

A woman wearing a hijab and glasses is speaking into a microphone. The image is dark and serves as a background for the text.

# Ministory

STORYTELLING FOR A CAUSE

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PORTFOLIO AND COSTS

# Outline.

## Storytelling for a cause

Connecting, engaging and motivating audiences to your cause requires specialist insight into human motivation, values and how to work with the unconscious drivers that shape our behaviours and attitudes.

The resources we create are driven by our *Storytelling for a cause* methodology, which is a story driven approach to audience engagement. This methodology is designed to create real and meaningful change with your audiences taking action on your cause. The videos and animations that we produce are, in many ways, only a small reflection of the work behind the scenes that we put in to help you develop a powerful meta-narrative to drive your work.

That is why our offer of work is primarily storytelling, and secondary resource development. Our primary task is to find your story, then develop your story into a powerful resource to motivate and engage your audiences in a more meaningful way.

We are delighted to offer you this overview of our recent portfolio of resources from a range of clients. The examples below show a rough cost for each type of project. Each project will depend on many factors, including artwork, research, consultancy and narrative development. That is why it is hard to give an exact price without understand your project and needs.

We are highly flexible in our work, and we can shape projects around your budget requirements - whether it is one-off animation, video or printed resource, or whether you are looking to create powerful story-driven campaigns and major projects for your organisation, we can adapt our work to fit your requirements.

As part of our vision to help you to become more effective in your work, we also offer in-depth training on storytelling, as well as consultancy work. Our insights on storytelling and motivation can help you to overcome low audience engagement and motivation, and how to drive your campaigns and projects based on a holistic vision of human motivation and values. Visit our website to find out more.

If you have any questions, or want to discuss any element of our project or work and see how we can help, then please do not hesitate to contact us for a chat.

Kieran O'Brien  
Director of Ministry



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# **Animation.**

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# Animation series.

## CAFOD

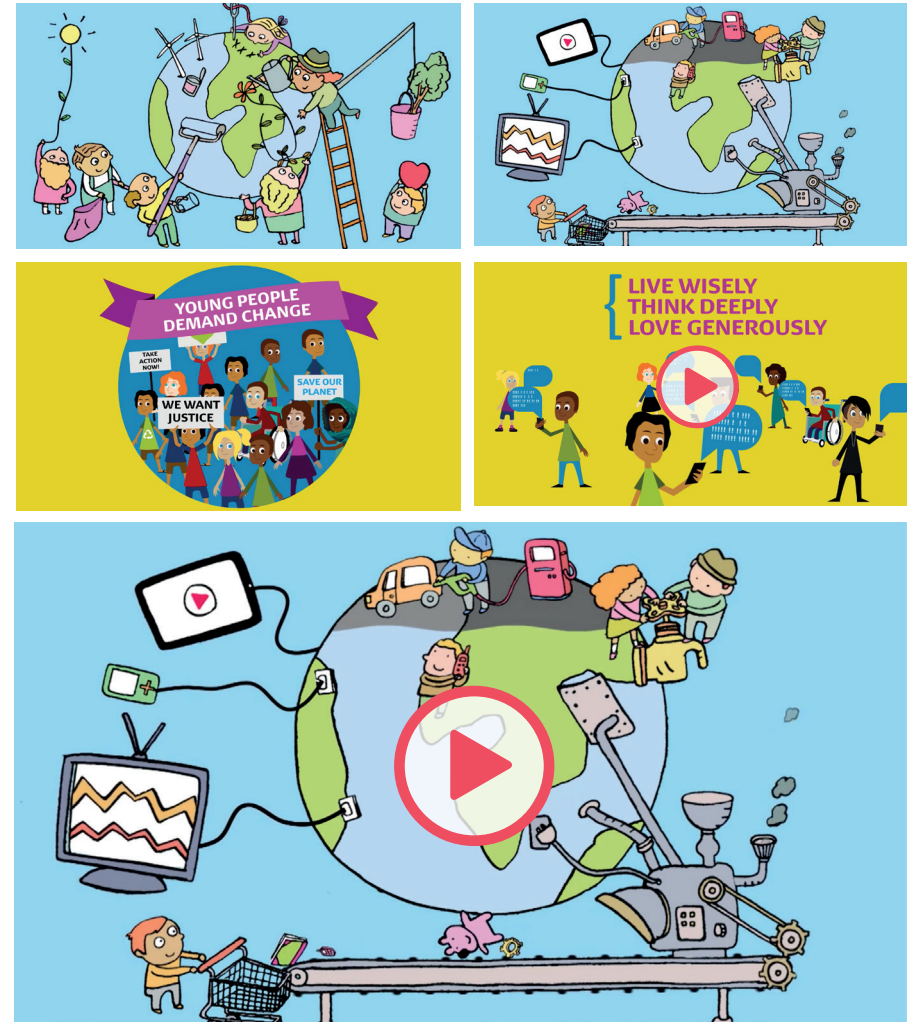
Taking on projects, such as CAFOD's Laudato Si' project, that fed into a whole suite of resources, including powerpoints, posters, colouring in sheets, teacher training materials, postcards and social media assets.

This major project, communicating teachings of Pope Francis to children and young people, has been an extremely successful resource. With the animation translated into 7 languages, with a combined outreach of over 1 million views worldwide.

These character based animations (for young people), and hand illustrated characters (for children) both show the different visual approaches to each respective audience.



Budget £5000 - £7500



# Animated story-led explainer.

## NICER

We can work alongside major projects and help you to connect audiences to complex messages.

The Science Religion Encounters (SRE) project required research and consultancy time to develop a rich narrative to help frame the findings of NICER's research on science religion encounters in the classroom.

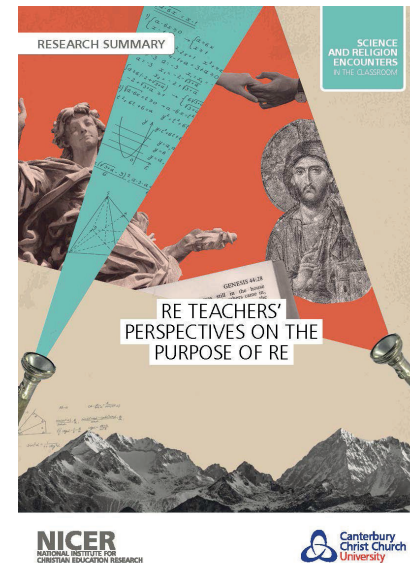
The project included a mix of branding and visual development, animated explainer, as well as content for social media outreach and engagement.

The animation utilises a mix of artwork, typography and live action to create a robust explainer and compelling narrative to help audiences engage with the overall purpose of the SRE project.

Project included the following:

- Storyfinding research
- Visual branding and identity
- Animation
- Social Media content

**Budget £3400 - £5000**



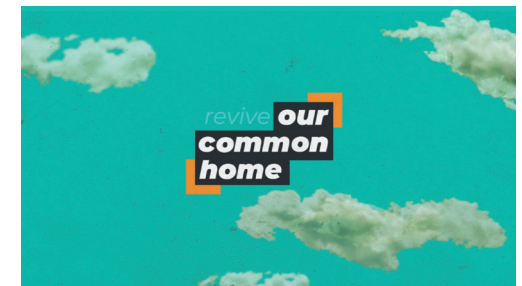
# Typographic and visual animation.

## CAFOD

We can create typographic driven animated explainers to help engage audiences with your campaign.

To help promote their Net-Zero campaign, this typographic and visually stylistic animation was designed to engage and motivate audiences into action on CAFOD's Net-Zero campaign.

This project included narrative development, developing a visual look for the campaign and animation.



Budget £3400 - £5000

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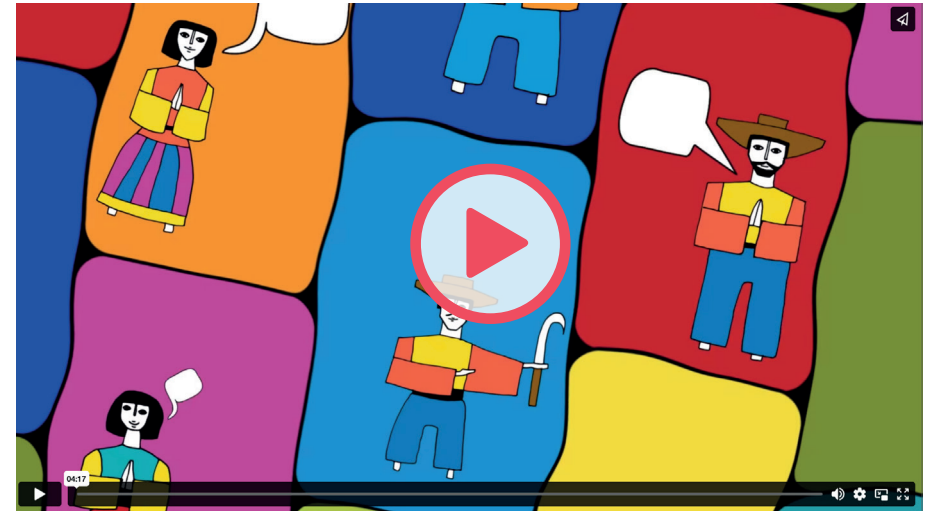
# Hand drawn animation.

## Oscar Romero Trust

We can match specific artwork styles and develop them into engaging animations that have a universal appeal.

Utilising the strikingly visual artwork of [Fernando Llorca](#), this animation explores the life and death of St Oscar Romero.

Visual elements from this project was collated from examples of Llorca's artwork, and included in-house hand drawn elements and conceptual developments of Llorca's style.



Budget £3400 - £5000

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# Small animation projects.

We can deliver on single one-off animations that relate to a small project. These budget busting animations are a great way to engage audiences on a range of topics or issues.

## WWF

Library of life animation - simple book opening and story project, with voiceover. Work includes image editing, opening and closing sequence, and audio work.

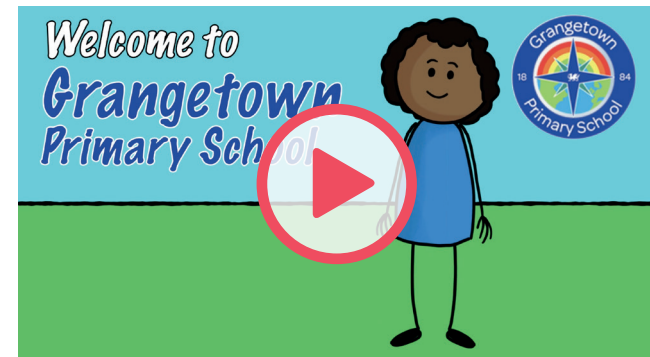
## Grangetown primary school

Simple mixed media video with animated character and person interaction. Designed as a school intro for new pupils, during COVID lockdown.

## CAFOD

Short fundraiser promo for CAFOD's World Gift's, explaining what they are and how to purchase them.

**Budget £660 - £1200**



**Video.**

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# Video explainer.

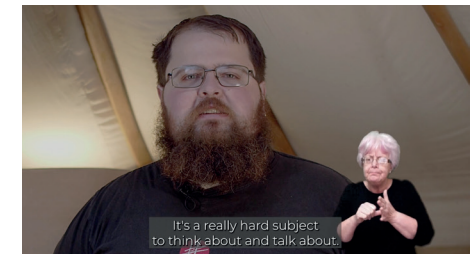
## Stop it Now! / Learning Disability Wales

We can create video projects that convey serious messages. This video series, comprising of four videos, utilising Easy Read methodology, required on-site filming, sign language interpreter and animated slides.

These powerful videos can help you to communicate important, and sensitive messages, to a diverse audience.

This project involved working with actors with a learning disability, helping them to communicate clear messages on sexual abuse, directed to audiences with a learning disability.

**Budget £2400 - £3600**



# Video series.

## Family Life Commission

We create and produce video projects, which includes research, writing, filming and post-production. These major projects take time but the end result is extremely powerful, creating a resource that you can build your work on.

Working with Family Life Commission, we wrote and developed an 8 episode series of online videos, each covering an aspect of what it means to grow in love.

This resource, shot under COVID restrictions, was designed to help audiences to engage with Family Life's work during lockdown.

<https://rcadc.org/mfl/growing-in-love/>

**Budget £12,000 - £20,000**



## **Mixed Media.**

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# Video and animation.

European Union / CAFOD

This mixed media project includes video content, alongside animated explainers that are designed to fit within the visual and feel of the video.

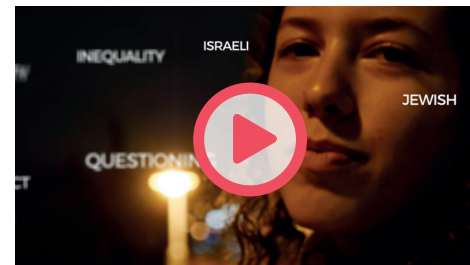
This project, bringing the story of young people's voices together from both sides of the divide in Occupied Palestinian Territories and Israel.

This project included working with partners on the ground, and developing engaging content to be used for young people in the UK.

The bulk of this work was in developing a narrative that both partners could agree to, including a sensitive history explainer that represented both sides of the conflict.

Budget £5000 - £7500

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# Animated video.

## Video and animation content

This approach brings video content alive, which is perfect to create powerful video content that will grab your audience's attention.

You can create meaningful and exciting content when you combine the two different types of media.

In our examples we have CAFOD's Brighten Up fundraiser. This is to inspire young people to raise money and take action on global poverty.

This project included on-site filming, voiceover work and animated overlays.



**Budget £2200 - £3400**

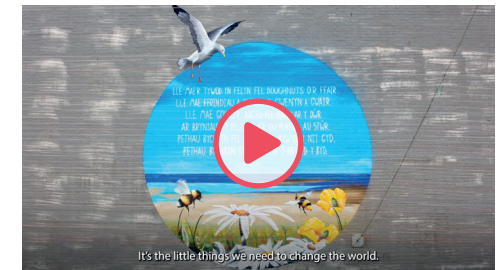
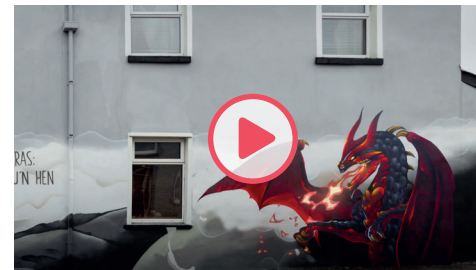
# Live footage animation.

## WWF

Mixed media videos can bring the static alive, and create compelling resources that work for a wide range of audiences.

Based on a poetry project, led by school children in their respective areas, this Welsh-language resource was designed to promote voices of children, across Wales, to policy makers as well as decision makers on climate related issues.

This project included on-site filming, voiceover recording and animation of the painted murals across Wales.



Budget £4,500 - £5,500



**Story-led projects.**

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# Educational materials.

## CAFOD

Storytelling is not just about animations, we have - since COVID lockdown - developed online assembly content for CAFOD.

These video assemblies are a great way of promoting campaigns, fundraisers and raising awareness.

These videos are designed to be school driven, where Ministry creates the visual identity and any title sequences or other visually appealing materials to help schools engage with the resource.

Videos last about 15mins, and include a range of talks, inputs, reflections and animated sequences.

**Budget £1200 - £2600**

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# Story-led projects.

## NICER

We can deliver story-led projects that can help audiences to engage with your work in a more meaningful and deep way.

The Faith in the Nexus project included a range of resources, including a series of animations, visual identity development, branding, printed materials, podcasts and other materials.

This project was all brought together by a compelling narrative, that was developed closely with the clients, that helped to drive engagement with their research, and to reach out and engage a wide audience through a range of training resources and other materials.

Budget £10,500 - £17,500



# Character based animation.

## CAFOD

This character driven animation was designed to create a simple and compelling narrative that explains the teachings of Pope Francis. Along with bright visuals, and a diverse set of engaging characters, this resource helps younger audiences to engage with core concepts found in the document Fratelli Tutti.

The simple character rigs, along with visually rich scenes helps the viewer to relate to the messages of the document, rather than just understanding them.

Each scene and character was further developed into additional content, including posters, postcards, social media assets and other promotional/educational resources.



# Training projects.

## CAFOD

We create story-driven training content for organisations to connect to their purpose and cause.

The Our Common Home training programme, for staff and volunteers at CAFOD, explores the concept of what progress is, and how to create a new vision of progress based on a holistic and integral view of ecology.

Written by Ministory, this programme, made up of 7 online modules, includes video stimuli, learning modules and a visual identity for the project.

Budget £3,500 - £5,000

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# Major projects.

## CAFOD

We can overhaul old projects and give them new life, purpose and accessibility to new audiences.

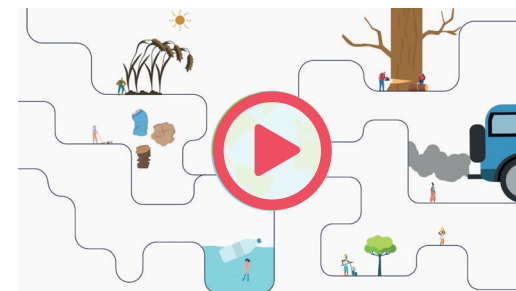
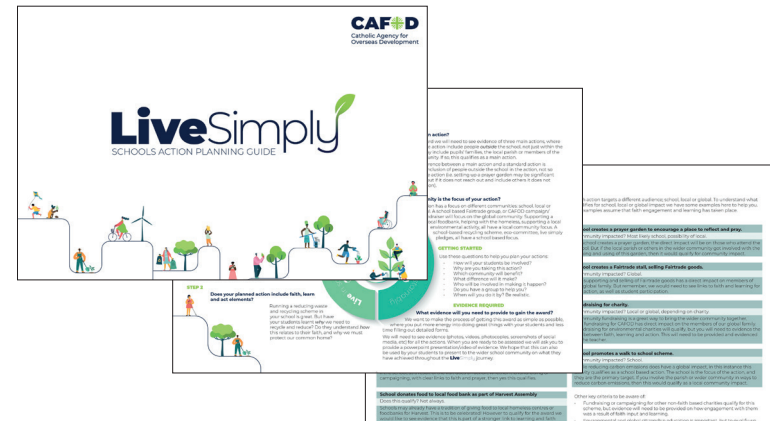
CAFOD's Live Simply project was in need of adapting for a school audience, as well as needing a new look, and visual identity. We developed a new brand, visual look and a new story to drive schools engagement with the scheme.

This project include a total revamp of the whole scheme, including new promotional materials, new scheme outline and process documents. But more importantly, the re-vamp is driven by a new story - with different motivational triggers that are drawn from the story narrative found in the animations.

This animation driven, visually engaging resource, can help to deliver on the organisation's ambition of reaching out to all schools with a simple and meaningful resource that encourages students to embrace the idea of living simply.

Budget £15,000 - £20,000

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# Story-led projects.

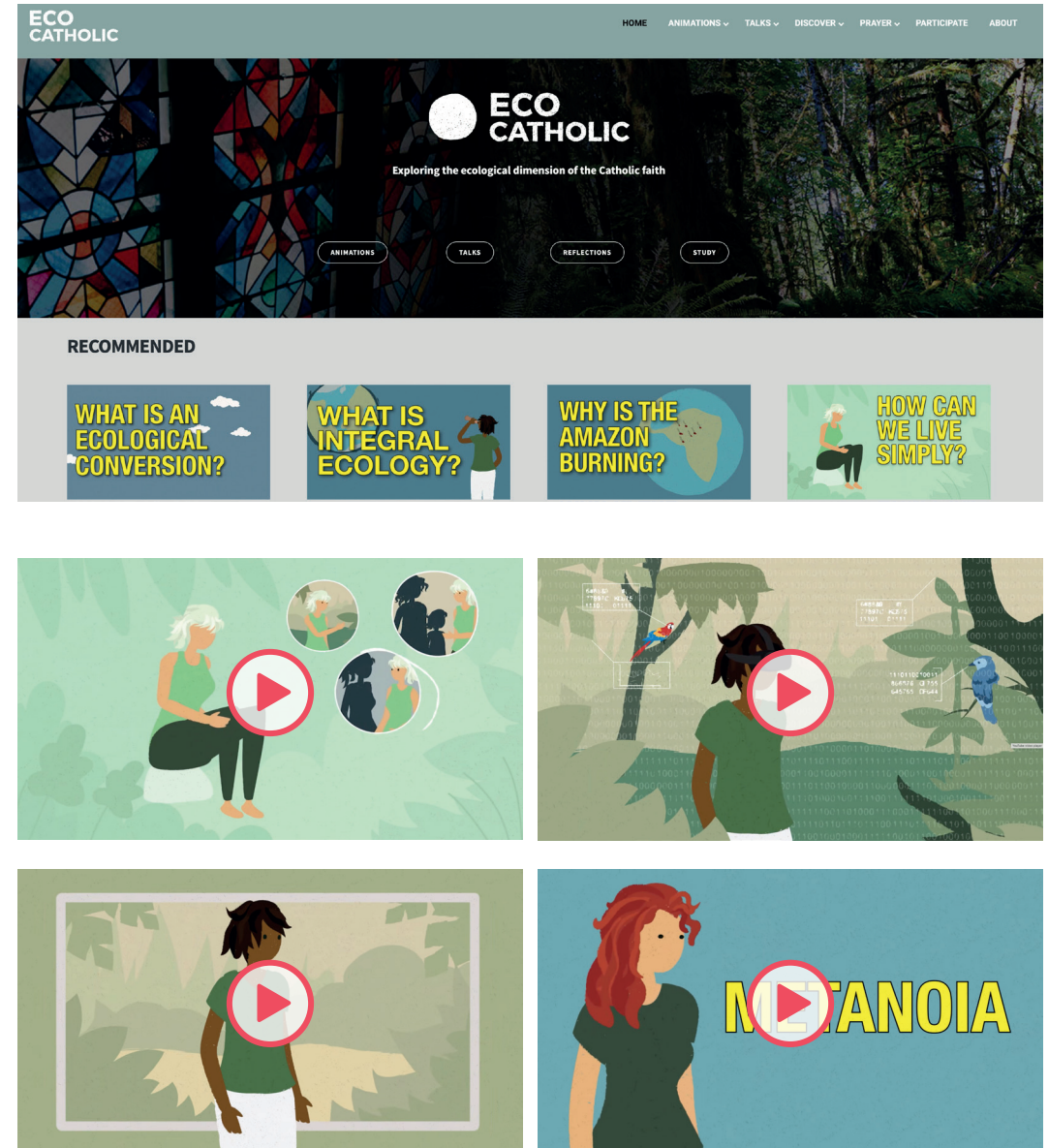
## Jesuits in Britain

As part of a major project, we created a new story-driven website with animated content to help audiences engage with the ecological dimension of their faith.

This project included the creation of a website, called Eco-Catholic, and developing social media channels, and a range of animated and visually engaging content.

The series of animations cover a wide range of topics taken from Catholic Social Teaching. The website resource and animations are used in a range of educational projects, campaigns and movements used around the world.

**Budget £15,000 - £20,000**



# Emergency content creation.

## DEC

As part of our commitment to major emergencies, we have teamed up with DEC (Disasters Emergency Committee) and work alongside them during major appeals.

This work includes bilingual content including videos, posters and assets to support their appeal in Wales.

We have worked with DEC for over 5 years, and are a trusted partner to deliver on essential resources during each crisis appeal, including wars, earthquakes, cyclones and tsunamis.

If your work includes emergency response, we can work alongside you to develop an emergency plan and how to create and deliver content when needed.

This is a bespoke contract, please contact us for further information.

**Budget £POA**





**Consultancy.**

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# Consultancy.

## Helping your organisation to grow

Some of the biggest challenges that we face in audience engagement and motivation comes down to a lack of understanding on how to create a powerful metanarrative to drive everything that we do.

The metanarrative is the grand, or master narrative that sits behind every campaign, message, social media engagement and resources. Crafting the metanarrative takes specialist insight, skillset and knowledge.

Working with metanarrative we call Master Storytelling, and utilising the power of implicit storytelling can help unlock your organisation's potential for change.

We are here to help you every step of the way as you transition from marketing logic, to storytelling logic, and how to use this powerful way of working to drive all that you do. We will show you how to overcome some of those perennial challenges we all face when trying to engage and motivate audiences to your cause, and how to create meaningful change in all that you do.

Our consultancy process is designed to fit around your organisational needs, following the four stages of:

**Storyfinding:** We create a structured listening process to find your story and value map it to your cause

**Research:** We take a deep dive into your communications and audience engagement strategies to review areas for growth

**Training:** We train your staff to develop insights on audience motivation and how to create narratives that resonate

**Strategy development:** We develop bespoke storytelling strategies to drive meaningful change that align to your cause

We carefully audience test all story concepts and help you to leave old narratives behind and embrace powerful stories to help bring about the changes we seek.

As each organisation is different, every consultancy contract is clearly scoped beforehand to ensure it addresses your organisation's needs.

### **Consultancy Fees £750 per day**

Mini consultancy is also available, to help with advice on projects, campaigns or audience engagement.

### **Mini consultancy £100 per hour**

**Training.**

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# Storytelling for a cause.

## Online training programmes

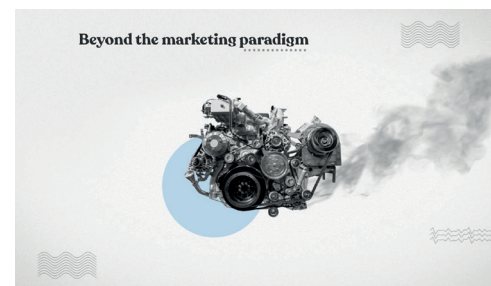
We offer a range of storytelling training programmes that are designed for anyone who is working on a cause.

Our speciality training includes unique insights on storytelling approaches and how to meaningfully engage your audience with your cause. We draw insight from a wide range of disciplines, including social sciences, neuro-psychology, philosophy and the arts.

We are excited to offer our 10hr+ training programme on **Storytelling for a cause - The Climate Edition**, which is our full training programme that deconstructs, what we call, the marketing paradigm and its logic to bring about real and meaningful change. And we replace this with a new 'engine', called the storytelling paradigm.

Applying the logic of the storytelling paradigm to climate messages, helps to create new powerful narratives that can help you to overcome some of the biggest challenges we all face in audience motivation.

**Storytelling for a cause full training - £350**  
**Training plus hands-on workshops, story cards and storyfinding book - £699**  
**Individual training modules - £65**



# Face to face training.

## Master storytelling training

We deliver face to face training that can be tailored to your organisation's needs, or can be part of a wider group discussion.

Connecting audiences to your cause through storytelling approaches demands specialist insights and methodologies that can be applied across all aspects of your work.

Our face to face training takes the content found on our online training programmes (see previous page) and applies them to your specific circumstances.

We also recommend a mix of online and face to face training programmes that can suit your budget. That way your staff can develop core principles through the online training programme, and spend the face to face training time to focus on specifics that relate to your organisation's needs.

Chat to us discuss possible training options.

### **Face to face training - £600 per day**

(plus travel/accommodation fees)

*Discounts available for smaller organisations with income less than £1M*

# Ministry

[ministry.co.uk](https://ministry.co.uk)

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