

Telling Your Story for



Meet the GiveGab Team



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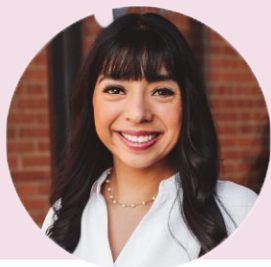
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Customer Success
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Meet the CFA Team



Katie Alford
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CFO



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Michelle Parrish
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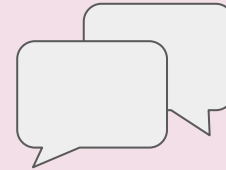
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Send

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Agenda

- Storytelling Strategies
- Your Abilene Gives Profile
- Online Engagement & Storytelling
- Key Takeaways & Resources
- Q&A

Storytelling Strategies



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The Significance of Storytelling

Storytelling helps donors connect to your organization!

- 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

Story Writing Prompts

Focus Story: Not a mission statement, but a story built around your mission

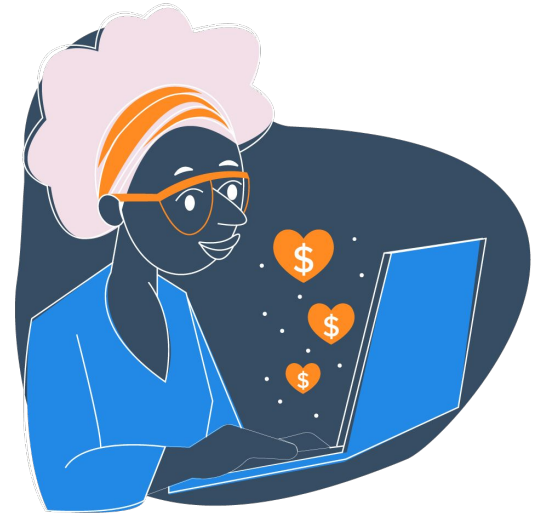
- What services do you provide (who is being helped)?
- How are services delivered (how do you help them)?
- What are the outcomes of these services?



Story Writing Prompts

People Story: Told from the perspective of a current employee, volunteer, or supporter

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?



Story Writing Prompts

Impact Story: Stories of beneficiaries who have felt the direct impact of your organization and its mission

- Tell us about your life/experience before you worked with our organization. What led you to reach out to our organization?
- How was our organization able to help you?
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us? What are you looking forward to in your future?

Asset Checklist

Images

- 5-10 Photos of your mission in action
- Stock Photos that encapsulate your mission

Videos

- Host on YouTube or Vimeo for easy sharing
- Thank You Video

Infographics

- Highlight donor impact & data
- Testimonials



Your Abilene Gives Profile



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Organization Dashboard



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



Perfect Profile Checklist

- Logo and a cover photo
- Authentic, up-to-date story
- Goals displayed prominently
- Clear calls to action
- Additional visual content featured (photos & videos)
- Donation levels with images & descriptions

Updating Your Story Section

Add the following to your Abilene Gives Profile:

- Cover photo
- Monetary goal
- Story with text, images, and a video

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✓ Add Your Story

Cover Photo




Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

Display Goal on Profile

\$

Tell Your Story

GT America **A** **B** *I* U

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Uri

Vimeo links must be in the following format: <https://vimeo.com/123456>.

Formatting Your Story

Tell Your Story



- **Change Font Typeface**
- **Header Text Formatting**
- **Text Color & Size**
- **Paragraph Text Formatting**
- **Content Alignment**
- **Add Bulleted or Numbered Lists**
- **Upload Images**
- **Add Hyperlinks**
- **Insert Tables**
- **Insert Horizontal Lines**
- **View in Fullscreen**
- **Edit in HTML**
- **Undo/Redo last action**
- **Click to see more/hide more**

Highlighting Visual Content

Returning participant? Refresh your images if you copied them from last year!

- Let images tell a story about your work
- Don't have any good quality images? Ask your staff, volunteers, and supporters to submit theirs!
- Use stock images that represent your organization



Suggested Donation Amounts

Help donors understand the impact of their gift by suggesting a donation amount!

1. Identify 3 - 4 dollar amounts to suggest
2. Determine what each amount can support
 - a. Connect these suggestions to your story!
3. Add an image & short description for each



\$25

Purchases 10 Books



\$50

Sponsors one membership in a computer literacy course



\$100

Purchases 5 new keyboards for community computer use

Setting Your Goals

Determine 1-3 specific goals to focus on during Abilene Gives

- Group these by internal and external goals
 - Internal examples: Become more familiar with online fundraising tools, strengthen relationships with board members
 - External examples: Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day, receive gifts from 15 new donors
- Highlight external goals on your profile, in your story, and on social media or email
- **Pro Tip:** Watch the **Goal Setting Strategies** video available on the Trainings page on abilenegives.org

Online Engagement & Storytelling

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Online Engagement Checklist

- ❑ Finalize your goals and story for Abilene Gives
- ❑ Decide which online platforms work best for your organization and its supporters
- ❑ Complete your Abilene Gives profile
- ❑ Develop a weekly communications plan leading up to the Giving Day
- ❑ Divide tasks among your staff, volunteers, and ambassadors
- ❑ Utilize the resources in your Nonprofit Toolkit and the Trainings page on abilenegives.org for easy planning

Be Active on Social Media

- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible




Incorporating Your Story

- Use social media and/or email to tell your story to a wider audience
- Split up your story into smaller pieces to tell in installments leading up to Abilene Gives
 - Or, tell one short story each week over several weeks
- Use images and videos as much as possible to convey your point
- Remind your audience when and where they can support you during Abilene Gives
 - Don't forget to add a link to your profile!



Resources & Key Takeaways

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Resources for Success

Your [Nonprofit Toolkit](#) has everything you need!

- Templated emails & social media posts
- Graphics customized for Abilene Gives
- Communications timelines and checklists
- Pre-recorded training videos



Key Takeaways

- Storytelling is a key part of your Abilene Gives participation
- Stories that donors can personally relate to will be more impactful than facts & figures
- Use your Abilene Gives profile to tie together your story, goal, and other details to engage donors
- Communicate your story and goal on social media and/or via email to reach a wider audience
- The Nonprofit Toolkit and Trainings page have resources to make telling your story easier

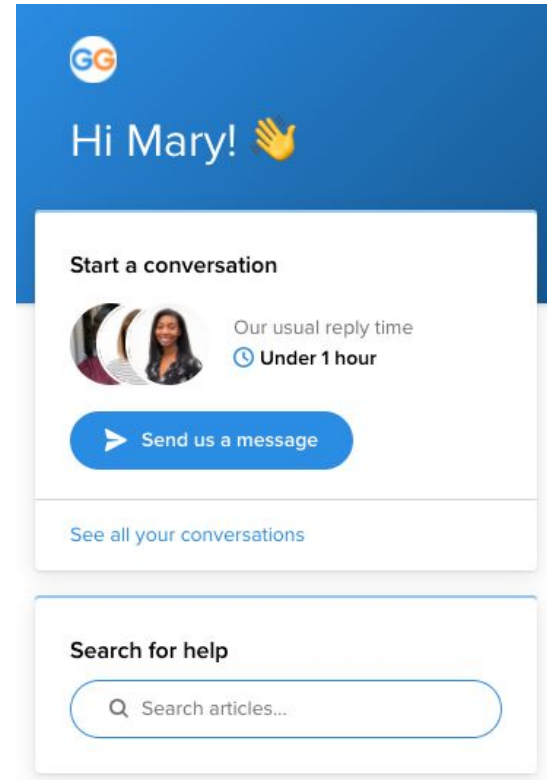
Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@BonterraTech.com

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Chat with our Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.



Questions?



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