

GIVE LOCAL!™

Give Local Storytelling

Give Local 2022

Today's Agenda

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

Meet the Arras Give Local Team



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*Strategic Initiatives
Coordinator*

Don't forget to tell a friend!

Save The Date

GIVE LOCAL!

11.15.2022

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

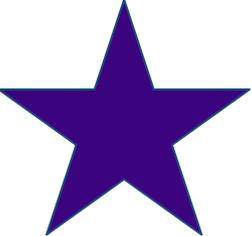
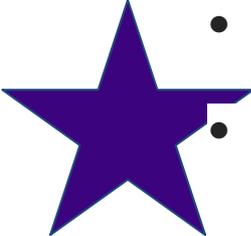
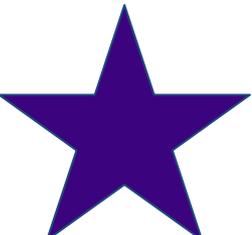
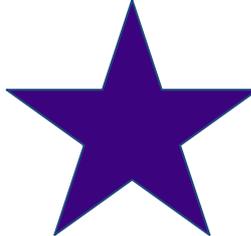
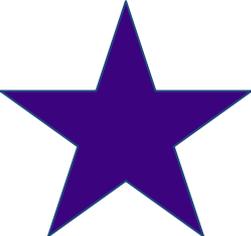
Young People: Consider using platforms like Instagram to reach younger people - the Nonprofit Toolkit has sample graphics including regular posts and story posts!

Email: Email can be effective, but make sure you take a look at metrics like open rate. If your 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.

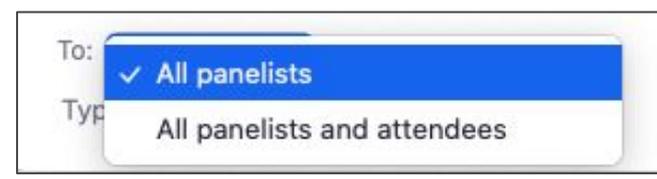
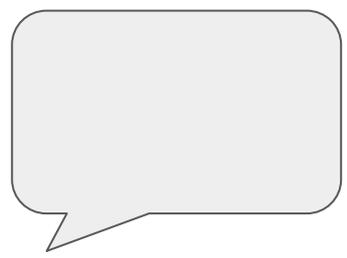
Personal Outreach: Tried and true, nothing says we appreciate you like personal outreach. This can be an especially important method to reach older folks who are less likely to be tech-savvy, and often appreciate a phone call much more than millennials.

Stories from the Field

Tips from Seth's Giving Tree

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- Focus on a specific project if you have one
 - Use bullets or a short paragraph to describe your project, needs, benefits
 - 3-4 bullets max - no one reads the rest.
 - For those who want to know more about your organization as a whole give them the Who, What and Why again in short answer format.
 - Link your website so they can learn more.
 - If you have a short (short being the key word) video add it to tell your story.
 - Give Local is meant to be a media driven event for people with short attention spans. Think about what grabs your attention and use it to fit your organization.

Q&A



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

Additional Resources

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

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