

GIVE LOCAL
LANCASTER!™

Give Local Storytelling

Give Local Lancaster 2021

Today's Agenda

- Welcome, introductions and reminders
- Why storytelling matters
- Storytelling best practices
- Success stories from past GLL organizations
- Next Steps

Meet the Arras Give Local Team



Hannah Saeger Karnei
*Strategic Initiatives
Coordinator*

Macy Whitener
*Communications
Coordinator*

Elizabeth Howe
*Youth Development
Coordinator*

Savannah Crosby
*Community Project
Assistant*

Our Special Guest



Tiffany Whaley
Kershaw KARES

Don't forget to tell a friend!

Save The Date

GIVE LOCAL
LANCASTER!™

November 15, 2021

What is Storytelling?

Using a narrative to connect your mission to donors (or volunteers) with a focus on linking what you stand for to the values you share with your donors.



Why is Storytelling Important?

1. Humans process the world through stories;

2. These stories act like filters, allowing us to pick and choose what matters or is important to us;

3. When you try to influence someone (i.e. explain why your cause is important enough for them to donate or volunteer) you must consider what story they already have in their mind about you, and what new story you could provide.

Top 3 Best Practices in Storytelling

*Number One:
Narrative + Data = Success*

Example: *Narrative + Data = Success*

Data without Narrative: Ice Cream for Kids needs to raise \$25 to get ice cream sandwiches for 5 kids. [Click here to donate.](#)

Narrative + Data: 1 in 3 kids in Lancaster County go without ice cream on a weekly basis. At Ice Cream for Kids, we strive to close the ice cream access gap. With your generous donation of \$25, ICK will be able to provide 5 kids with ice cream bars for the next year. [Click here to help us close the gap!](#)

Top 3 Best Practices in Storytelling

*Number Two:
Who's the audience?*

Example: Who's the audience?

Message for Loyal Supporters: With your help, Ice Cream for Kids raised more than \$1,000 during Give Local Lancaster 2020! This year, we've set a goal for \$1,500. Please join us in making this dream a reality by: making a donation of \$10 or more on November 15, telling a friend, and sharing on Facebook.

Message for Casual or New Supporters: Join Ice Cream for Kids on November 15th in helping to close the ice cream gap in Lancaster! With just \$10 your donation can provide two kids with ice cream for a year.

Top 3 Best Practices in Storytelling

*Number Three:
Meet them where they are*

Example: Meet them where they are

Young People: Consider using platforms like Instagram to reach younger people - the Nonprofit Toolkit has sample graphics including regular posts and story posts!

Email: Email can be effective, but make sure you take a look at metrics like open rate. If you're emails are opened by about 20% of people this is a great method, if it's more like 5%, you can still utilize the channel, but explore other options too.

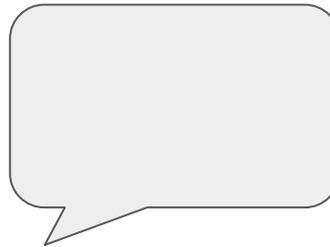
Personal Outreach: Tried and true, nothing says we appreciate you like personal outreach. This can be an especially important method to reach older folks who are less likely to be tech-savvy, and often appreciate a phone call much more than millennials.

Stories from the Field



Tiffany Whaley
Kershaw KARES

Q&A



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

History

The success of Give Local Lancaster from 2016-2020 sets the course for the 2021 giving day.

The Impact of Give Local Lancaster Learn more at www.givelocal Lancaster.org



\$868,714
Total amount raised since 2016.

Launched
2016



by
(Arras Foundation) (The City of Lancaster) (Lancaster County Community Foundation) (Partners for Youth - Lancaster County)

An annual giving campaign designed to support causes that matter to the people of Fort Lawn, Great Falls, and all of Lancaster County.

GIVE LOCAL LANCASTER! Season of Giving
Unprecedented Giving for an Unprecedented 2020

\$253,424
Total Amount Raised During 2020 Give Local Lancaster

22%
Increase over 2019

\$868,714
Total Amount Raised Since 2016

170%
Increase Since 2016

1,850+ Gifts from
1,535 Donors

52 Local Businesses, Churches & Civic Orgs
56 Participating Nonprofit Orgs

The Give Local Lancaster campaign shines a spotlight on nonprofit organizations – showcasing staff, board leaders, and volunteers whose work makes our community stronger.

GIVE LOCAL LANCASTER!

National Philanthropy Day | November 15, 2021

Giving Results



NPO Participation

56%

Increase Since 2016

Business Participation

136%

Increase Since 2017

Special Storytelling Opportunity!



Email Troy “T.J.”
Armbrust for details!

troy.armbrust@lcsd.k12.sc.us

Additional Resources

<https://www.classy.org/blog/infographic-nonprofit-storytelling/>

<https://www.bridgespan.org/insights/library/leadership-development/why-nonprofits-need-to-be-e-storytellers>