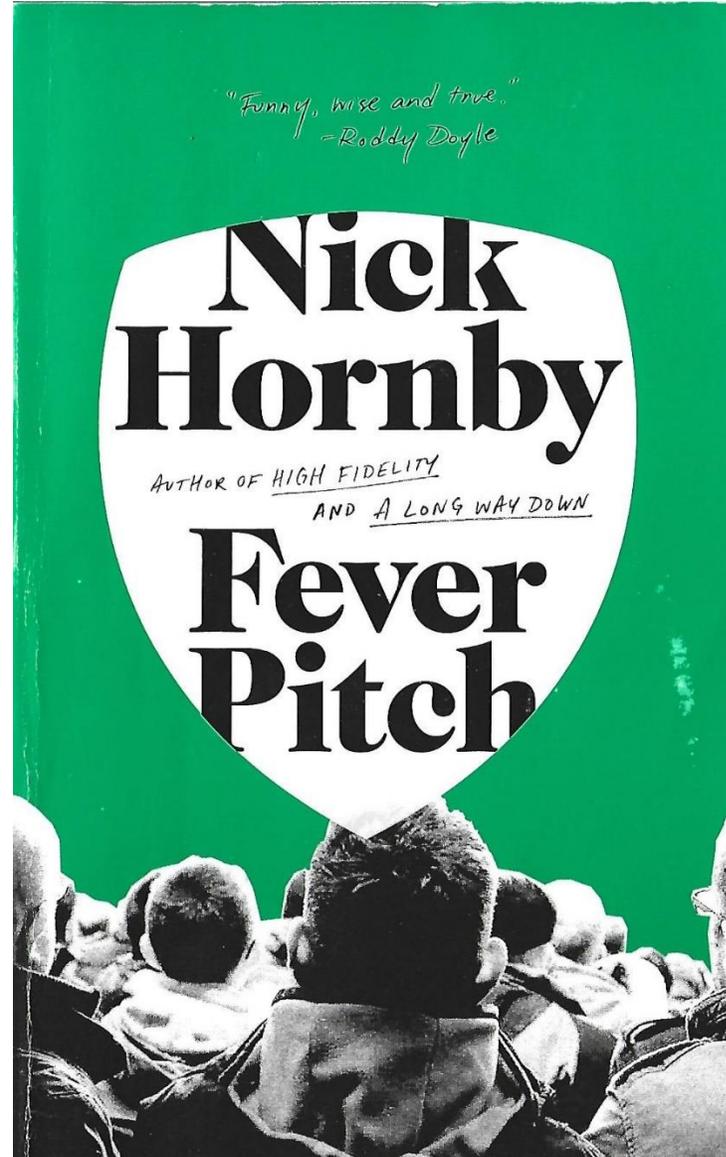
This was not a normal Christmas pudding. It was a very small one, no bigger than a tennis ball. It contained two teaspoons of glace cherries, three dessertspoons of raisins, the peel of one orange and the juice thereof, half a cup of flour, half a cup of suet, a splash of brandy, and, apart from the size, you would not think it was such an abnormality were it not for the fact that it was cooked in the cottage of my great-great-grandfather, Theophilus Hopkins, in Henna-combe, Devon, England.

Theophilus Hopkins was a moderately famous man. You can look him up in the 1860 *Britannica*. There are three full columns about his corals and his corallines, his anemones and starfish. It does not have anything very useful about the man. It does not tell you what he was like. You can read it three times over and never guess that he had any particular attitude to Christmas pudding.



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INTRODUCTION

SUNDAY, 14TH JULY 1991

It's in there all the time, looking for a way out.

I wake up around ten, make two cups of tea, take them into the bedroom, place one on each side of the bed. We both sip thoughtfully; so soon after waking there are long, dream-filled gaps between the occasional remark – about the rain outside, about last night, about smoking in the bedroom when I have agreed not to. She asks what I'm doing this week, and I think: (1) I'm seeing Matthew on Wednesday. (2) Matthew's still got my *Champions* video. (3) [*Remembering that Matthew, a purely nominal Arsenal fan, has not been to Highbury for a couple of years, and so has had no opportunity to watch the more recent recruits in the flesh*] I wonder what he thought of Anders Limpar.

And in three easy stages, within fifteen, twenty minutes of waking, I'm on my way. I see Limpar running at Gillespie, swaying to his right, going down: PENALTY! DIXON SCORES! 2-0! . . . Merson's back-heel flick and Smith's right-foot shot into the far corner in the same match . . . Merson's little push past Grobbelaar up at Anfield . . . Davis's swivel and smash against Villa . . . (And this, remember, is a morning in July, our month off, when there is no club football of any kind.)

kind.) Sometimes, when I let this dreamy state take me over completely, I go on and back, through Anfield '89, Wembley '87, Stamford Bridge '78, my whole footballing life flashing before my eyes.

‘What are you thinking about?’ she asks.



Choose “impact” words

soothed gave
realized engaged healed
kindness lost lured
excited won aided lavish
found envisioned
striking discovered imagined relief
generous exhilarated



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OXFORD
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*Writer's
Thesaurus*

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For the writer in everyone



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Donor relations: Examples

PIPELINE INFRASTRUCTURE TO A MARGINALIZED COMMUNITY

BAO THUAN,
VIETNAM



Flooding, pollution, competition for water during the dry season, and contaminants contribute to deterioration in clean water supplies in Vietnam. This global grant established pipeline infrastructure to transport clean, safe water to 1,500 people living in Bao Thuan Village in the Lam Dong Province.

Residents of the area rely on agriculture for their livelihoods. Children often bear the burden of walking miles each day to find water in contaminated ponds. Sickness and the time lost fetching it robs people in the community of their futures. The new pipeline provided a lifeline to a reliable supply of quality water that is instilling hope and strengthening physical and economic wellbeing.

NEW:

- The lives of 1,500 people in the Lam Dong Province of Vietnam were transformed by a Rotary global grant. In the village of Bao Thuan, water shortages affect all the residents' lives – even the children's.
- A variety of factors contribute to shortages: Flooding, competition for water during the dry season, and contaminants. Children often bear the burden of walking miles each day to find water in contaminated ponds. Sickness and the time lost in fetching water robs people in the community of their futures.
- The Rotary grant funded a new pipeline to provide a reliable supply of quality water. The pipeline is giving the villagers hope and strengthening their physical and economic wellbeing.

ANTIGUA EDUCATION TRAINING

ST. JOHN'S, ANTIGUA



The goal of this global grant project was to improve access to quality education for students in primary schools and women in Antigua, one of the two major islands that make up the Caribbean nation of Antigua and Barbuda. Building on previous initiatives, this project brought approximately 500 computers and more than a dozen Wi-Fi networks to primary schools, training to teachers, and a sewing center to communities in need.

With limited resources, the Antigua Ministry of Education prioritizes technological support in secondary schools. Reliable internet access allows the primary students to achieve digital literacy necessary for success in and after secondary school. Equipped with the training they need to support their students, teachers can effectively advance student progress. Access to sewing training and resources also means more women can build entrepreneurial skills that allow them to improve their financial stability. The project has benefited 2,500 people.

NEW:

- **From computers to sewing machines**, Rotary provided a range of technologies to schools in Antigua. The Antigua Ministry of Education prioritizes technological support in secondary schools, but has limited resources.
- Building on previous initiatives, this project brought approximately 500 computers and more than a dozen Wi-Fi networks to primary schools, as well as teacher training **and a sewing center**. The project has benefited 2,500 people.
- Reliable internet access allows students to achieve the digital literacy necessary for success in and after secondary school. **Access to sewing training and resources also means more women can build entrepreneurial skills** and improve their financial stability.

HUMAN TRAFFICKING AND DOMESTIC VIOLENCE CENTER

KANSAS, UNITED
STATES



This global grant helped to establish a drop-in center for victims of human trafficking and domestic violence in a central area of Topeka, Kansas, USA. The center supports their psychosocial needs and assists them with basic needs in a safe environment. It also serves as an entry point for longer-term community support services.

People most in need of the support range in age from 18 to 66 years; 92 percent are female and eight percent are male. Clients overwhelmingly utilize the center as a place of respite, as well as a place to make a meal and do laundry. Staff check in with each client and provide case management for those with identified goals that can be supported by the center's advocates. The center also hosted gatherings to provide self-care items that support clients' emotional well-being. Many have expressed gratitude about the support, respect, and dignity they receive when they turn to the center for help.

NEW:

- **What's the best way to aid victims of human trafficking and domestic violence?** A Rotary global grant helped such victims in Topeka, Kansas, USA. People most in need of the support range in age from 18 to 66 years; 92 percent are female and eight percent are male.
- **A global grant helped establish a drop-in center to meet a range of needs.** The center supports their psychosocial health and assists them with **basic life needs** in a safe environment. It also serves as an entry point for **longer-term community support services.** Clients overwhelmingly utilize the center as a place of respite, as well as a place to make a meal and do laundry.
- **The center helps victims in other ways,** including **having staff to check in with each client.** The center **hosted gatherings to provide self-care items** that support clients' emotional well-being. Many have expressed gratitude about the support, respect, and dignity they receive when they turn to the center for help.

Questions?



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Minneapolis
2023

