



Tell Your Giving Day Story

How to leverage your Giving Day profile to powerful stories to attract and empower donors

The Significance of Storytelling

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

Curating Your Story

Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

Themes to Think About:

- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future

A Compelling Story



Laundry Lamentation at the SPCA

It is not an exaggeration of any magnitude that our washer and dryer at the SPCA are in constant use. From 7:00 a.m. to 4:30 p.m., seven days a week, those machines are on their brutal, endlessly circular path, sloshing along, getting rid of dirt and germs and God knows what else from the hundreds of towels, blankets, and toys that must be washed week in and week out.

Types of Storytelling

- Your Founding

- How your organization came to be

- Your Focus

- The core challenges you tackle

- Your Impact

- Before and after stories of your organization, your supporters, and your beneficiaries

- Your People

- Highlighting your donors, staff, volunteers, and beneficiaries.

- Your Strengths

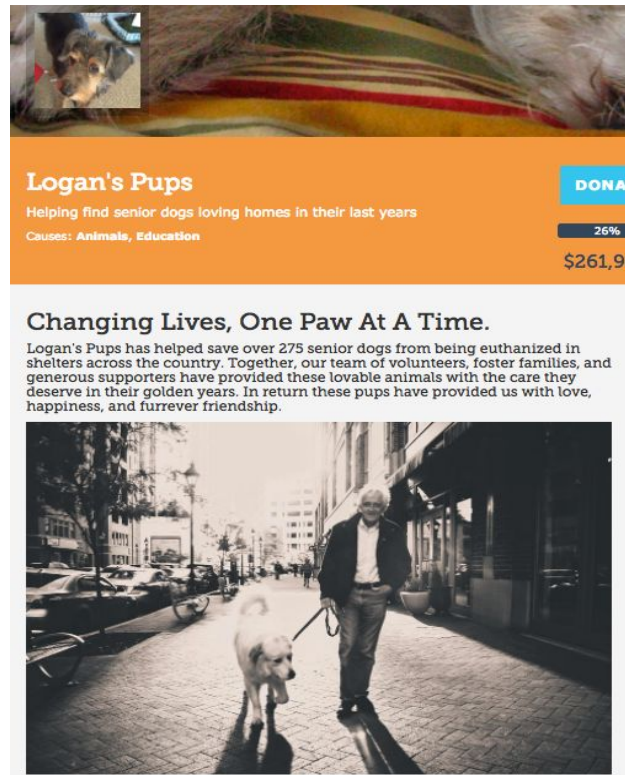
- How your approach adds value

- Your Future

- What your work will lead to

Example of Focus Story

- Connecting Specific Information Together
 - Who is being helped?
 - What helped them?
 - Who is helping?
- Including visuals to help your supporters make a stronger connection



The screenshot shows a campaign page for "Logan's Pups". At the top, there is a banner image featuring a close-up of a dog's face on the left and a colorful, abstract pattern on the right. Below the banner, the title "Logan's Pups" is displayed in white text on an orange background. Underneath the title, the mission statement reads "Helping find senior dogs loving homes in their last years". To the right of this text, there is a blue "DONATE" button. Below the mission statement, the causes "Animals, Education" are listed. A progress bar shows "26%" completion, and the amount "\$261,90" is visible. Below the orange section, the headline "Changing Lives, One Paw At A Time." is followed by a paragraph of text: "Logan's Pups has helped save over 275 senior dogs from being euthanized in shelters across the country. Together, our team of volunteers, foster families, and generous supporters have provided these lovable animals with the care they deserve in their golden years. In return these pups have provided us with love, happiness, and furrever friendship." At the bottom of the page, there is a photograph of an elderly man walking a white dog on a leash down a city street.

Example of People Story

- Focuses on a current supporter and how they became involved
- Highlights the direct impact they were able to make so prospects feel that they can do the same
- Offers a testimonial of the work you do and the impact you make

Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

DONATE

26%

\$263,000

Maria's Story

Hi! My name is Maria, and I have been lucky enough to serve on the Board of Trustees for Logan's Pups for the last 5 years. I wasn't always a board member though, I used to just be a dog lover. I grew up with dogs my entire life and can't remember a time where I didn't have a four legged pal by my side. In the summer of 2010 my family had just lost our golden retriever, Daisy, and had decided to head to the local shelter to bring another pup into our family. I love all dogs, but truly wasn't expecting to fall in love with a 12 year old mutt named George. A part of me was apprehensive about bringing an older dog into our family, until I thought about it spending the rest of it's life alone in a shelter or worse, and knew I had to do something for this animal. That day we adopted George into our family and for the next three years he was the best dog we could ever hope for. Despite his old age, he was still the sweetest pup, and a great friend to my entire family. When George crossed the rainbow bridge in 2013 I was heartbroken, but also grateful that I got the chance to be a part of George's life, and make his final years the best he ever had. Senior dogs had officially taken up a substantial place in my heart and I knew George wouldn't be the last dog I made a difference for. During my search for other senior dogs in need, a friend of mine suggested I check out Logan's Pups. The more I learned about what they did for dogs just like George, I knew I had to be a part of the life changing action. When I made my first donation to Logan's Pups I found out that my gift had personally saved the lives of 5 dogs from a kill shelter. Having an impact on these incredible animals means the world to me and my family and we are so grateful to be a part of the amazing work that Logan's Pups does every single day.



You can also provide a senior dog with the best years of their life by [making a donation of a \\$100 today](#). Your support truly changes lives.

DONATE

Formatting Your Story



- **Custom Font**
 - Change your font
- **Text Highlighting**
 - Bold, italicize, or underline text
- **Content Alignment**
 - Justify text and images to the left, right, or center of your profile
- **Add Lists**
 - Bulleted or numbered lists
- **Full Screen Mode**
 - Edit in a larger window
- **Upload Images**
 - Upload, crop, or rotate photos
- **Add Links**
 - Link to other pages on text or photos
- **Feature Tables**
 - Organize information in a table
- **Insert Horizontal Lines**
 - Add a line to break up content
- **Edit in HTML**
 - Familiar with HTML? Use the code editor to customize your profile

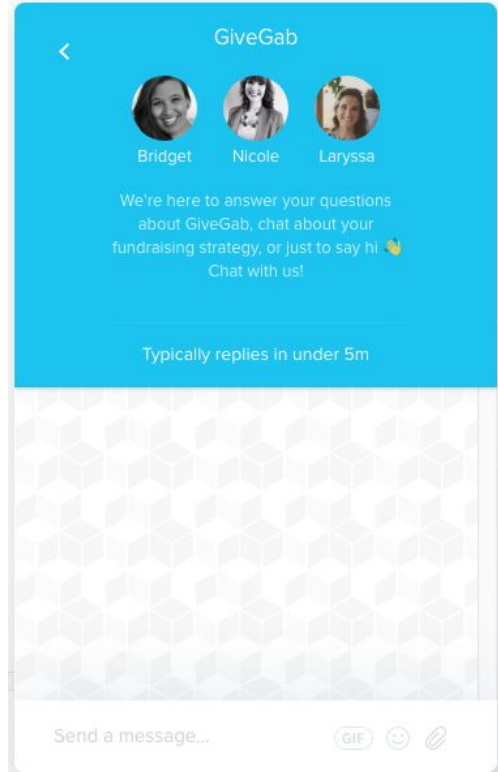
Key Takeaways

- Actively engage your donors in your organization's mission in action by providing clear calls to action
- Ask your constituents and supporters for their personal testimonials to drive supporter engagement
- There are many ways to tell your stories, so find the best methods for you and your organization!

We're Here For You!

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand

Look for the little blue chat bubble!





Thank You!

Have questions? Email us at customersuccess@givegab.com