Our Smith Stories: Our Most Powerful Volunteer Tools
Smith College
November 6, 2015
Welcome & Introductions

Molly Bouffard ’06
Assistant Director for Volunteer Programs
TOPICS FOR DISCUSSION

1. Welcome
2. Workshop Goals
3. Why Storytelling?
4. Watch a Smith Story
5. Crafting Your Own Smith Story
6. Group Activity and Brainstorming
7. Discussion and Wrap Up

Presenters:
Erika Smith Brewer ’86
Leslie Brooks Solomon ’82
Molly Bouffard ’06
Workshop Goals

Erika Smith Brewer ‘86
Why Story-sharing?

Molly Bouffard, ‘06
“Humans live in a storm of stories. **We live in stories all day long, and dream in stories all night long.** We communicate through stories and learn from them. We collapse gratefully into stories after a long day at work. Without personal life stories to organize our experience, our own lives would lack coherence and meaning.”

Jonathan Gottschall

WWW.FASTCOCREATE.COM/
“The more vivid the story – through narrative or through imagery – the more emotionally arousing. **And emotions are what triggers the impetus to help.** The more surprising finding is that showing statistics can actually blunt this emotional response by causing people to think in a more calculative, albeit uncaring, manner.”

Deborah Small, Professor of Marketing at The Wharton School at University of Pennsylvania
What does a Smith Story look like?
Watch videos online here at:
https://www.givecampus.com/schools/SmithCollege

Dear Smith College class of ’06:
Please enjoy my poorly edited, very cheesy video.
Love,
Molly Bouffard, Capen ’06
Crafting Your Own Smith Story.

Leslie Brooks Solomon ‘82
How do you craft a compelling “Smith Story of Support” that inspires others to decide to donate?

What did I treasure as a student?

What do I connect with as an alumna?

Which of Smith’s current or future priorities inspires me?

Why do I give to The Smith Fund?
Research what excites you about Smith so that you can easily talk about it.

Know what goes on at Smith today so you can connect other alumnae with opportunities that interest them.
Break-out into groups.

1) What do you treasure from your student experience?

2) What keeps you connected to Smith as an alumna?

3) Which priorities of Smith today and in the future inspire you?
Share common themes and ideas.
Wrap up.
Go out and share your story!