



STORY
KIND.

Accelerator: Storytelling

(A Brief History of Stories)

Fundraising Everywhere | June 2025





**"Don't be
greedy, kids."**







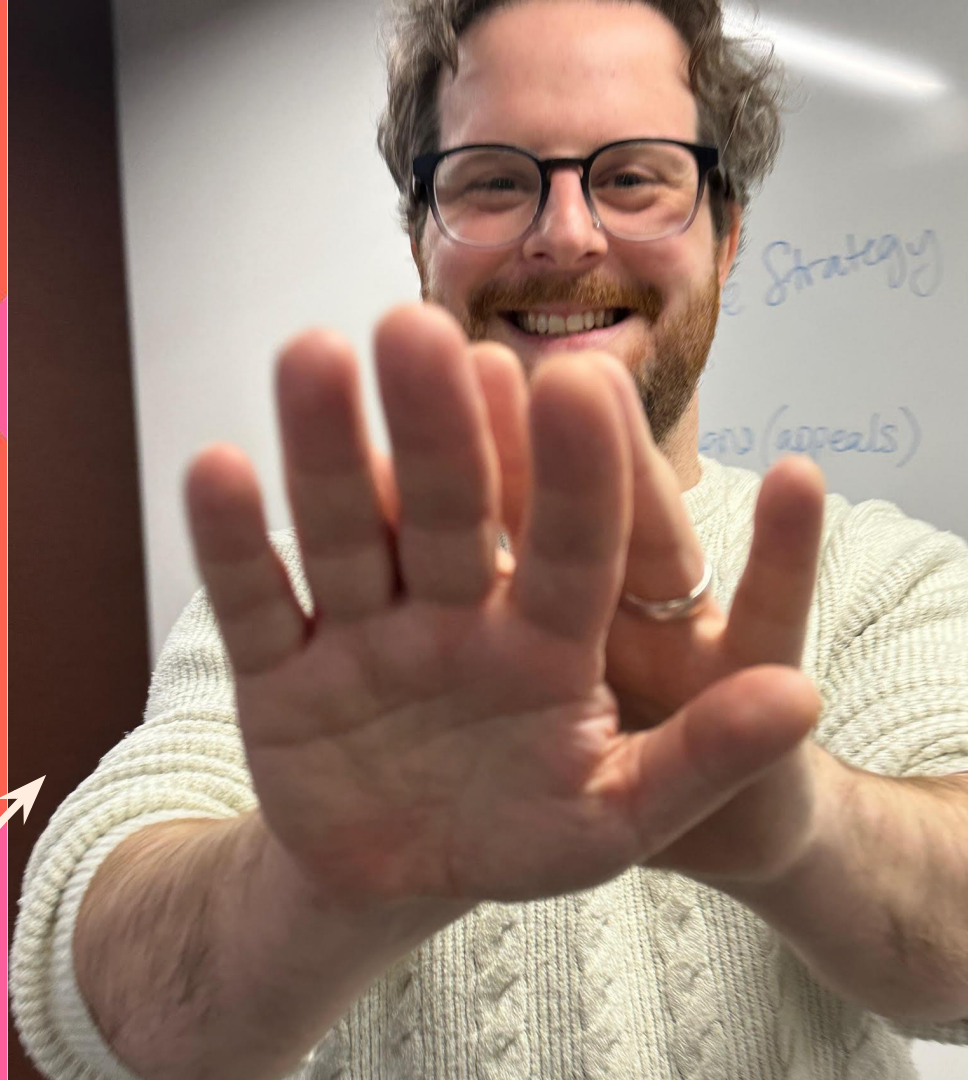
Amy is an author and the strategist behind some of the sector's biggest and best known campaigns. She's been Creative Strategy and Innovation Director at leading agencies and developed successful products for dozens of charities.

Loves to talk about her book, don't get her started!

STORY
Kind.

**Pally is a career fundraiser
whose time at Save the
Children and British Red
Cross transformed their
income. He's a stewardship
and supporter experience
specialist, and outstanding
copywriter.**

*He's a little
camera shy...*



We're proud Creative
Strategists – a pair of
square peg hybrids
who are as happy
finding insight as we
are having ideas.

STORY
KIND.



**Storykind is a creative
strategy agency.**

**We help charities tell
their stories so that
more people **listen.****

**STORY
Kind.**

Creative Review

Creative Strategy



Training

Campaign Planning

Creative Delivery



**We are channel &
team neutral.**

**STORY
Kind.**

Several abstract, overlapping orange geometric shapes, including triangles and polygons, are positioned in the upper left corner of the image.

We don't do beige
creative. We tell
your story.

STORY
Kind.



**We find the
truth at the
heart of your
story.**

Storykind's wonderful clients



GREENPEACE



Save the Children



Flic

**magic
breakfast**
fuel for learning



GREAT ORMOND STREET
HOSPITAL CHARITY



designability



re: online workshops

Together, but it's different isn't it?

Advertising

~~Advertising~~

**Persuasive, emotional
storytelling**

A Brief History of Storytelling

**15 lessons in persuasion
from 11,000 years of history
in under three hours**

This is for everyone.

**STORY
Kind.**

EDUCATION INNOVATION IN SIERRA LEONE: WHAT THE SIERRA LEONE EDUCATION INNOVATION CHALLENGE IS TEACHING US, AND WHAT IT CAN TEACH US IN THE FUTURE

 Share

11 min read

Blog by Fergal Turner
Fergal is the Education Evidence and Learning Advisor, Save the Children UK

This blog was originally written by: Fergal Turner (Evidence and Learning Advisor, Save the Children UK), Esther Elliot-Nyuma (Advocacy Campaigns, Communication and Media Director, Save the Children Sierra Leone), Lydia Kamara (Director - SLEIC, Save the Children Sierra Leone)

2025 RG Proposition Brief Harvest Hope x Storykind

Project:	Direct Debit Propositional Development
Issued by:	Bernard Broomcloset MBE
Date:	April 2025
Launch date:	September 2025

Harvest Hope – Our Mission & Aims

Harvest Hope is a UK charity and community of free vending machines.

At Harvest Hope, we hold an unwavering belief that access to the absolute essentials – food water – should not depend on where you live, what time it is, or whether traditional service mission is to establish a permanent, reliable, and dignified safety net: a network of 24-hour machines across the length and breadth of the United Kingdom. These machines are available any time, offering life's critical necessities without the need for referrals, forms, or waiting lists.

We dream of a UK where no one is left without options when they need help the most. Where nourishing meal, a vital medication, or safe drinking water are within reach no matter the time.



URGENT CHRISTMAS APPEAL: EVERY GIFT WILL BE DOUBLED

WAR TOOK HIS HOME. DON'T LET WINTER TAKE HIS LIFE.

Will you help keep a Syrian child safe and warm?

As temperatures drop, more than 7 million Syrian children are in danger. They are cold and frightened. Unicef urgently need your help to provide children with the thermal hats and gloves they need to survive the deadly winter. Please, text your gift today.

TEXT HAT TO 70020 TO
Your gift will be doubled by the UK government


 Matthew
@CrowsFault

People speak of hope as if it is this delicate, ephemeral thing made of whispers and spider's webs. It's not. Hope has dirt on her face, blood on her knuckles, the grit of the cobblestones in her hair, and just spat out a tooth as she rises for another go.

Chippenham
SN14 6NG
0800 116 4116
www.sightsavers.org

March 2016

Supporter number: <PVKEY>
<SOURCE_CODE> / <SEGMENT_CODE>
<LABEL_NAME>
<ADDRESS 1>
<ADDRESS 2>
<ADDRESS 3>
<ADDRESS 4>
<ADDRESS 5>
<POSTCODE>
<DSA NUMBER>



Together we can create a world where children like Anwar are safe from blinding trachoma. Will you help save children's sight?

Dear Katy,
**After our three-year mapping project, trachoma has nowhere to hide.
Will you give £25 to help to eliminate this horrific disease – for good?**
Agonising, blinding and utterly needless – trachoma has taken the sight of millions of people worldwide, including Issa, who you may remember from my letter a few weeks ago.
Left blind and destitute by the disease, Issa's one wish was that the next generation would be free of the same fate. And as someone who cares about saving sight, I'm sure that's your wish also.
Now, you can make
We know how to stop
provide the antibiotics
You can help end tr
that gift today?
Your support can he
top of this letter.
Fabit fugiate dolupti

It should feel good at the end
Amy & Pally
to me
Tue, Apr 22, 8:30 AM (7 days ago)

STORYKIND.
Lessons from ancient
Greece about happy
endings...
Hey you,
I'm just at the airport, about to head back from a week in Greece with the fam. They flew back 48 hours ago, but I lost my passport and stranded

A thick, pink, hand-drawn style swirl that starts from the left, loops upwards and to the right, then loops back down and to the left, crossing itself, and finally loops back to the right, ending near the top right corner of the frame.

Warming up

STORY
KIND.

When we play...

- **We relax**
- **We release oxytocin, endorphins and dopamine**
- **Cortisol levels drop**
- **The parts of our brain the control learning switch on**
- **Our creative (child brain) switches on**
- **We're less likely to follow established neural pathways**



Not a neuroscientist



Let's Play!



**STORY
KIND.**

Countries that begin with the letter S

Doughnut fillings

**Jobs you
would hate**

**STORY
Kind.**



Best smells

STORY
Kind.

A Brief History of Storytelling



9000 BC
First spoken
stories

A Brief History of Storytelling



9000 BC
First spoken
stories



1479 BC
Hapshepsut's
brand
presence

**It's hotter on Earth now
than any time in the last
100,000 years**



A Brief History of Storytelling



9000 BC
First spoken
stories



1479 BC
Hapshepsut's
brand
presence



340 BC
Aristotle's
three story
components

Aristotle's story components

Logos – appeal to logic and reason (head)

Pathos – appeal to emotions (heart)

Ethos – appeal to mood, disposition or culture (zeitgeist)

Pathos at British Red Cross



Logos at British Red Cross

A message from our Chief Financial Officer > [Inbox x](#)

Clive MacTavish, British Red Cross <BritishRedCross@em.redcross.org.uk>
to me ▾

[View email online](#)



THE CHALLENGE WE'RE FACING

Hi Alistair,

I'm Clive and I'm the Chief Financial Officer here at the British Red Cross.

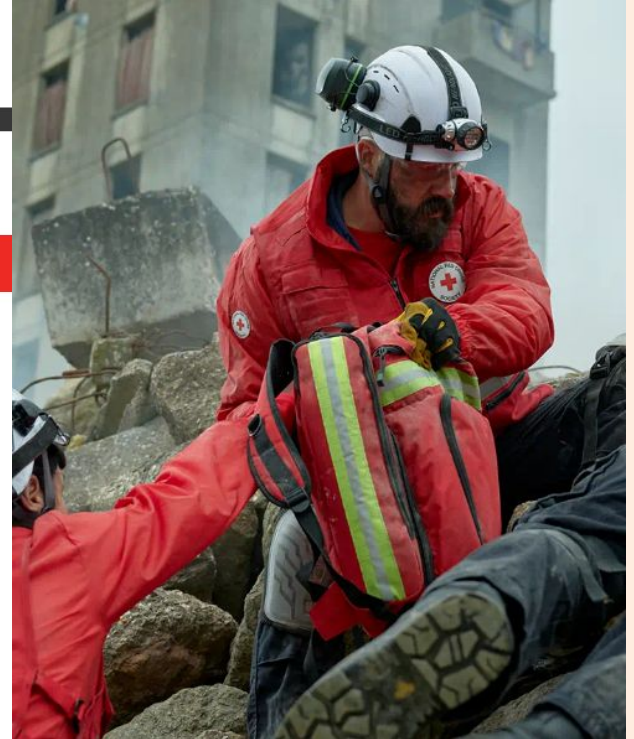
I know that Katie usually writes to you with updates on our work, but I've something important to talk to you about today and I wanted to address you directly.

Because, Alistair, we're struggling and we need your help.

Yes, I can help

You may have already received a letter from me talking about this. I'm emailing too as I wanted to make sure that I reached you. As someone who has kindly supported us before, I'm hopeful that you'll understand that need.

There's no escaping that this year has been difficult. We knew that there were some challenges to be faced around the cost of delivering our services. But the frequency



Ethos at British Red Cross

----- Forwarded message -----

From: Katie Johnson, British Red Cross <BritishRedCross@em.redcross.org.uk>

Date: Wed, 24 Jan 2024 at 17:34

Subject: Outside the headlines: part one

To: <pallymcalley@gmail.com>

Until then, take care and thank you.

Katie

Katie Johnson
British Red Cross

One last thing before I go. It won't surprise you that we're well known for responding to large emergencies. But we also help people in crisis every single day, running services and operations that won't make the headlines. And this work is underpinned by monthly regular gifts from people like you.

If that's something you do already, thank you. If not, and you can support our work this way, please consider supporting us today. You can give as little as £2 a month, and anything you can manage is deeply appreciated.



BritishRedCross

CONFLICT AND THE RISK OF NEWS FATIGUE

Hi Alistair,

This is a bit different to what I'd normally send.

For a start, I'm writing something that's inevitably going to be longer than I'd usually aim for. And it's also the first of two emails I want to share on this subject.

That's because I'm going to update you on our work in the **Middle East** and **Ukraine** – which I suspect you'd agree is too important to cut short.

I know it's been a while since we shared what's happening. It's not that our partners haven't been working night and day – but the truth is, in any ongoing conflict, there comes a time where we worry about the impact of sending daily or weekly updates. We'd run the risk of overwhelming you or contributing to any sense of crisis fatigue.

And the information we get can be difficult and distressing to hear about, so we need to get that balance right.

But faced with some pretty bleak milestones – more than 100 days of violence in Israel and the Occupied Palestinian Territory and nearly two years since the conflict escalated in Ukraine – **we wanted to bring you up to speed**.

So I'm going to share what we've been doing recently (and by 'we' I mean various Red Cross and Red Crescent societies and members globally).

A Brief History of Storytelling



9000 BC
First spoken
stories



1479 BC
Hapshepsut's
brand
presence



340 BC
Aristotle's
three story
components



350 BC
Aristotle's
catharsis





**We sell
Catharsis**

Information v Story



A Brief History of Storytelling



1479 BC
**Hapshepsut's
brand
presence**



340 BC
**Aristotle's
three story
components**



350 BC
**Aristotle's
catharsis**



90 BC
**Cicero's art
of persuasion**

Start with a bang



A Brief History of Storytelling
15 lessons about persuasive writing from
11,000 years of history
In three hours

Explain the problem

Raise the stakes

**Offer the
solution**

Cicero's classical story structure

Exordium: the introduction to your main argument, delivered boldly

Narratio: the history or background, why the problem exists

Divisio: list the issues in dispute and how you propose to solve them

Confirmatio: present the evidence, the proof you have

Confutatio: anticipate questions and counter arguments and address them

Peroratio: wrap up, returning to your main argument, emotively

Cicero's classical story structure

Strong start: the introduction to your main argument, delivered boldly

How we got here: the history or background, why the problem exists

Solutions: list the issues in dispute and how you propose to solve them

A reason to believe: present the evidence, the proof you have

Anticipate questions: and counter arguments and address them

Stick the landing: wrap up, returning to your main argument, emotively

Your turn!

Pothole Problems UK: Donations to fix the roads

Quiet Things movement: Make everything quieter

The Milky Way charity: Supporting regional milk deliveries

Menopaws UK: giving free pets to women going through the change

Supportoise: the mental health tortoise provision society

Cicero's classical story structure

Strong start:

Intro to your main argument, delivered boldly

How we got here:

The history or background, why the problem exists

Solutions:

The issues in dispute and how you'll solve them

A reason to believe:

Present the evidence, the proof you have

Anticipate questions:

And counter arguments and address them

Stick the landing:

Wrap up, returning to your main argument, emotively

Pothole Problems UK:

Donations to fix the roads

Quiet Things movement:

Make everything quieter

Milky Way charity:

Supporting regional milk deliveries

Menopaws UK:

Free pets for women living the change

Supportoise:

The mental health tortoise provision society

A thick, pink, stylized ribbon graphic that forms a large loop on the left and extends across the top and right of the frame. It has a soft, hand-drawn feel.

Let's take 10

STORY
Kind.

A thick, pink, abstract line graphic that starts from the left edge, loops upwards and to the right, then curves downwards and to the right, ending near the bottom right corner. It resembles a stylized 'e' or a decorative flourish.

Welcome back

STORY
Kind.

A Brief History of Storytelling



800 BC
**'s art of
epic poetry**



900
Epic poetry

A Brief History of Storytelling



BC
's art of
asion



900
Epic poetry



1534
William
Tyndale's Bible
translation

Use simple, clear language

Think dialogue, rather than academic essay.

Use short Anglo-Saxon words, 'need' not 'require'.

'Let there be light!' rather than 'Permit illumination!'

I urgently require your assistance.

An abundance of precipitation has resulted in the destitution of many.

Infants face impoverishment and demise.

Please, dispatch €27.72 hastily.

In absentia of requested funds, malnourishment and infection many be anticipated to exceed survivable levels for numerous humans.

A Brief History of Storytelling



BC
**'s art of
nasion**



900
Epic poetry



1534
**William
Tyndale's Bible
translation**



1570
**Shakespeare's
lyricism**

Our revels now are ended. These our actors,
As I foretold you, were all spirits, and
Are melted into air, into thin air;
And, like the baseless fabric of this vision,
The cloud-capped towers, the gorgeous palaces,
The solemn temples, the great globe itself,
Yea, all which it inherit, shall dissolve;
And, like this insubstantial pageant faded,
Leave not a rack behind. We are such stuff
As dreams are made on, and our little life
Is rounded with a sleep.

(The Tempest IV.i.148–158)

I realised that that was not the right decision.

**All the good faith that I had had had had no
effect on the outcome of the situation.**

Buffalo buffalo Buffalo buffalo buffalo buffalo Buffalo buffalo

🌐 45 languages ▾

Article [Talk](#)

[Read](#) [View source](#) [View history](#) [Tools](#) ▾

From Wikipedia, the free encyclopedia

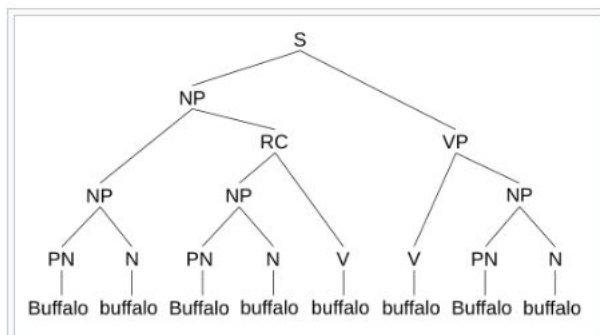


"Buffalo buffalo Buffalo buffalo buffalo buffalo Buffalo buffalo" is a [grammatically correct sentence](#) in [English](#) that is often presented as an example of how [homonyms](#) and [homophones](#) can be used to create complicated linguistic constructs through [lexical ambiguity](#). It has been discussed in literature in various forms since 1967, when it appeared in [Dmitri Borgmann's](#) *Beyond Language: Adventures in Word and Thought*.

The sentence employs three distinct meanings of the word *buffalo*:

- As an [attributive noun](#) (acting as an adjective) to refer to a specific place named Buffalo, such as the city of [Buffalo, New York](#);
- As the [verb to buffalo](#), meaning (in [American English](#)^{[1][2]}) "to bully, harass, or intimidate" or "to baffle"; and
- As a [noun](#) to refer to the animal (either the [true buffalo](#) or the [bison](#)). The plural is also *buffalo*.

A semantically equivalent form preserving the original word order is:



Simplified [parse tree](#):

S = [sentence](#)

NP = [noun phrase](#)

RC = [relative clause](#)

VP = [verb phrase](#)

PN = [proper noun](#)

N = [noun](#)

V = [verb](#)

Be in credible

Don't say 'you're saving thousands of lives' to someone who gave £10 five years ago.



**Together for
Christmas**

**The Gift of
Hope**

Take care with hardwired words

Guaranteed

Easy

Secret

Now

Free

New

Take care with hardwired words

Support

Incredible

URGENT

Amazing

Will you...

Donate / give

Are you speaking sector?

Our changemakers are building capacity alongside previously disempowered and marginalised groups in economically deprived areas.

**Let's talk about storytellers, writers
and communicators we admire...**

Let's recap

1. Early humans: Stories are fundamental to our species
2. Hapshepsut: show don't tell
3. Aristotle: logos, pathos and ethos – balance head, heart and zeitgeist
4. Aristotle: use catharsis – build tension then offer a satisfying release
5. Cicero's art of persuasion: start well, build an argument and summarise
6. Epic poetry: give people someone to root for
7. Tyndale's Bible: use simple, clear language
8. Shakespeare: wield the English language with care

STORYKIND.

A Brief History of Storytelling



1700
Shakespeare's
criticism



1770
Wollstonecraft
writes for an
audience

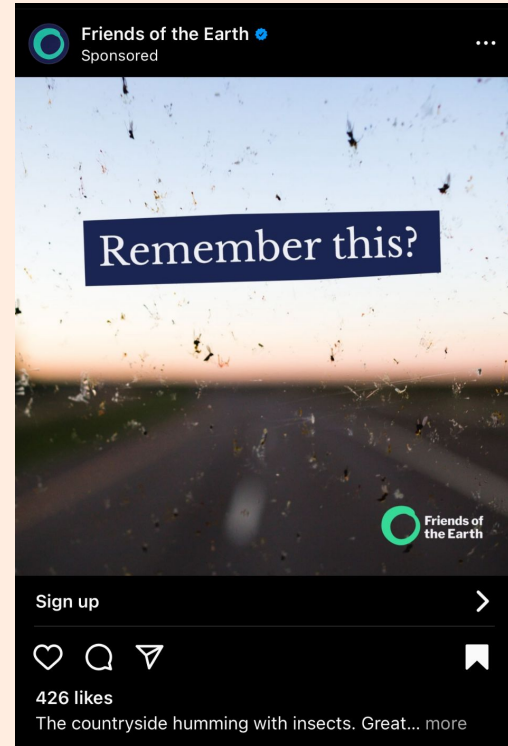
"My own sex, I hope, will excuse me, if I treat them like rational creatures, instead of flattering their *fascinating* graces, and viewing them as if they were in a state of perpetual childhood, unable to stand alone.

I earnestly wish to point out in what true dignity and human happiness consists - I wish to persuade women to endeavour to acquire strength, both mind and body, and to convince them that the soft phrases, susceptibility of heart, delicacy of sentiment, and refinement of taste, are almost synonymous with epithets of weakness, and that those beings who are only objects of pity and that kind of love, which has been termed its sister, will soon become objects of contempt."

— **Mary Wollstonecraft, A Vindication of the Rights of Woman**

**What emotion are
you going for?**

Nostalgia



A thick, pink ribbon is shown looping and swirling across the dark blue background. It starts from the left, forms a loop, and then extends towards the right, where it forms a larger, open loop.

Let's take 10

**STORY
Kind.**

A thick, pink, hand-drawn style line forms a large, abstract shape that resembles a stylized '4' or a series of connected loops. It starts from the left, curves up and around to form a loop, then extends to the right and curves down and around to form another loop, ending on the right side. The background is a solid dark blue.

Welcome back

STORY
KIND.

A Brief History of Storytelling



1700
Shakespeare's
criticism



1770
Wollstonecraft
writes for an
audience



1880
Chekhov's
gun

**Why are
you telling
me this?**



**"Don't tell me the moon is shining.
Show me the glint of light on broken glass."**

Anton Chekhov

**"Don't tell me it's urgent.
Show me the trucks driving towards the border."**

A Brief History of Storytelling



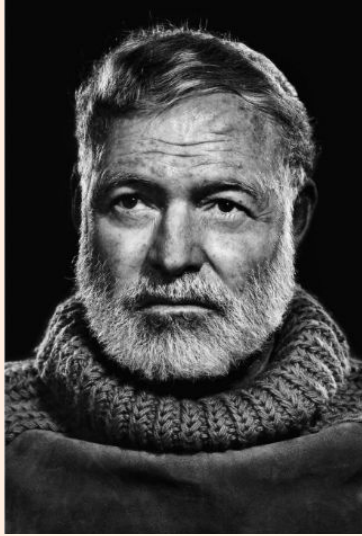
1770
Woolstencroft
writes for an
audience



1880
Chekhov's
gun



1930
Hemingway's (?)
six word story



For sale: baby shoes, never worn

I know everyone thinks Hemingway has the ultimate Six Word Story, but may I present



Write your own six word story about a charity's work...

The emblem protected and brought peace
Dignity at the end, at home
And the children climbed the trees
She found everything she had lost

A Brief History of Storytelling



1770
Woolstencroft
writes for an
audience



1880
Chekhov's
gun



1930
Hemingway's (?)
six word story



1950s
Maya Angelou's
lived experience

A Brief History of Storytelling



1880
Chekhov's
gun



1930
Hemingway's (?)
six word story



1950s
Maya Angelou's
lived experience



1960
Mad Men
stand out



Lemon.

This Volkswagen missed the boat.
The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it, Inspector Kurt Kruger did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 3,389 Volkswagens are produced daily; there are more inspectors

than cars!

Every shock absorber is tested later checking won't do it, every windshield is scanned. VWs have been required for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car all the time onto the functioning/stand top test stand, test up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car!



We pluck the lemons; you get the plums.

To persuade is to stand out

People see 5,000 advertising messages a day so
yours must stand out.

Be commanding, arresting, intriguing, challenging,
particularly in headlines and subject lines.

Remember! Stand out doesn't always mean using a bigger point size! Your words need to work as hard as design.

STORY
KIND.

A Brief History of Storytelling



1930
Hemingway's (?)
six word story



1950s
Maya Angelou's
lived experience



1960
Mad Men
stand out



1970-90s
Charity mass
marketing

Make
a blind
man see

£10

Cataracts strike thousands of elderly people in India and Africa, leaving them blinded and helpless.

Yet cataracts can be cured by a simple operation that costs as little as £10.

Help the Aged in running ophthalmic programmes in India and Africa that are



The food ran out on the day this photograph was taken

This is a major disaster of frightening proportions. The worst famine in the world. Today, some 8 million people in East Africa are at risk. Thousands have already died—many of them children who never knew that life could be satisfying and happy.

All of us have failed the dead children of Uganda, Somalia, and Ethiopia—and the hungry thousands in Djibouti, Sudan and Kenya. Millions of refugees of all ages could die unless someone helps them. Already many people are

so weak through the effects of drought that they lack even the strength to plant the seeds that could bring them life.

If you care about human suffering on this scale, please help. Send what money you can, today. Without it, the best hope that millions of fellow human beings have is a merciful death.

Send your contribution with the coupon to the address below, or pay through any bank, Or Post Office Giro (Acct. No. 0199913).

**East African Emergency Appeal,
Room 3, PO Box 999, London EC2P 2BX.**

DISASTERS EMERGENCY COMMITTEE The British Red Cross Society
CAFOD • Christian Aid • Oxfam • The Save the Children Fund

**DISASTERS
EMERGENCY
COMMITTEE**

(To save costs, please enclose SAE if you require a receipt)

I enclose £_____ as my contribution to the East African Emergency Appeal.

Name _____

Address _____



To the occupier

Saving 0% on your cover

PLEASE HELP
15 000 homeless
people in need

SHEARER

A Brief History of Storytelling



1950s
**Maya Angelou's
lived experience**



1960
**Mad Men
stand out**



1970-90s
**Charity mass
marketing**



2000s
**TED talks to
TikTok**

Don't be weird (except for sometimes)

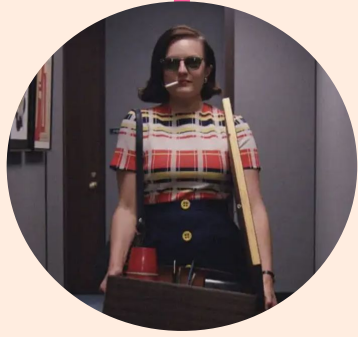
Hi there - hope everything's going alright with you?

I'm writing because in the last couple of hours, we've had some deeply troubling news. We've been talking about it this morning, and think it's best we share it with you. To be clear, I'm not asking for anything other than your time today - hope you can spare a couple of minutes for it.

Ebola has re-emerged in Liberia. And I don't say this lightly, but this is pretty much the nightmare scenario for children in the region. It's a violent, frightening and unbelievably contagious disease and we're at action stations.

So I'm going to tell you a little bit more about that all means for us now.

A Brief History of Storytelling



1960s
Mad Men
stand out



1970-90s
Charity mass
marketing



2000s
TED talks and
podcasts



2025
We're all
storytellers

The background is a solid dark blue. Overlaid on this are several thick, vibrant pink lines that form large, fluid, and somewhat chaotic swirls and loops, reminiscent of a calligraphic flourish or a stylized abstract pattern. These lines originate from the top and right edges and sweep across the frame.

Let's put this stuff into practise

**STORY
Kind.**

10 mins - storytelling assignment

- A telemarketing script asking for cash in December 2024
- A thank you letter, for someone who's given postal consent - having signed up to a regular gift via face to face
- A breaking news alert concerning your charity's work, as if sent on the day it was made public
- An appeal email asking for donations to support your charity
- OR: any personal writing you'd like to do!

A thick, pink, stylized ribbon graphic that starts from the left, loops upwards and to the right, then crosses itself and continues to loop around the right side of the frame. It has a soft, hand-drawn feel.

Let's wrap this up

STORY
KIND.

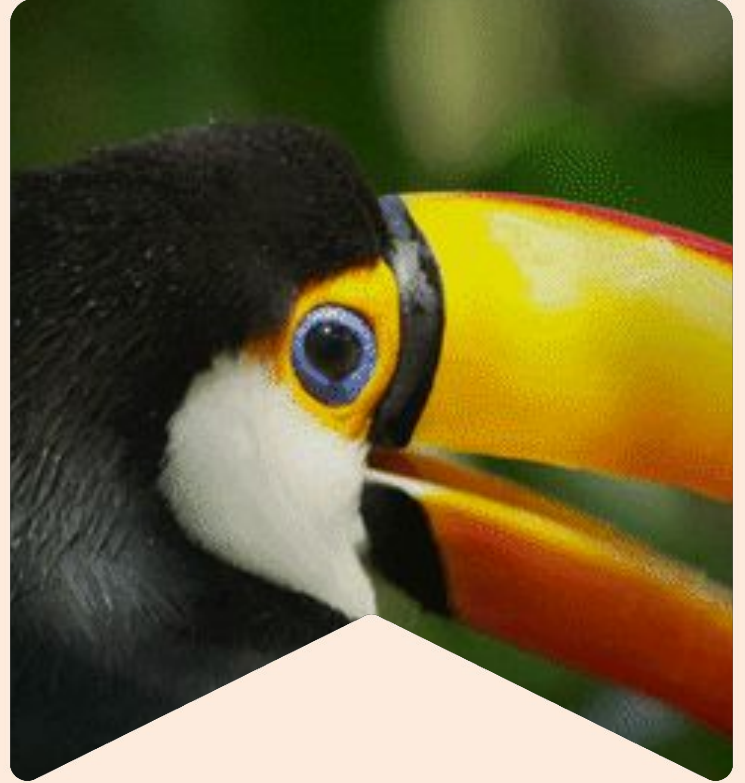
So, what have we learned?

1. Early humans: Stories are fundamental to our species
2. Hatshepsut: show don't tell
3. Aristotle: logos, pathos and ethos – balance head, heart and zeitgeist
4. Aristotle: use catharsis – build tension then offer a satisfying release
5. Cicero's art of persuasion: start well, build an argument and summarise
6. Epic poetry: give people someone to root for
7. Tyndale's Bible: use simple, clear language
8. Shakespeare: wield the English language with care
9. Woolstencroft: write for an audience
10. Chekhov's gun: be intentional
11. Hemingway's six word story: less can be more (but it's harder)
12. Maya Angelou: write what you know
13. Mad men: stand out, be declarative
14. Charity mass marketing: keep your powder dry
15. TED talks and podcasts: write like you speak

STORYKIND.

Rules are there to be broken!

**You have
amazing
stories to tell**





STORY
Kind.

That's a wrap

amy@storykind.co.uk
pally@storykind.co.uk

Find us on LinkedIn and Instagram for a chat