

LS6-L1 Deeper Dive Building an Emotional Story

CTR Outline Examples

Here are some story arc samples including their Call to Action

Sample 1 - Short post - Awareness (non-fundraising)

- **Challenge:** “Each morning, traffic roars past the old rail tunnel—few notice the colony of cats hiding inside.”
 - **Transformation:** “A neighbor set out food and quietly gained their trust.”
 - **Resolution + CTA:** “Today, three are safe indoors. Want to help us map outdoor colonies in your neighborhood?”
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Sample 2 – Social media post - Plant-based lifestyle advocacy

- **Challenge:** “Mark loved his weekend grilling... until his cholesterol spiked.”
- **Transformation:** “He experimented with plant-based swaps—same flavors, less strain on his body.”
- **Resolution + CTA:** “Now his numbers are dropping. Try Mark’s three favorite swaps in your next meal.”

Sample 3 – Short video (chickens used for meat)

- **Challenge:** “In crowded sheds, these Cornish Cross chicks grow so fast their legs can barely keep up.”
- **Transformation:** “But when even one person swaps a single weekly meal, demand shifts... and fewer birds are pushed into these conditions.”
- **Resolution + CTA:** “Take the first step towards their freedom. Join thousands choosing **Meatless Mondays**. One meal a week makes a real difference.”

Sample 2 - Campaign letter - Policy or community action

- **Challenge:** “Our city’s new development plan removes one of the last wildlife corridors on the east side.”
 - **Transformation:** “Local residents documented deer crossings, nesting spots, and safe pathways—data the council hadn’t seen.”
 - **Resolution + CTA:** “The vote is next Thursday. Add your name to the letter urging the council to preserve the corridor.”
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4. Short post - Compassionate education or youth engagement

- **Challenge:** “Jada froze during her classroom presentation about animals—she wasn’t sure anyone cared.”
- **Transformation:** “But when she shared the story of one rescued calf, the room was captivated”
- **Resolution + CTA:** “That moment changed her confidence. Want the student storytelling guide she used?”

5. Sanctuary/fundraising example

- **Challenge:** “Abandoned at three weeks, Poppy struggled through her first night.”
- **Transformation:** “By day six, she leaned into a warm hand and finally slept deeply.”
- **Resolution + CTA:** “Today she explores clover on her own. Your \$20 helps us prepare a safe stall for the next arrival.”

Sample 2 – Oat milk (dairy cows)

- **Challenge:** “Dairy calves are taken from their mothers within hours, long before either is ready to let go.”
- **Transformation:** “Families everywhere are discovering that creamy oat milk works in coffee, cereal, smoothies—without that separation story behind it.”
- **Resolution + CTA:** “Try **oat milk** this week and see which brand becomes your new favorite.”

Sample 3 – Plant-based alternatives (egg-laying hens)

- **Challenge:** “Most egg-laying hens spend their lives unable to stretch their wings—cramped in spaces smaller than a sheet of paper.”
- **Transformation:** “Now restaurants, cafés, and grocery stores offer plant-based scrambles, breakfast sandwiches, and baking swaps that taste incredible.”
- **Resolution + CTA:** “Explore **three egg-free options** in your next breakfast. You might find a new go-to.”

How to Build a Story Using CTR (Challenge, Transformation, and Resolution)

1. Beginning – Introduce the Challenge

- Present your main character and their ordinary world.
- Show what your character wants or values before things go wrong.

- Introduce the *challenge*—a problem, conflict, or event that disrupts normal life.
- End this section with a question or decision that pushes your character into action.

2. Middle – Show the Transformation

- Place your character in situations that test their beliefs, strengths, or desires.
- Let them *fail*, learn, and adapt as the stakes rise.
- Introduce supporting characters or forces that help or hinder their growth.
- Show inner change alongside the outer struggle—the emotional or moral shift is key to the *transformation*.

3. End – Deliver the Resolution

- Bring the story to a clear turning point or climax where your character faces their greatest test.
- Show how they apply what they’ve learned to overcome—or fail to overcome—the challenge.
- End with a *resolution* that reveals the lasting effect of the experience.
- Hint at how the world and the character have changed as a result.

Here’s a short example that illustrates how the **challenge–transformation–resolution** model fits within a **beginning–middle–end** story arc.

Example Story Outline: “*The Lost Compass*”

Beginning – Challenge

Mara, a young explorer, dreams of leading her first expedition. When her mentor falls ill, she takes charge of a journey into a dangerous forest to find a legendary compass said to reveal true purpose. The challenge: she must lead a team that doubts her skills while navigating the unknown.

Middle – Transformation

The expedition runs into storms, arguments, and dwindling supplies. Mara’s decisions lead to mistakes that shake her confidence. Along the way, she befriends an older guide who

helps her see that leadership isn't about control—it's about trust and courage. Through loss and learning, Mara transforms from a nervous novice into a calm, capable leader.

End – Resolution

At the forest's heart, Mara finds the compass but realizes its magic lies not in direction, but reflection—it shows one's inner strength. She returns home changed, leading her team safely back. Her new confidence inspires others, and her mentor sees she's truly become an explorer in spirit.

Excellent — here's a short story version of “*The Lost Compass*” built from the outline.

The Lost Compass

Mara stood at the edge of the forest, her map trembling slightly in the early morning wind. The trees looked endless, dark, and full of whispers. This was supposed to be her mentor's expedition, but when illness struck, leadership fell to her. The rest of the crew doubted her—she could see it in their glances. Still, she pressed on, telling herself that courage meant *acting before you're ready*.

Days passed, and the forest tested her. Paths twisted into dead ends, storms slammed their tents, and food supplies ran low. The others began to question her judgment. Mara felt her confidence slipping until one evening, an older guide named Oren sat beside her by the fire. “You think leading means having all the answers,” he said quietly. “It doesn't. It means listening, learning, and walking with others through the dark.”

The next day, Mara began to change. She listened more. She shared doubts instead of hiding them. When the river rose and threatened to sweep away their packs, it was her calm direction that kept the group together. They started to follow her not out of habit, but out of trust.

After many trials, they reached the forest's heart—a stone altar swallowed by moss. There, beneath gloomy light, lay the compass of legend. Mara lifted it, expecting it to spin toward destiny, but instead it stilled, pointing inward. A glass circle revealed not direction, but reflection—her own face, calm and certain. The compass, she realized, was never a guide to the world but to oneself.

When she led her team back home, the same people who had doubted her now walked proudly beside her. Her mentor smiled when she returned the compass to him. “You found

what the others never did,” he said. Mara only nodded, knowing he didn’t mean the artifact—but the person she had become.

How to Build a Story Using Challenge, Transformation, and Resolution (Animal Protagonist Edition)

1. Beginning – Introduce the Challenge

- Present your animal main character in their natural world: the forest, farm, ocean, or sky.
- Show what life is normally like for them and what instinct or habit drives them—like finding food, protecting territory, or caring for young.
- Introduce the *challenge* that disturbs this balance. It might be a predator, a lost path, changing seasons, or contact with humans.
- End with a moment that forces the animal to act—crossing a boundary or entering unfamiliar territory.

2. Middle – Show the Transformation

- Use the animal’s senses—smell, sound, movement—to show how they experience the world and adapt to new threats or discoveries.
- Let the character’s instincts and emotions (curiosity, fear, loyalty) guide their journey instead of human dialogue.
- Introduce allies or rivals—other animals, environmental changes, or even human interference—that reveal different sides of your character.
- The *transformation* happens as your animal learns new behaviors or develops courage, empathy, or cunning to survive or protect others.

3. End – Deliver the Resolution

- Build to a final test where the animal applies what it has learned—escaping danger, leading a herd, finding home, or embracing a new way of life.
- Show how the world feels different now: the forest quieter, the air freer, or a safe den found after hardship.
- The *resolution* could be quiet and symbolic—a change in habit, a reunion, or a return to peace that shows growth without words.

- Leave readers with emotion rather than explanation—let the senses and action tell the story.

How to Build a Story Using Challenge, Transformation, and Resolution (Pig in Transit)

1. Beginning – Introduce the Challenge

- Show the pig’s ordinary world: the farm, the pen, the familiar routine among other animals.
- Establish the pig’s perspective—its comfort in routine, simple pleasures, or curiosity about the human caretakers.
- Introduce disruption: the truck arrives, humans guide the pigs aboard, and the journey begins.
- The *challenge* starts as confusion and discomfort—the loss of freedom, separation from home, and the strange, noisy confinement.

1. Middle – Show the Transformation

- Focus on the pig’s growing awareness during the journey—its senses overwhelmed by movement, vibration, and the scent of fear or change.
- The pig may recall moments from the farm that contrast sharply with what’s happening now.
- Introduce moments of connection: another pig’s comfort, a brief glimpse of the outside world, or kindness from a human driver.
- The *transformation* occurs not necessarily through survival, but through perception—the pig begins to understand its situation or reach a state of inner acceptance, courage, or clarity.

2. End – Deliver the Resolution

- The story moves toward its inevitable end—the arrival at the destination.
- The *resolution* could take various forms: a final act of defiance, an escape attempt, or a quiet moment of peace or unity among the animals.
- Show change through mood and imagery: the truck door opening, light spilling onto faces, or stillness after chaos.

- End with reflection, not words—the pig’s emotional or spiritual transformation gives the story meaning beyond the event itself.

Here’s a full example outline written in the same style and structure as “*The Lost Compass*”, but this time featuring **Tulip the pig** and her journey to freedom and peace.

Example Story Outline: “*Tulip’s Leap*”

Beginning – Challenge

Tulip, a young pig, grows up on a small farm with her siblings. She’s curious, gentle, and often stares past the fence, watching birds rise freely into the sky. Life is simple but confining. One morning, humans arrive, herding the pigs into a large metal truck. The air is thick with fear and confusion, and Tulip senses something irreversibly wrong.

The *challenge* begins as she’s packed tight among squealing bodies, the truck lurching forward toward an unknown fate.

Middle – Transformation

As the truck rumbles down the highway, Tulip struggles to breathe in the cramped space. Yet instinct sparks within her—a desperate will to survive. When the truck hits a rough patch, she claws her way upward, slipping and pushing until, in a moment of impossible courage, she leaps through a gap near the top. The world blurs, the wind roars, and she tumbles to the roadside.

Bruised and dazed, Tulip’s story nearly ends there—but fate intervenes. A kind couple driving by spots her struggling in the gravel. They stop, wrap her gently in a blanket, and rush her to a nearby veterinary clinic. The vet discovers her injuries are only superficial and, recognizing her as one of several pigs who’ve tried to escape from similar trucks, calls Amy’s Animal Rescue—a refuge for nearly 200 rescued farm animals.

The *transformation* unfolds here: Tulip’s fear slowly turns into trust. She begins a new life surrounded by other survivors, learning that safety and kindness exist beyond the fences she once knew.

End – Resolution

Years pass, and Tulip thrives at the sanctuary. In the sunlight of her new home, she roots in the earth, nuzzles caretakers, and rests beneath wide open skies. But her story—and her leap—carry a heavy echo. The other pigs from that truck, including her brothers and sisters, never made it. Tulip’s peace becomes both a gift and a reminder.

The *resolution* closes with a moral reflection: Tulip’s courage invites the audience to see animals as sentient beings with feelings, families, and an urge to live. Her escape asks us to reconsider the food choices that shape their fate—and to honor her story by exploring compassionate, plant-based alternatives that give all creatures a chance at life.

Tulip’s Leap

Tulip had always been different from her siblings. While the other piglets wrestled and rooted in the straw, she would stand at the edge of the pen, staring through the slats at the open fields beyond. She didn’t know what lay past the fences, only that the horizon seemed to glow with a promise she couldn’t name.

The morning everything changed began like any other—except the air felt heavier, and the humans didn’t smile. They moved quickly, swinging metal gates and shouting over the squeals. One by one, Tulip and her brothers and sisters were herded into a truck. The walls were cold steel, the floor slick beneath their hooves. The doors slammed shut, drowning the farm in silence.

The truck rattled to life, carrying with it the chorus of frightened cries. The air inside was thick and hot; Tulip could barely move. Panic surged through her as the vehicle thundered down the road. She wanted to see the sky again—to breathe, to live. When the truck lurched over a pothole, she felt a draft above her. Driven by instinct and desperation, Tulip pushed upward, clawing and wriggling until she reached a small gap at the top.

Then, in one heart-stopping moment, she jumped.

The world became a blur of rushing wind and pain. She tumbled onto the roadside, bruised and gasping but alive. The truck disappeared over the hill, its roar fading into distance. Tulip tried to stand, but her legs gave way. She lay there trembling, her body aching, dust settling on her pink skin.

Minutes later, the sound of another engine approached—but this time, it slowed. A car door opened. Voices—gentle ones—spoke softly as a pair of humans knelt beside her. “Oh, sweetheart,” one murmured, “you’re still breathing.” Warm fabric wrapped around her body, and for the first time in hours, Tulip closed her eyes, safe in their touch.

At the vet’s office, she was carefully examined. The doctor, an older woman with kind eyes, smiled when she saw Tulip lift her head. “You’re lucky,” she said quietly. “I’ve seen you brave ones before.” After making a call, she told the rescuers, “Amy’s Animal Rescue will take her. She’ll be with others who found freedom, too.”

Days later, Tulip arrived at the sanctuary. Sunlight kissed her back as she stepped onto soft grass, blinking at the gentle faces of other pigs, goats, and cows. It smelled of hay and earth and safety. Tulip wandered forward, heard birdsong overhead, and for the first time truly felt the world she'd once only dreamed about.

Years passed. Tulip grew strong again, her body healed, her spirit gentle. She would nuzzle visitors' hands and lie content under the oak trees, the sky as boundless as her new life. But sometimes, when the wind carried far-off sounds of trucks on distant roads, she would pause. Her heart would ache for her family—those left behind.

Tulip was one of the lucky few. Her leap had given her a second chance—but her story was not hers alone. It belonged to all the animals who never get to run free, and to the people who have the power to change that.

When we sit at our tables, we hold that power, too. A simple choice—turning toward compassion, toward plant-based foods—can mean freedom for others like Tulip. Her leap was one of courage; ours can be one of kindness.

About *Tulip's Leap*

Tulip's story is a work of fiction, but it's rooted in reality. Around the world, countless pigs and other farm animals have made desperate escapes from transport trucks on their way to slaughter facilities. Some, like Tulip in the story, have been rescued and now live in sanctuaries where they spend the rest of their lives in safety and care. These real-life moments of courage and compassion inspired the fictional version of Tulip's journey.

Whether fictional or factual, the same storytelling principles apply:

- **Challenge:** Every story begins with conflict or disruption—in Tulip's case, being taken from the farm and loaded onto the transport truck. In real life, challenges might involve ethical dilemmas, acts of survival, or calls for empathy.
- **Transformation:** The heart of a story lies in change. Tulip's transformation was emotional and spiritual—moving from fear to freedom. In nonfiction, transformation often reflects shifts in understanding, awareness, or social perspective.
- **Resolution:** A satisfying resolution provides meaning. For Tulip, it came in the form of rescue and peace, while her story's broader resolution invites us to reflect on our choices and values. Real stories, too, can end with insight or action, leaving readers changed by what they've learned.

Fictional tales like Tulip's help humanize complex issues and stir emotional understanding, while real-life stories ground those emotions in truth. Together, they remind us that storytelling—whatever its form—is a powerful bridge between empathy and action.