

Module: Digital Storytelling for fundraising

PDF-2c: Steps to digital storytelling

1. Start with an idea

All stories begin with an idea, and digital stories are no different. Once you have an idea, make it concrete: use a topic cluster or mind map to help get the main ideas or use any other pre-writing tool.

In order to come up with an innovative and attractive idea, you can use some ideation techniques, such as: brainstorming, brainwriting, Five Ws and H, Six Thinking Hats, SCAMPER, etc.

2. Research/Explore/Learn

Research and explore the topic in order to create a base of information on which the story will be built. During this process, you will learn both about validating information and information bias as they delve deeper into a topic.

Organization is very important. You can use mind-mapping or digital note-taking tools or help keep track of information. Organise your digital information in a folder. Some useful digital tools include: OneNote, Keep, Google Drive, MIRO, MindMaster, etc.

3. Write/Script

From your idea, write the introduction. The story should follow your research.

4. Storyboard/Plan

Storyboarding makes a plan or blueprint for the digital story. It helps you understand the media (sound, images, video) needed. See “Storyboarding” section below for further info on the topic.

You can use storyboarding templates to create a visual scheme of the story you are crafting.

5. Gather and Create Images, Audio and Video

Using your storyboard as a guide, the media should be obtained, created and organised. This is the content of the story.

At this stage you must consider Copyright, Fair Use, and Creative Commons of any resources you use.

6. Put It All Together

Build the digital story and see whether your storyboard needs to be adjusted and whether you have enough material for the story.



SYNOPSIS

Storytelling and Fundraising for
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7. Share

Once finalised and checked, your story is ready for sharing. Online channels, such as social media are essential tools in today's communication and they allow the spread of transmedia storytelling messages conveyed in your narrative.

Evaluate the different channels and media available to disseminate the digital story bearing in mind the objectives of the campaign and target audience.

8. Feedback and reflect

Evaluate your digital campaign and assess its performance.

You should reflect on the story you have created and consider how it might be improved. Ask colleagues for constructive feedback.