

FROM GRATITUDE TO GROWTH

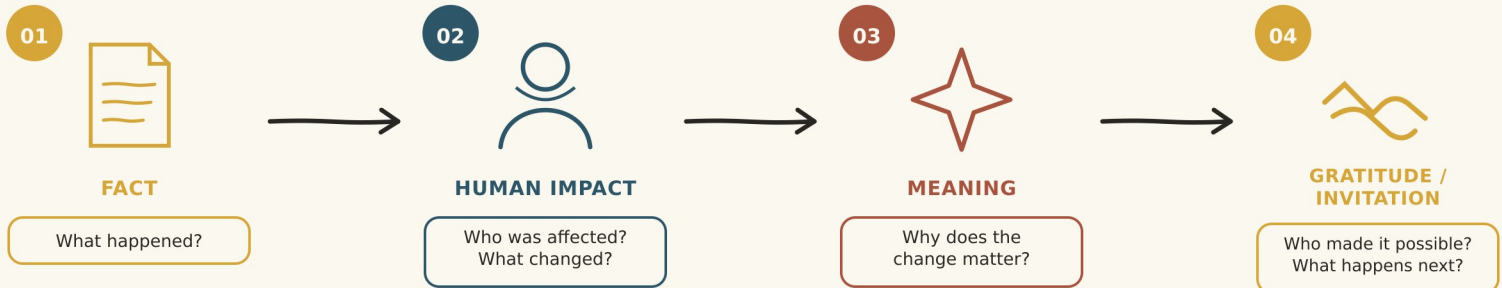
A visual field guide for turning information into meaning

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THE STORY REFRAME

Start with what happened. Finish with why it matters to a person.



WORKED EXAMPLE

“We bought a bus.” →

Residents gained freedom to stay connected to the people, places, and experiences they love.

Generous support made that freedom possible.

THREE LENSES TO CHECK THE STORY



DONOR-CENTRIC

Who is this really about?
Shift from “look what we did”
to “because of you...”



AUDIENCE

What does this mean to them?
Keep the truth stable.
Clarify its relevance.



HERO + GUIDE

Who has agency?
The person is the hero.
The organization supports.

ONE TRUE STORY. DIFFERENT MEANINGS.



KEEP IT HUMAN. KEEP IT TRUE.

Protect dignity, agency, accuracy, consent, and donor intent.
Do not make the organization the hero or turn hardship into a prop.

THE STORIES AT WORK

Seven examples, seven different teaching jobs

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USE THESE AS MODELS DURING THE STORY REFRAME GAME

The framework repeats. The human meaning changes.

1 THE DASHBOARD

VISIBLE FACT

Strong metrics

DEEPER HUMAN MEANING

Belonging, continuity, and relief

EXPOSE THE TRANSLATION GAP

2 PETE + LIBBY

VISIBLE FACT

Care and support services

DEEPER HUMAN MEANING

"Will we still belong?"

FIND THE HUMAN QUESTION

3 THE BUS

VISIBLE FACT

A vehicle was purchased

DEEPER HUMAN MEANING

Freedom and connection

MODEL THE FOUR-PART FRAMEWORK

4 RAY + KAY

VISIBLE FACT

A continuum of care

DEEPER HUMAN MEANING

Safety, compassionate care, and peace of mind

PROJECTS ARE NOT OUTCOMES

5 CHUCK

VISIBLE FACT

A transformational gift

DEEPER HUMAN MEANING

Thirty years of relationship and trust

REVEAL THE STORY BENEATH

6 DENNIS

VISIBLE FACT

A tribute and a gift

DEEPER HUMAN MEANING

Grief, hope, legacy, and belief in the future

GRATITUDE BECOMES GROWTH

7

HELPING HANDS

Emergency assistance

A community cares for its caregivers.

One truth becomes relevant to employees, donors, families, residents, and the board.

TRANSLATE ONE TRUTH FOR MANY AUDIENCES

MESSAGE STARTERS

BECAUSE OF YOU

Because of you, ____ became possible.

MORE THAN

This is more than _____. It is _____.

BEFORE + AFTER

Before _____, _____. Now, _____.

USE IT NEXT WEEK

1

CHOOSE

a real update

2

FIND

the person

3

NAME

the meaning

4

TRANSLATE

for the audience

Where could you use this framework in your organization next week?