

# How to use the power of storytelling.

Make a list of all the wonderful things you're Lions Club has done in the past 6 months. Remember the eye screening were you were able to improve a child's vision, cook pancakes to raise funds or an open house to build awareness to our causes. Now for the scary part! Ask your members what **THEY** remember. Ask your community... As Lions, we're fantastic at getting things done, seeing projects to completion, raising funds and improving our communities. Unfortunately, we rarely take credit for the work we do. We're not very good at telling our stories.

Stories excite us. Great storytellers know how to use words and images to capture us and engage us at a very emotional level. We become so wrapped up in the story, we sometimes lose track of time and just sit wide-eyed as we listen to the tale unfold. How powerful would it be to have the ability to get our members wrapped up into our stories? Nobody is going to do it for us...we have to champion this effort ourselves. Here are a few tips that will make your Lions Club members better storytellers for your organization:

- Define the **ACTION** you want your audience to take after reading your story (join Lions; donate time or money, etc.)
- Identify an **EMOTION** that will lead the audience to take the desired action (unfortunately, negative emotions are usually the most effective...fear of losing out on an opportunity, frustration with the current situation or the proposed change you're hoping to defeat, and so on)
- Tell your story from the **WHY** vantage point (forget who, what, where, when and how for a moment and focus on why they should feel the emotion and why they should take action to fix the problem).

As Lions, it is up to us to make sure we take better advantage of the opportunities we have to communicate to our community effectively via emails, newsletters, videos, social media posts and whatever else we have at our disposal.

Remember it is up to us to promote Lions.

MD6 Public Relations

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