LEADER SEMINAR

02:00

Welcome!

We'll get started in just a minute!

We're so glad you're here!

🎵 Intro Music

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The Power of Data-Driven Storytelling for Effective Advocacy

Vina Rathbone Falvey
CEO, Rathbone Falvey Research
March 23, 2023

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Agenda

01 Introductions

02 Data-Driven Storytelling

03 Q&A

04 Resources You Can Use

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Today's Speakers

Dana Lubner
DIRECTOR OF COMMUNITY DEVELOPMENT
Rent Responsibly

Vina Rathbone Falvey
CEO
Rathbone Falvey Research

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01

Poll Question:
Have you ever spoken at a public hearing?

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02

Poll Question: Which testimony did you find more persuasive?

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Testimony #1

Turn Your Volume Up

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Testimony #2

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02

Poll Question: Which testimony did you find more persuasive?

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Core Principles of Persuasive Data-Driven Storytelling

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A great data-driven story should:

Be written for a very specific audience

Convey a “Big Idea”

Balance emotional and analytical

Be told like a story

Clarify the data

Be rehearsed

Have a follow-up action

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Understand the Audience's Power.

The audience wants to know what you can do for them, not vice versa.

Segment your audience and consider their demographics / psychographics/ motivation and needs.

View yourself as a curator of content for the most powerful audience members. Write the presentation just for them.

Knowing your audience allows for presentations to be a conversation, not a lecture.

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Define how you'll change the audience.

When planning a presentation, define where the audience is starting, and where you want them to end up.

Start by finding common ground with your audience through shared experiences, common goals, qualifications, and common ground.

End with the ideal scenario that you'd like the audience to agree with and act on based on your presentation.

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What is the big idea?

The big idea has two parts:

A personal POV
Needs to express a perspective.

What is at stake
Convey why the audience should care about the idea.

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What is the big idea?

The big idea has two parts:

A personal POV
Needs to express a perspective.

What is at stake
Convey why the audience should care about the idea.

Anticipate resistance to the big idea.

- **Logical resistance:** Have research to defend your ideas.
- **Emotional Resistance:** If it might violate a bias or code - proceed carefully.
- **Practical Resistance:** Acknowledge the work and take responsibility

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Data-driven stories have 3 parts.

A Beginning

Lay the common ground, and describe “what is.” Next, create tension with what could be. Once you’ve established the gap between what is and what could be, use the rest of the presentation to build the bridge.

A Middle

The most compelling part - where the action happens.

Amplify the contrasting themes to build the material for this section.

A Powerful End

Leave the audience with a heightened sense of what could be by pairing a call to action with a picture of the new reality.

Define the new rewards to compel the audience to take action that will be worth the effort. Show the direct benefits to the audience and their sphere.

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Data-driven stories balance emotional and analytical elements.

Every presentation should contain some emotional content, no matter the topic or audience.

Ask why questions to unearth your Big Idea's emotional appeal.

Use stories to add emotional texture.

ANALYTICAL	EMOTIONAL
Data / Evidence	Benefits illustrated through stories
Logical arguments, proof	Metaphors and analogies that make data meaningful
Examples, case studies	Thought-provoking questions

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Data-driven stories are memorable.

- Craft sound bites
- Apply storytelling principles
- Amplify through contrast
- Metaphors are glue

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Clarify your data.

- Highlight what is important
- Tell the truth in your charts
- Explain the why and the how
- Concrete comparisons express magnitude

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Where to find your data points

1 Percentage of total housing inventory

2 The “party house” problem sizing

3 Economic impact of hospitality

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Percentage of housing inventory

1. Use Key Data or AirDNA to calculate total number of STR units in the market.

2. Use Census Data to determine how many total housing units are in the market.

3. Divide the number of STRs by the total housing inventory, and multiple by 100 to determine the percentage of housing inventory dedicated to STRs.

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The “party house” problem size

1. Submit a public records request for the total 311 calls, and determine what % are STR related.

2. Use Key Data or AirDNA to understand what the STR unit composition looks like. If X% of the units are multi-bedroom homes,vs small condos, use to emphasize the real size of the party house problem.

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Economic impact of hospitality

1. Use Bureau of Labor Statistics data to show the quantity of hospitality jobs. Pair with average pay data.

2. Use Census Bureau data to show lodging tax revenue to the state. Use $ amounts.

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Don’t forget to rehearse.

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Have a follow-up action.

Summarize your big ideas, key points, and call to action.

Make yourself or your research available.

Distribute your message further.

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Key elements of a persuasive data-driven story

- Written for a specific audience
- Conveys a “Big Idea”
- Balances emotional and analytical
- Told like a story
- Clarifies the data
- Rehearsed
- Has a follow-up action

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03

Q&A

Drop your questions in the Q&A Feature

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04

Resources You Can Use

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Schedule 30 Minutes with Vina!

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STR Community Builders

Join our Slack and Facebook community designed specifically for alliance and advocacy leaders to connect with others, ask questions, share ideas, and celebrate each other.

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Community Builders

Facebook

Slack

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RR SUMMIT
SPRING 2023
PEOPLE, PLACES, PLANET
APR 18-19
RESERVE YOUR SPOT NOW
PODCAST TAKEOVER
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Thanks!

Any questions?

Vina Rathbone Falvey
Vina@RathboneFalvey.com

Dana Lubner
Dana@RentResponsibly.org

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