



Light & Star
Media

Impactful Storytelling

Why storytelling matters

Storytelling matters because it makes information relatable, engaging, and emotionally impactful. It helps people connect ideas, understand complex concepts, and empathise with others' experiences. Stories activate more areas of the brain than facts alone. As the famous quote goes, "stories are 22 times more memorable than facts alone".

Use storytelling to:

- Build empathy and trust
- Showcase your mission in action
- Inspire donations, volunteering, or support

"Story is about principles, not rules. A great story is not a list of what happens, but a meaningful expression of how and why life changes." — Robert McKee

Define your goal

- Before you film, ask:
- What do we want people to **think, feel, or do**?
- Is this story for fundraising, awareness, or recruitment?

Know your audience

Think about who you're speaking to:

- Donors
- Supporters
- The general public
- Policymakers

Speak *their* language. Avoid jargon and focus on human emotion and relatable situations.

Keep story simple & powerful

A compelling story usually follows this format:

- 1) Introduction: who is the person at the heart of the story?
- 2) Conflict/Challenge: what was their struggle or problem?
- 3) Change: how did your charity / non-profit help?
- 4) Resolution: what is their life like now?
- 5) Call to Action: what should the viewer do next?

Tip: focus on one person's story. Personal stories are more powerful than general ones.

Interview Tips

Help your subject open up:

- Ask open-ended questions: "How did that feel?" "What changed for you?"
- Be patient; let them pause or reflect
- Focus on feelings and personal impact

Use Supporting Visuals (B-roll)

Great visuals make stories come alive:

- Film people in natural settings (home, work, community)
- Capture everyday moments: walking, interacting, helping
- Get close-ups of hands, faces, meaningful details

Lighting

- For authenticity, use natural lighting where possible
- If using lighting equipment, make it subtle and soft

Tip: if filming outside, avoid filming around the middle of the day, when light is at its harshest.

Sharing Your Story

- Tailor format to the platform: wide (YouTube), square or vertical (Instagram)
- Add a title/subtitle to grab attention
- Include a strong caption and call to action



Get In Touch

07917 368044



martin@lightstarmedmedia.co.uk



www.lightstarmedmedia.co.uk