



Workshop 3 Storytelling

Stories are what bind us together — as a human race, as a community, as a Room to Read Family and as a chapter team. [Studies](#) have found that people are more moved by a story, rather than numbers ([Time article, Harvard Business Journal](#)). You can have all the charts, graphs and numbers in the world to back up a cause, but if you don't have a story about a real person to explain how your work makes a difference on individual lives, then people aren't going to feel connected to your work. Getting people to FEEL is the key and the way to do that is to tug at their heart strings.

Providing testimonials and visual aids (photos or videos) of a child impacted by our work allows people to feel connected to the work — and just as important is YOUR story on why you volunteer for Room to Read.

Chapter members, donors and community members will not only want to hear your story and reasoning for following Room to Read, but they'll also use your story as a springboard or mirror to reflect on their own motivation for joining the Room to Read chapter network.

It's important that you own your story — and share it with the world!

Activity

10
mins

Reflect on your journey to Room to Read.

- Why were you drawn to Room to Read? What got you involved with Room to Read and the chapter in the first place? What about the mission and work inspired you? What has education and access to education looked like in your own life? Your family's life? How has it shaped who you are today and the reason you are passionate about bringing education to others?

10
mins

Turn to the person next to you and share your story (5 minutes each)

20
mins

Share your experiences as a larger group

- Do you see similar threads woven through each story? Did you realize something in this exercise that you hadn't before?

20
mins

As a group, think of how you can share your story with your network – and how best to have your community members connect to the mission of Room to Read.

- What other Room to Read stories of impact will you share? These videos are some of our favorites...
 - [Kamla](#)
 - [Sony](#)
 - [Phetpasa](#)
 - [Grace](#)
 - [Saluom](#)
 - See the [Room to Read YouTube channel](#) for more