
STORY REFRAME GAME

DRY UPDATE

We bought a bus.

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

We received a grant.

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

**We renovated a dining
room.**

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

**We added memory
care apartments.**

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

We reduced turnover.

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

**We hired two new
nurses.**

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

**We launched an employee
assistance fund.**

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

**We upgraded outdoor
seating.**

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

**We started a resident
art program.**

Find the human. Create meaning.

STORY REFRAME GAME

DRY UPDATE

We raised \$50,000.

Find the human. Create meaning.

STORY REFRAME GAME

YOUR AUDIENCE

STAFF

"Do I matter here?"

What does this story mean to them?

STORY REFRAME GAME

YOUR AUDIENCE

FAMILIES

"Can I trust you?"

What does this story mean to them?

STORY REFRAME GAME

YOUR AUDIENCE

DONORS

"Did I make a difference?"

What does this story mean to them?

STORY REFRAME GAME

YOUR AUDIENCE

BOARD MEMBERS

"Is this sustainable?"

What does this story mean to them?

STORY REFRAME GAME

YOUR AUDIENCE

RESIDENTS

"Do I belong?"

What does this story mean to them?

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