



# free-range THINKING™

free-range thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators who want to reach more people with more impact



## Tools, Tips and Inspiration for Storytellers

If your organization uses stories to drive social change, [Hatch for Good](#) is a website worth bookmarking. Built by Hattaway Communications with support from the Rockefeller Foundation, Hatch for Good stands ready to help you craft stories, ensure they serve your strategic goals, and measure their impact. It also features a wealth of articles from experts in the field that can inspire you to tell stories in new ways and using different formats. The site was originally launched in December 2014, and if you discovered Hatch for Good in its first year and weren't particularly impressed, it's time for another look. After two years of steady refinements (and regular infusions of new articles), Hatch for Good is a better tool for organizations looking to make a better world. [Full story](#). *Please note: Apple Mail users may need to scroll down manually.*

## Our Tribe is Gathering Again. Will You Be There?

And speaking of organizations working to drive social change: some of the best and brightest will be gathering at the University of Florida from February 28th to March 3rd to discuss what's working, what's not, and what may be worth trying in 2017. If you're a regular reader of this newsletter, you should probably be there, too. The *frank* conference, now in its fourth year, is a one-of-a-kind gathering of community builders and change-makers that ranks among the most informative, entertaining and inspiring events you can attend - but a trip to Gainesville is by invitation only. To see if *frank2017* is right for you, click [here](#).



### Upcoming online classes at The Goodman Center

PLAN BETTER CAMPAIGNS	TELL BETTER STORIES	RUN BETTER WEBINARS
<p><b>Strategic Communications: Cutting Through the Clutter</b></p>	<p><b>Storytelling: Tapping the Power of Narrative</b></p>	<p><b>The Webinar on Webinars</b></p>
<p>January 17 &amp; 18 11am - 12pm PT</p>	<p>March 10, 17, 24 &amp; 31 9am - 10am PT</p>	<p>March 20 11am - 12pm PT</p>

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Kimaya Dixit, a Senior Associate with Hattaway Communications, has been involved in the design of Hatch for Good from the beginning. Supported by the Rockefeller Foundation, Dixit and her colleagues at Hattaway interviewed over a hundred leaders from nonprofits, government agencies, and social media companies to hear their take on the state of storytelling in the social impact sector.



Kimaya Dixit

The overall take-away: while good causes clearly recognize that they should be using stories to help advance their missions, they don't have easy access to the tools that can help them craft and disseminate those stories, nor do they have a complete grasp of what makes stories strategic. And so, Hatch for Good was created expressly to address these needs.

The site is divided into four major sections or "themes":

- **Content:** to help you craft a story, this section presents a series of questions that you must address before you write anything. Who is your intended audience? What is the objective of your story (i.e., what do you want this audience to do)? What will actually motivate them to act?
- **Engagement:** this section can help you find the best platform for telling your story (e.g., Facebook, Storify, Tumblr, et. al.) as well as how to measure impact
- **Strategy:** does your story fit into a larger narrative about your organization's work? This section will help you evaluate the strategic strength of your story.
- **Evaluation:** this section contains tips for measuring the impact of your stories (which, hopefully, can also help you build a case internally for more storytelling.)

You can also click "Explore" on the home page and go directly to dozens of articles from outside contributors such as Kristen Grimm of Spitfire Strategies, Eve Claxton of StoryCorps, Marjan Safian of the Department of Expansion, Matt Locke of Storythings and many others (including yours truly). Here's a sampling of some of my favorites:

- ["The 40/60 Content Rule: Less Time Writing, More Time Sharing"](#)
- ["What I've Learned So Far About Interviewing for Video and Audio Stories"](#)
- ["A Guide to Storify"](#)

Hatch for Good also started a newsletter in 2016 to alert regular users when new content has been added or other important changes have been made to the site. According to Dixit, approximately 3,000 people receive the newsletter and visit Hatch on a regular basis.

In "Telling True Stories," Pulitzer Prize winning journalist Katherine Boo says this about storytelling: "Narrative can convey vividly and potently the greater failings of government and industry, inequities of class, and fractures in the infrastructure of opportunities in this country. It can engage the public, almost against its will, in crucial questions of meritocracy and social justice." Those words ring particularly true in 2017, and if you're going to tell stories to engage the public in your work, Hatch for Good is the right tool at the right time.

## About Us

*free-range thinking* is written by Andy Goodman and Celia Hoffman. To read back issues, download free publications, and to learn more about our work, please visit

[www.thegoodmancenter.com](http://www.thegoodmancenter.com).

To reach Andy directly, please call (323) 464-3956 or send an email to [andy@thegoodmancenter.com](mailto:andy@thegoodmancenter.com).

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The Goodman Center, 444 North Larchmont Blvd., Suite 102, Los Angeles, CA 90004