



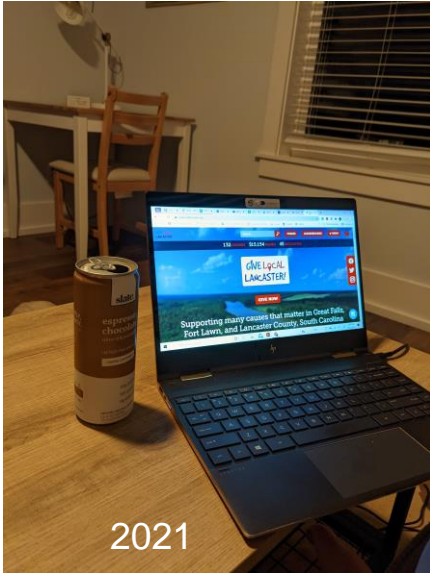
# Optimizing Your Organization's Story

*Give Local 2023*

# Today's Agenda

- Welcome, introductions and reminders
- Why storytelling matters
- Best practices for optimization
- Stories from the Field: Lancaster County Council of the Arts
- Next Steps

# Meet the Arras Give Local Team



**Hannah Saeger Karnei**

*Strategic Initiatives*

*Coordinator*

# Our Special Guest



**Eric Grace**

*Lancaster County Council  
of the Arts*

# *Key Dates for 2023*

- ✓ REGISTRATION CLOSES: Friday, October 13, 2023 @ 11:59pm
- ✓ SWAG PICKUP: Wed. Oct. 18, Fri. Oct. 20, Mon. Oct. 23
- ✓ GIVELOCAL 2023: Wednesday, November 15, 2023 12:00am-11:59pm
- ✓ Giving closes: Tuesday, November 28, 2023 @ 11:59pm

*What is storytelling,  
and why does it  
matter (to my  
organization)?*

# What is Storytelling?

*Using a narrative to connect your mission to individuals with a focus on linking what you stand for to the values you share with your supporters.*



## **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!](#)



## 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.

# 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.

# *Optimizing: Tools & Tricks*

# Tools for Optimizing

- ✍ Create a storyline that fits your organization's GiveLocal 2023 goals
- ✍ Complete your profile, every section!
- ✍ Carry your story through all your communications
- ✍ Take photos or videos on the day of to help plan for next year

# Creating Your Organization's Storyline

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.

# Creating Your Organization's Storyline

Assets that help create a storyline:

- Narrative (what is your data + mission)
- Photos
- Videos
- FREE graphics provided by GiveLocal
- Consistent branding

# Complete your profile!

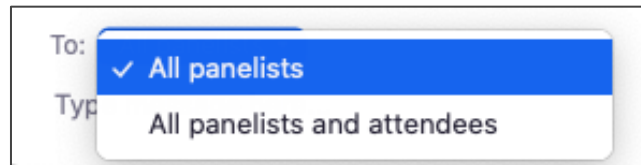
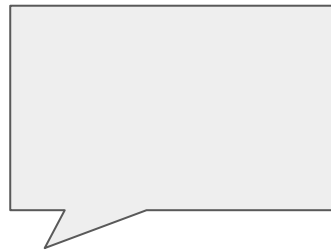
*Walk Through of Site*

# Be Consistent





# 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>