



Telling Your Rotary Story Online

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Rotary International Convention



People are wired to hear stories

- Our brains are more active when we hear stories
- Strong stories inspire us to act

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

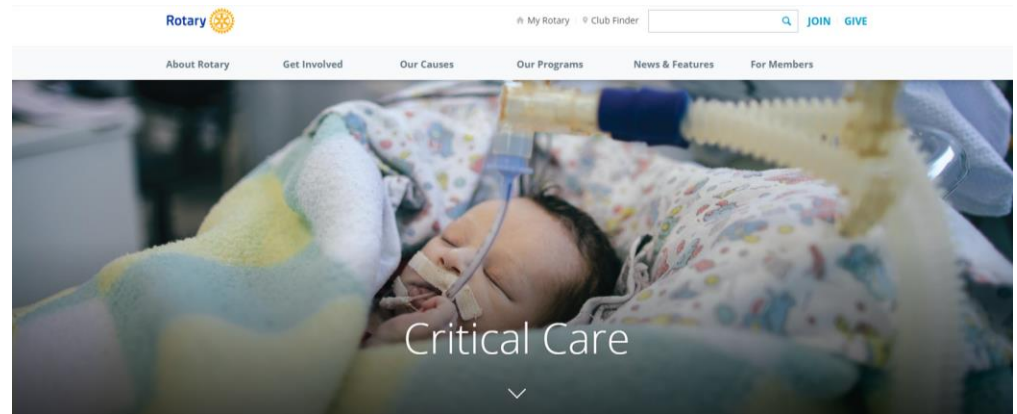
CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

One Spot/<https://visual.ly/science-storytelling>

We learn through stories

- Stories connect us to strangers
- Stories allow listeners to turn an idea into their own idea and experience
- Stories create emotional resonance



Linked through sister cities, Rotarians save newborns in Brazil

By **Vanessa Glavinskas** | Photographs by **Robert Gill** SHARE: [f](#) [t](#) [e](#)

A mother is in labor, and she's frightened. Her baby isn't due for three months. The closest hospital is 30 miles away, and although she makes it there in time, the baby is born weighing barely 2 pounds.

And there's another problem.

The hospital's neonatal intensive care unit has only seven incubators, and all are in use, so the baby must be transferred to another hospital to receive the critical care he needs. If he survives the transfer, his parents will need to find a way to make trips to that hospital for months.

Which would you read?

The Rotary Foundation of the United Kingdom receives gift of £1.25 million from accomplished pianist and teacher

Thrifty widow leaves her entire £1.2MILLION fortune to help poor children in Africa
Retired music teacher Helen Ruddock, 96, spent as little as possible on food and clothes and invested shrewdly

Helen Ruddock of Suffolk, England bequeathed a generous donation of £1.25 million to The Rotary Foundation. Having passed away in 2015 at the age of 96, and although not a Rotarian herself, Mrs Ruddock had a passion for improving the lives of others.

Her introduction to Rotary and The Rotary Foundation was made by a close friend, who was a member of the Rotary Club of Halstead

Despite not being a member of Rotary, Mrs. Ruddock exhibited many of the values of Rotary throughout her life with her involvement in her local community and by devoting her time and talents to help others.

for a number of years.

A frugal widow who lived without any luxuries has left her estate of more than £1.25million to charity.

Helen Ruddock, 96, spent as little as possible on food and clothes and used buses despite being a millionaire.

The retired music teacher amassed her fortune by shrewdly investing on the stock market and buying and selling property.

The thrifty pensioner, who had no children or close family, shocked her friends by leaving a net estate of £1,269,628.

Who is your audience?

- Internal: Instill pride in Rotarians
- External: Make people want to join, volunteer, donate

Content that appeals to external audience will appeal to internal, but not vice versa



Hunted for body parts and isolated by fear,
Tanzanians with albinism find safe futures with
help of Rotary, Sister Martha

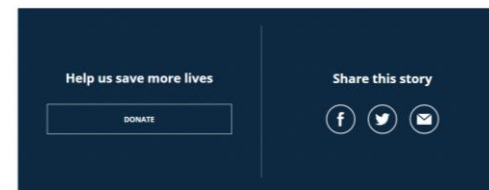
By [Jonathan W. Rosen](#) | Produced by [Miriam Doan](#)

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It's the peak of the afternoon in Nyamizeze, Tanzania, and Martha Mganga is in her element.

Better known as Sister Martha, the 54-year-old Rotary community advocate is one of her country's most prolific campaigners for the rights of people with albinism, the often-misunderstood, inherited condition characterized by abnormally light skin, eyes, and hair, limited vision, and extreme sensitivity to the sun.

Mganga, an albino herself, has spent three decades helping those with the condition get an education, protect themselves from harmful ultraviolet rays, and fight pervasive myths and stigmas, including false beliefs, propagated by rogue witch doctors, that albino body parts can bring good luck or fortune.



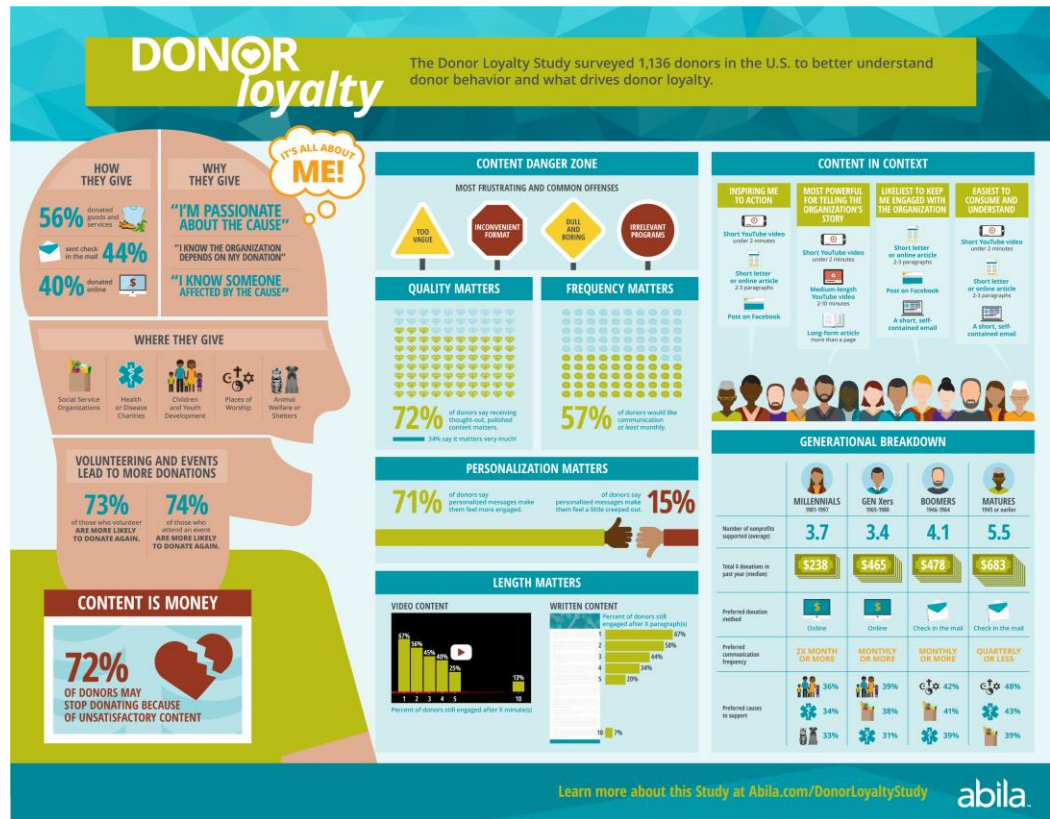
What drives people to join?

- Passion for a cause
- Friendships, connections
- Conveys value to world
- They want to do something
- Make a difference
- Belief



What drives donors to give?

- Passion for a cause
- They want to do something
- Memorialize someone
- Belief



What do people think Rotary is?



The best stories are:

1. Action-oriented
2. Leaders
3. Inclusive
4. Innovative
5. Diverse
6. Global
7. Demonstrates impact

World's Greatest Meal generates \$7 million to fight polio

When Susanne Rea became polio chair of Rotary District 9550 in Queensland, Australia, she was living a quiet retirement of reading books and gardening.

But as she brainstormed ways to engage her fellow Rotarians in the campaign to end polio, she had an idea, and her life changed completely.

In 2014, Rea founded **World's Greatest Meal**, a program in which Rotarians host meals, anything from two people having lunch to elaborate gourmet dinners, and ask for donations. WGM started small but has grown enormously, and, with matching funds from the **Bill & Melinda Gates**



3,759

events held in 74 countries

212,700

participants worldwide

\$7.4 mil

raised with matching funds from the Bill & Melinda Gates Foundation



Rotary members in a small town of Nova Scotia, Canada, took action to bring two families from war-torn Syria to their country, where the refugees are starting a new life.

By **Ryan Hyland** | Produced by **Andrew Chudzinski**

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This explosion was close – much closer than the others that had rattled the village on the outskirts of Homs, Syria, where Sultanah Alchegade lived with her four young children. This one hit the school next door, blasting out one of the walls of their house.

Alchegade grabbed the children and ran into the night and the choking smoke and dust. A neighbor helped her carry her three-year-old twin boys, Mounzer and Kaiss; another drove the pickup truck they all clambered into. Over the next several days, as bombs continued to fall, the family – including daughters Kawthar, age six, and Roukia, a baby – took refuge in a nearby forest, sleeping under the trees as Sultanah tried to figure out their next move.

In neighboring Lebanon, Sultanah's husband, Mazen, frantically tried to contact his wife. For years, Mazen had shuttled back and forth across the border every few weeks to do construction work on high-rise buildings in Beirut. While the jobs provided an income for his family, he says, the separation was hard. But their situation had just gotten much harder.



Help Rotary support peace efforts around the world

DONATE

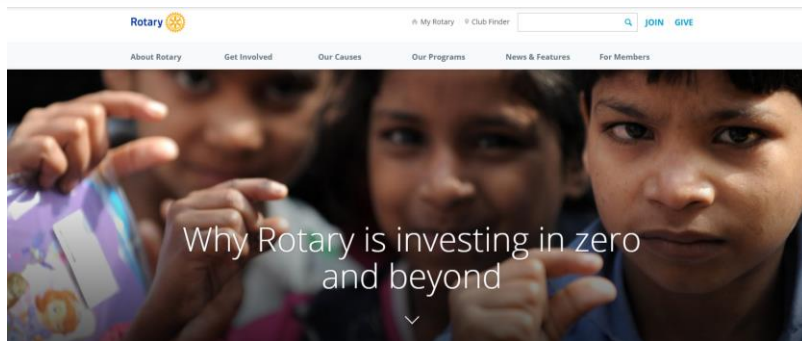
LEARN MORE



Watch Rotary members talk about how to sponsor a refugee family

The Rotary Club of Amherst in Nova Scotia, Canada, partnered with two local churches, the First Baptist and Holy Family, to sponsor two Syrian refugee families. Club members used their experience and skills to help guide the initiative. Watch project leaders from all three organizations talk about how they achieved success.

On rotary.org



Funds also went to initiatives in Somalia to cover the cost of more than 400 micro-planning workshops, 13,800 vaccinator and announcer trainings, and the use of more than 1,700 vehicles.

"I think sometimes people don't realize the scale of what these immunization campaigns are actually like," McGovern says. "Rotary and its partners have administered 15 billion doses since 2000. We've immunized 2.5 billion kids. Repeatedly reaching the kids to raise their immunization levels is very personnel-intensive."

A vaccination campaign is almost mind-bogglingly complex. Rotarians' contributions pay for planning

15 billion

polio vaccines given since 2000

2.5 billion

children vaccinated since 1988



Here are the steps needed to ensure polio is truly gone forever:

One of the most important aspects of the fight to eradicate polio is detection. This requires continuous surveillance that is complicated and costly. Polio surveillance consists of two parts. First, doctors and community health workers monitor children for acute flaccid paralysis. The second part of the process involves local authorities collecting samples from sewage systems or in places that don't have adequate sanitation facilities, including rivers or bodies of water near a large group of residents.

Ninety percent of people infected with the virus show no symptoms, and those who do usually have mild symptoms such as fever, fatigue, and headaches. Only one in every 200 cases of the illness results in paralysis, which means that for every child who is paralyzed, several hundred are carrying the disease and may not show it.

And not every case of paralysis is caused by polio. Other viruses that can cause the polio-like symptoms known as acute flaccid paralysis include Japanese encephalitis, West Nile, and Zika. To determine if a patient has polio, health workers must collect two stool specimens 14 days apart and send them to a lab for testing.

145 labs

monitor polio around the world

72 countries

are being monitored for polio

Our stories need to

- Contain with characters and conflict
- Show impact
- Show action
- Change Rotary's image
- Be polished, professional
- Appeal to external audience
- Feel true, honest



Rotary partners with ShelterBox to help devastated communities. Meet the members on the front lines of disaster relief.

By **Brad Webber** | Photographs from **ShelterBox**

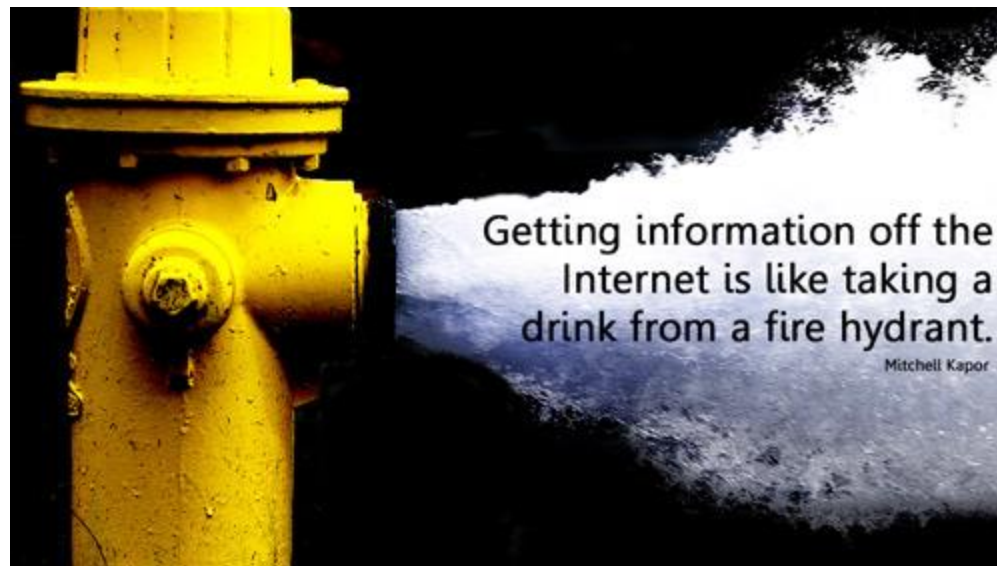
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Three days after Typhoon Haiyan smashed into the Philippines in November 2013, Derek Locke was tramping among the sinews of uprooted palm trees, downed power lines, and fragments of homes shattered by one of the region's deadliest disasters.

What about digital?

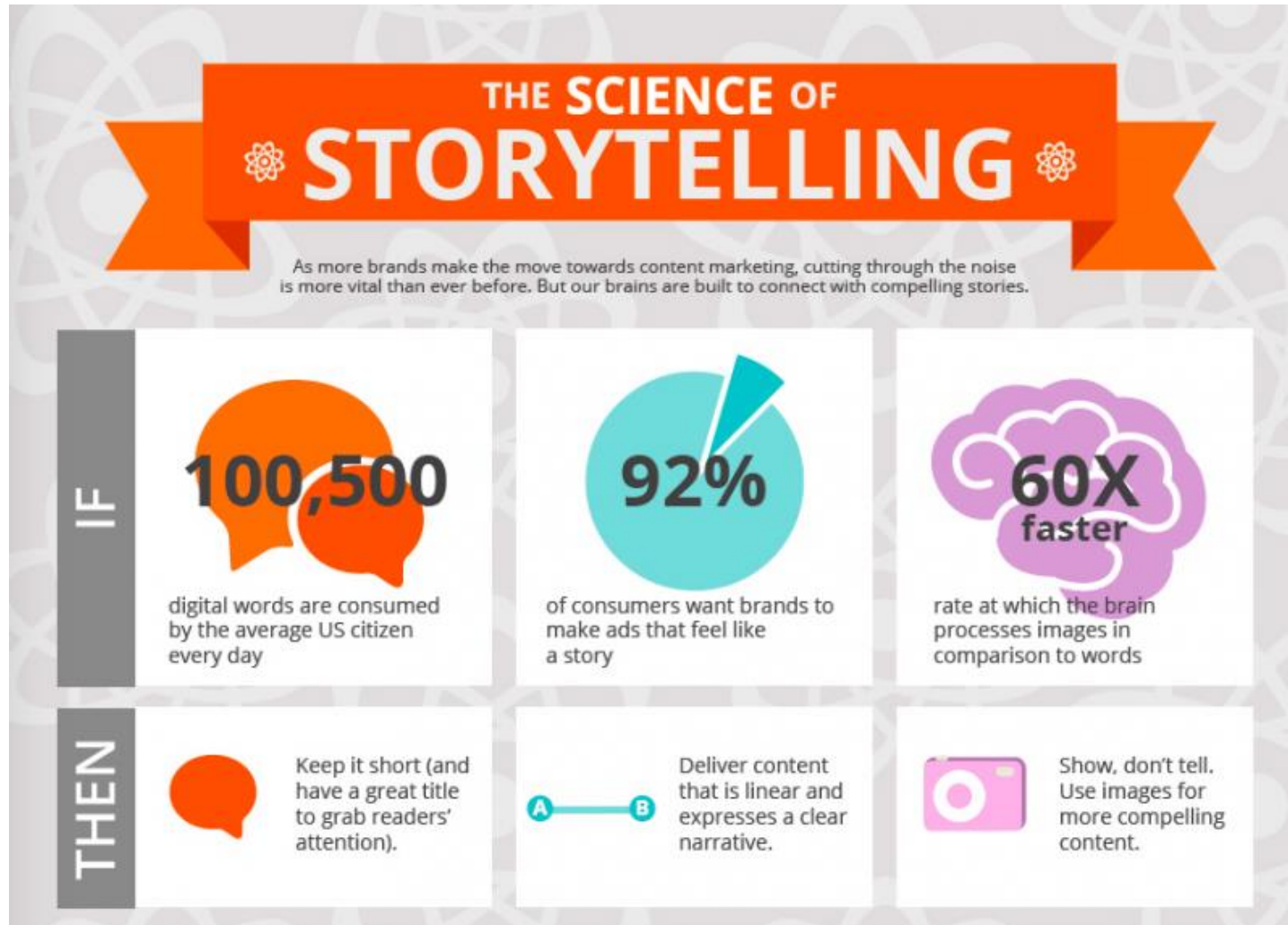


- Hyperconnected people are inundated with information.
 - You need to stand out from the clutter.



Every 60 seconds online





- 1-2 sentences per paragraph
- 20-25 words per sentence
- Break up your content with
 - Lists
 - Breakheads
 - Art
 - Numbers

List of Pledges



\$450 million

Bill & Melinda Gates Foundation

"The incredible efforts of Rotarians, governments, health workers and partners—including those who have gathered here today—are close to making history," said Bill Gates. "These new commitments will help ensure that we can finish the job."



\$154.7 million

Pakistan

The significance of this moment cannot be overstated. Seeing such strong and unrelenting support from countries around the world reminds us that this is a truly global effort and renews our national resolve to banish this disease from our country.



\$150 million

Rotary International

"The global eradication of polio has been Rotary's top priority since 1985. Rotary members have been the driving force behind the fight to end polio since its inception," said John Germ, President of Rotary International.



\$134.6 million

Nigeria

Crucial innovations as well as human and financial resources made it possible for us to find poliovirus that had been circulating in remote and insecure areas of our country. Today's new funding and renewed commitment will help us make sure that the disease has no safe harbor and is rooted out once and for all.

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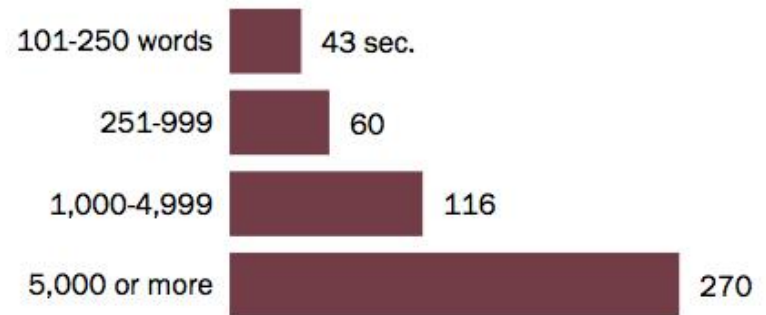
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Wait! Don't be afraid to go long

- Respect reader's time
- Is this long because it's rich with detail, characters, conflict?
- Is this long because you have a lot you want to say?

Articles with higher word counts display higher levels of engaged time on cellphones

Average engaged time across complete interactions on cellphones



Note: A complete interaction represents all of a unique visitor's sessions with one article on a cellphone.
Source: Pew Research Center analysis of September 2015 Parse.ly anonymized data of digital news publishers
"Long-form Reading Shows Signs of Life in Our Mobile News World"

PEW RESEARCH CENTER

Questions?



“In our world of 24/7 news feeds, social media, etc., we are trying to drink from a firehose of information, and we’re finding ourselves bowled over yet still thirsty. ... The storytelling movement is about restoring ... a more authentic means of learning from each other and drawing meaning from our own experiences.”

— Sarah White,
“A Storied Career” by Katharine Hansen, PhD