



Engaging Storytelling & User-Centered Content

ZACHARY LEIGHTON - RELIANT CREATIVE

Introduction

- Zachary Leighton
- Creative Director & Founder

“Great stories told well can inspire action and mobilize the Church”

Origin



Simon Sinek
Start With Why



Joseph Campbell
The Hero's Journey



Carl Jung
Jungian Archetypes



Christopher Vogler
The Writer's Journey

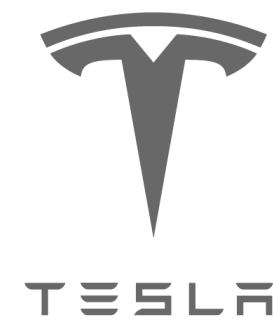
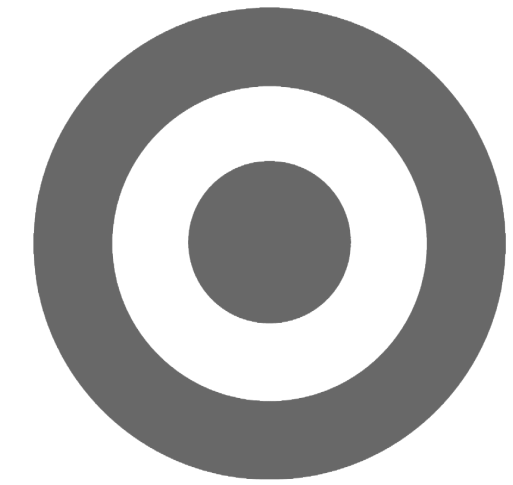
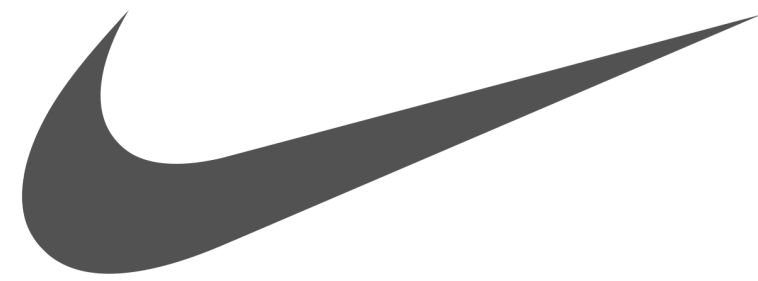


Dan Harmon
Writer and Producer



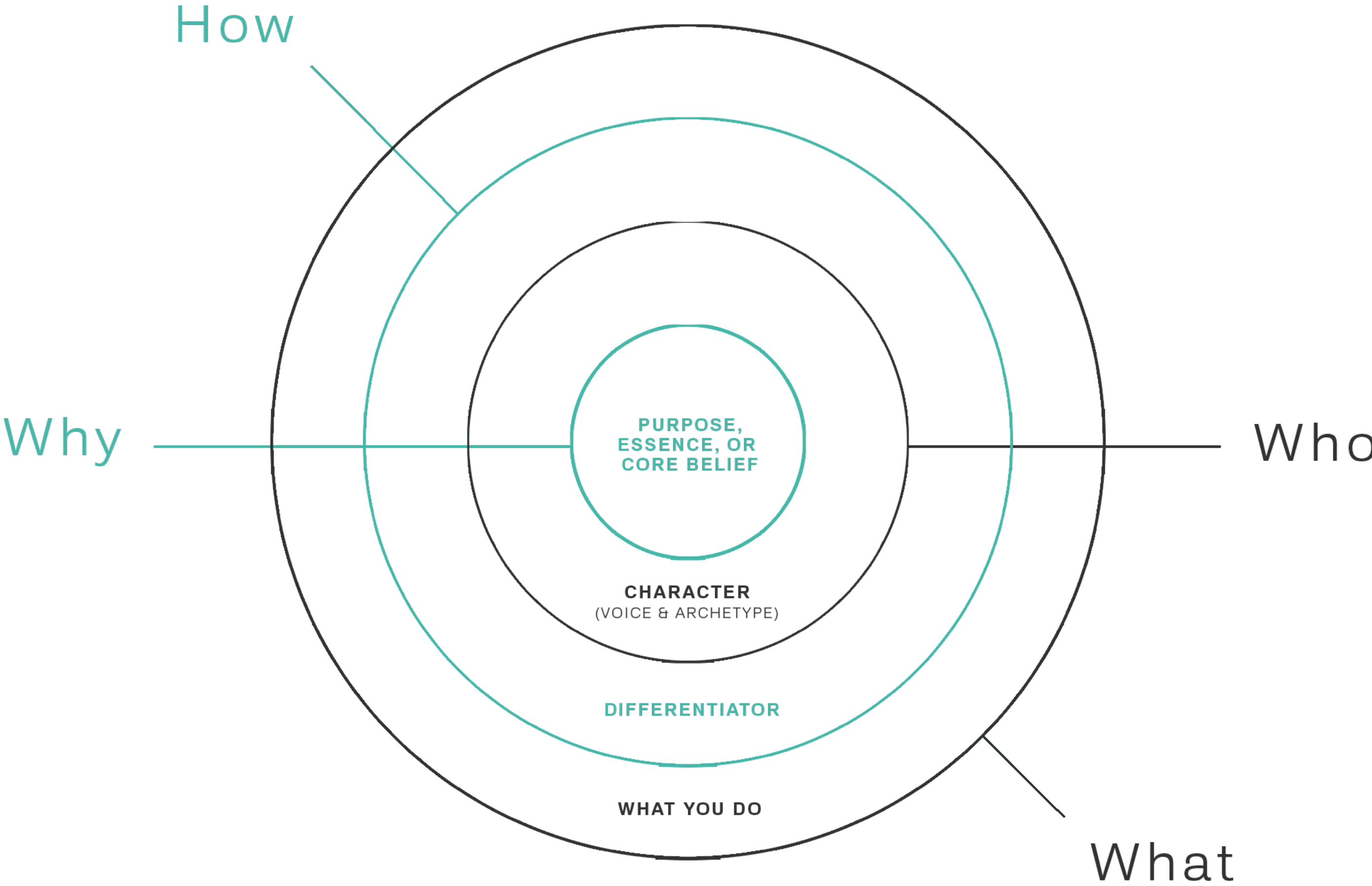
Jonah Sachs
Story Wars

Why Does this all Matter?



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The Golden Circle



Start with Why.

Simon Sinek

“There are only two ways to influence human behavior: Inspiration and Manipulation.”

**Why is your purpose,
cause, or core belief.**

Humans want to belong
and shared beliefs allow us
to feel that we belong.

The limbic brain = gut feelings that drive behavior

Who?

Discovering an archetypal character foundation to create a unique personality and voice.

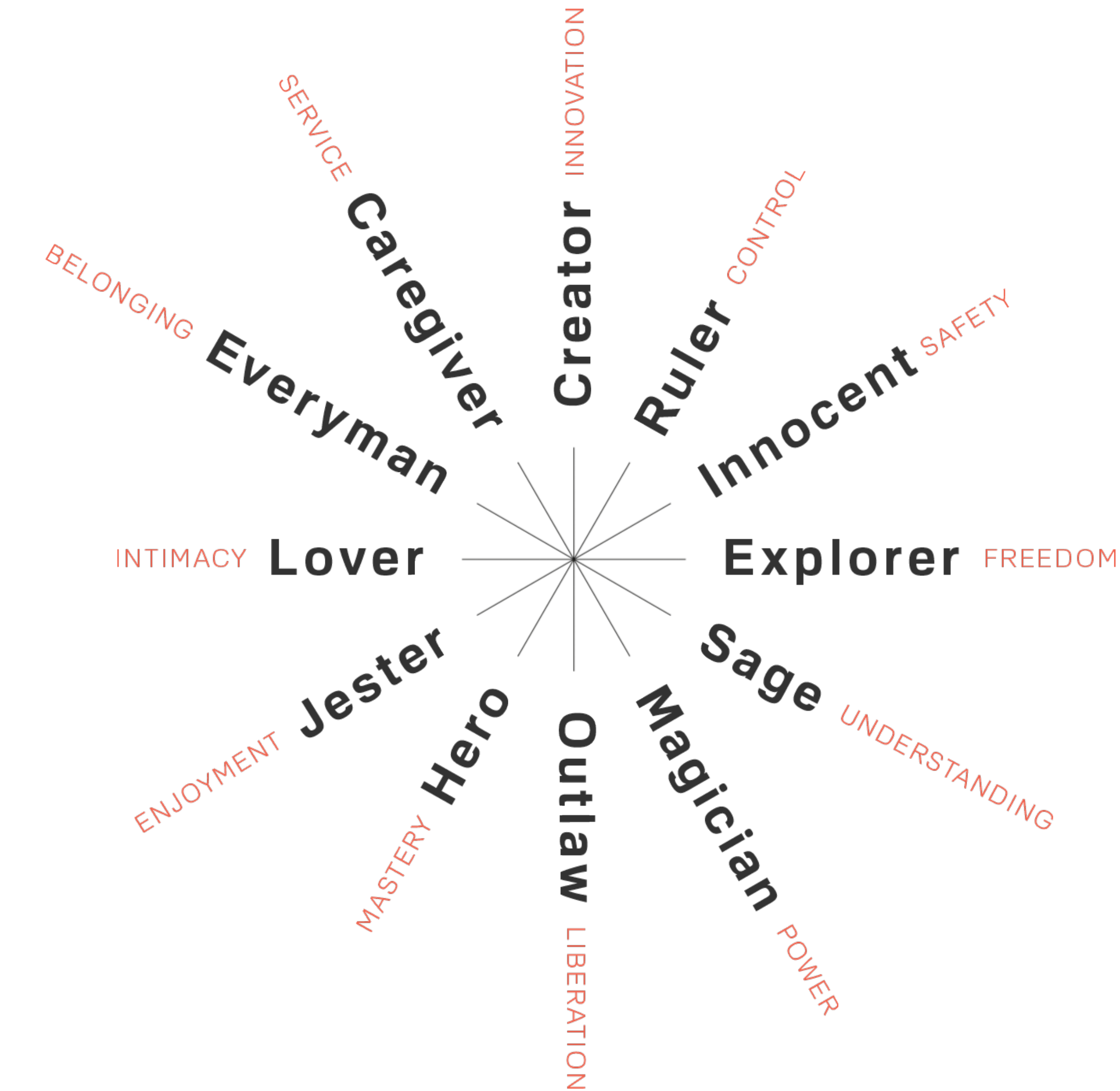


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You are not the hero!

Your donor is the hero and you are a mentor guiding them along in their journey.

ARCHETYPES

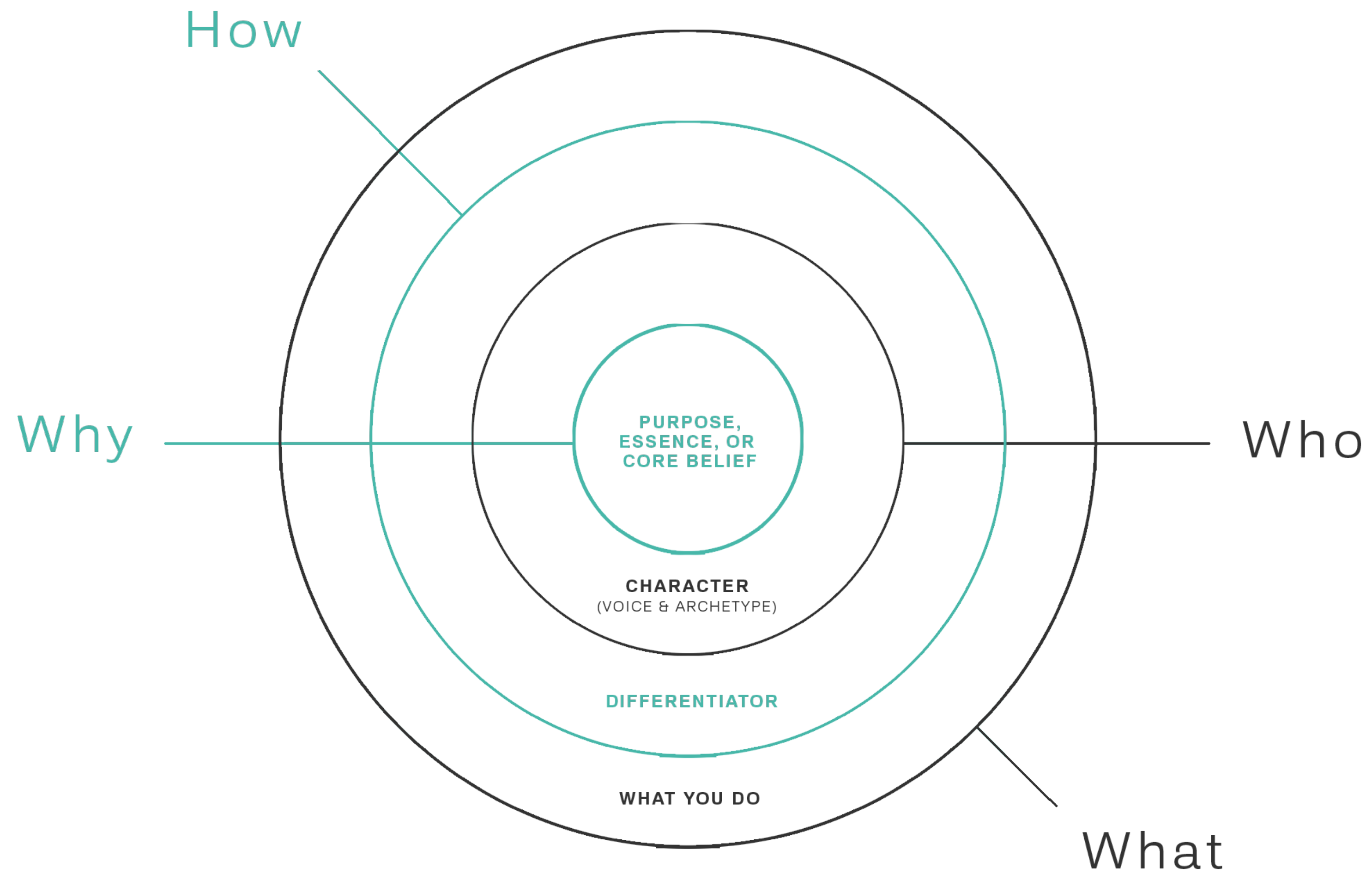


CORE DESIRES

How?

Your organizations unique offering to the world.

How - it's your unique differentiator that is relevant to your donors. It's the actions you take to deliver on your why.



Case Studies



“Everyone deserves access to quality education.”



“End slavery in our lifetime.”



charity: water

“Solve the water crisis in our lifetime.”

NEW STORY

“Pioneering solutions to end global homelessness.”



“We’re in business to save our planet.”



“The life outdoors is the life well lived.”

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Storytelling

God loves stories, and there are stories of how He's at work in your ministry that can inspire action and mobilize the Church to invest prayerfully and financially in your ministry.

The History of Storytelling

The History of Storytelling

1. Oral Tradition > Broadcast Era > Post Broadcast Era

The History of Storytelling

1. Oral Tradition > Broadcast Era > Post Broadcast Era
2. Guilt Marketing, Fear Based Marketing, Need-Centric Marketing

Let's Break it Down

Inspire, Educate and Inform

THERE'S A BETTER WAY TO TELL STORIES!

Content Ideas:

- Long Form Video Content (Documentary's - 20 minutes +)
- Short Form Video Content (Generally your 3-6 minutes film, but we would argue these can be successful even longer if done right)
- UGC Video Content (Primarily mobile device)
- Write Informative Articles (Updates on your ministry)
- Write Educational Articles (Geopolitical landscape of your region of focus, educational content on your cause, etc.)
- Share Long Form Stories on your **Blog** (Written Content Paired with Imagery)
- Host a Podcast (IJM's recent Inspirational podcast)
- Write a Book or a Devotional
- Traditional Newsletter
- Traditional Annual Report

How can we provide value to donors on a consistent basis without some sort of financial ask?

There is intrinsic value in connecting a donor to the story of a changed life.

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Video is King

- Mobile video consumption is rising 100% every year.
- 1 billion hours of video are watched on YouTube DAILY.
- 72% of consumers would rather learn about a cause with video.
- When the word “Video” is used in an email subject line, open rates double.
- Click-Through rates increase 2-3 times when a video is included in an email
- Companies using video require 37% fewer site visits before a person responds to a call to action
- People who watch video are 85% more likely to make a purchase than those that don't.
- UGC is 35% more memorable than other media, and 50% more trusted. *
- UGC-based ads get 4x higher click-through rates and a 50% drop in cost-per-click than average. *
- UGC results in 29% higher web conversions than campaigns or websites without. *
- Consumers on average spend 5.4 hours per day with user-generated content.
- **User generated videos on YouTube get 10x more views than content created and uploaded by the actual brand. ***
- 41% of consumers only need to see between 1 and 4 UGC reviews in order to be influenced to purchase. *

• *Articles linked in resources at end of deck

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Case Study

FAI PUBLISHING

FAI TRAINING



FAI STUDIOS



WWW.FAIMISSION.ORG

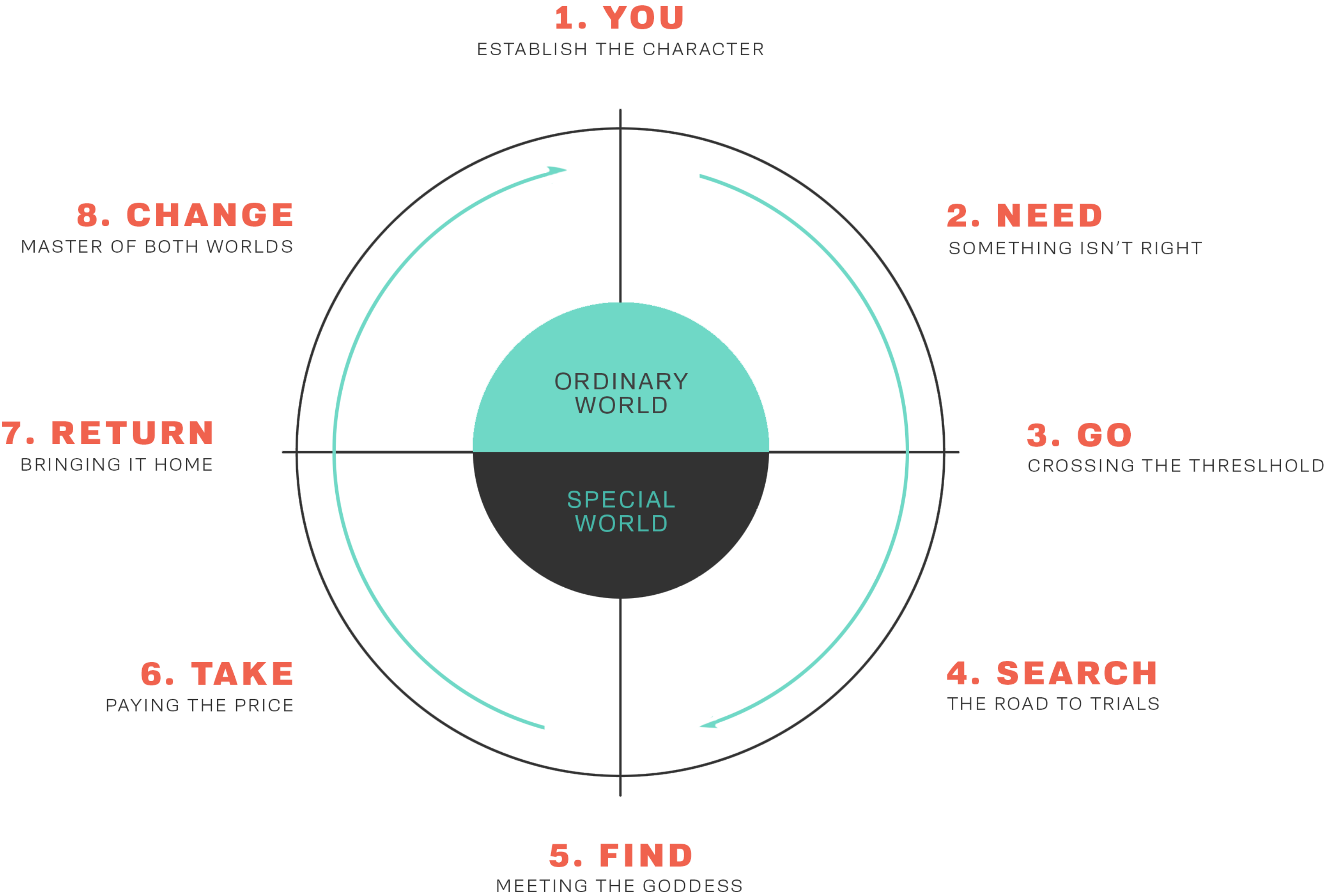
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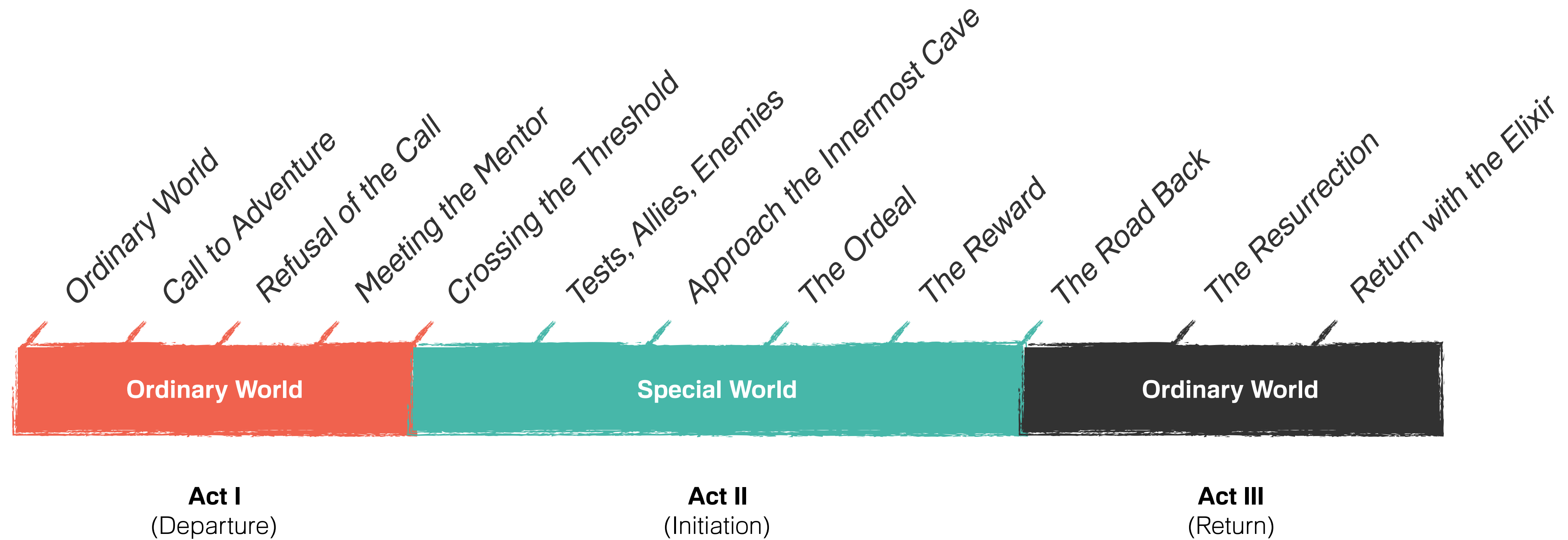
The Hero's Journey

Joseph Campbell

Dan Harmon Story Circle

Revised version of The Hero's Journey





COMMON STORYLINES

Overcoming
The Quest
Voyage & Return
Rebirth
Pursuit & Origin

Rescue
Escape
The Riddle
The Rivalry
Transformation

Resources

Books

- Simon Sinek - "Start with Why"
- Joseph Campbell - "The Hero with a Thousand Faces"
- Jonah Sachs - "Story Wars"
- Carl Jung - Google Jungian Archetypes
- "The Hero and the Outlaw" - Margaret Mark and Carol Pearson
- Christopher Vogler - "The Writer's Journey"

Videos

- Every Story is the Same - <https://youtu.be/LuD2Aa0zFiA>
- Dan Harmon Story Cycle - <https://youtu.be/-XGUVkOmPTA>
- Jonah Sachs Story Wars - <https://youtu.be/o69xW8wtBhk>
- Start with Why - <https://youtu.be/IPYeClXpxw>

Articles

- Jesus and The Hero's Journey - <https://everydayexiles.com/2018/11/19/jesus-and-the-heros-journey/sageblalock/#.XaSoUi2ZPGJ>
- Moses and The Hero's Journey - <https://everydayexiles.com/2018/11/05/moses-and-the-heros-journey/sageblalock/#.Xn-QL9NKjGK>
- * [UGC is 35% more memorable](#)
- * [UGC gets 4x higher click-through rates](#)
- * [UGC results in 29% high web conversions](#)
- * [YouTube UGC gets 10x more views](#)
- * [41% of consumers only need between 1 and 4 UGC reviews to purchase](#)

www.reliantcreative.org

*Ministries are busy doing ministry work and don't have time to tell their stories.
God is at work globally in powerful ways and those stories inspire action.
We partner with Christian ministries to tell engaging stories that mobilize the Church.*



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Thank You!