

# Storytelling & Virtual Engagement

*How to tell an engaging story while  
leveraging virtual engagement for Great  
Community Give 2024*

#GREATCOMMUNITYGIVE



An initiative of  
The Community Foundation

# Submit Your Questions



Chat Box

To:  All panelists  
Type:  All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

**This is being recorded.** The recording will be available on the /trainings page by **tomorrow.**

# Your Great Community Give Team



**Amanda Bomfim**

Director of Marketing and Initiatives

# Welcome to the 7th annual Great Community Give!

- [Greatcommunitygive.org](https://Greatcommunitygive.org)
- Great Community Give is **April 17, 2024 6AM - 8PM**
- Early Giving begins April 3, 2024 at 12AM ET
- Set up your profile by **March 15th**
- Brainstorming Session: Engaging Your Board Members
  - Thursday, March 7 11AM-12PM
    - Register on the Trainings page

# Payment Processor Updates

**For organizations that have participated in the past, please keep an eye out for a communication from our Process Manager with instructions on how to provide this additional information.**

**When providing this information, you will be doing so directly through the secure Stripe portal.**

# Questions to Ask Before Great Community Give 2024



- What do we want to accomplish in our first year?
- If returning, what were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

# Storytelling

# 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?

## **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: Before-and-after tales of beneficiaries who have felt the direct impact of your organization and its mission**

- Tell us about your life 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

# 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

# Goal Setting

# Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

# Setting Your Goals



- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
  - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with board members
  - **External:** Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day.
- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

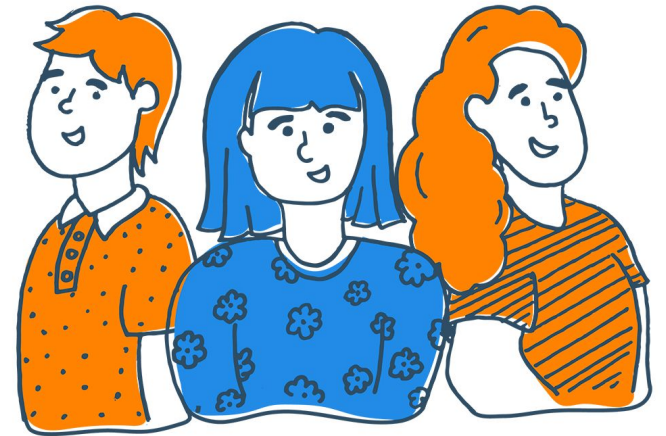


# Who Should Know About Your Goals

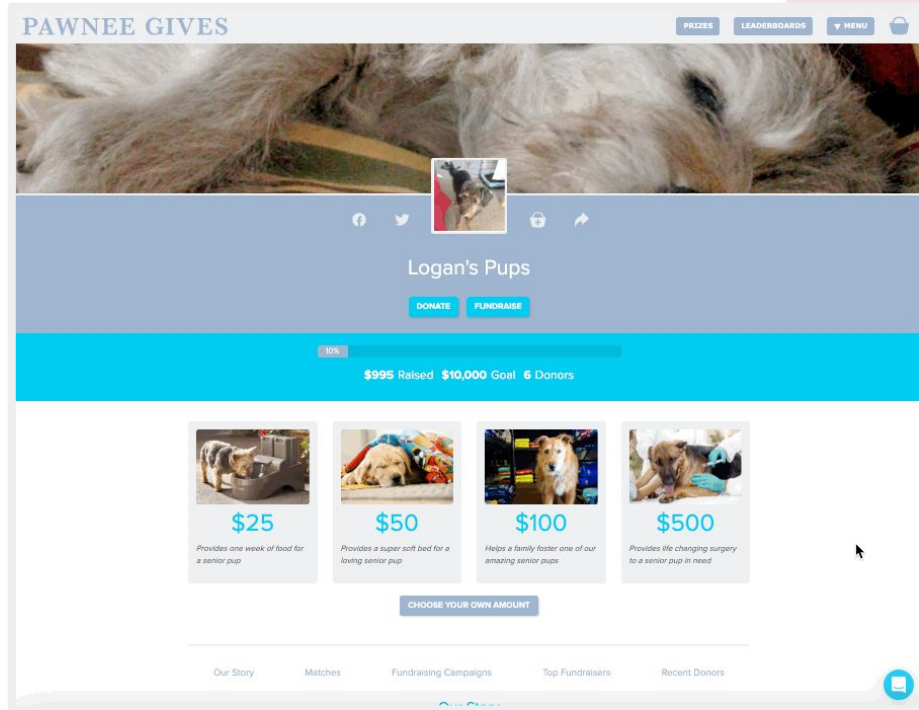
- Why do you want to clue them in?
  - **Internally:** Board Members, Staff, Steering Committees
  - **Externally:** Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.



# Sample Goal Strategies



# Monetary Goal Strategies



- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Collect stories from those who would be directly impacted

## Set a Goal



Display Goal on Profile

\$

720

# Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



**\$5**

One bag of bones for our senior pups!



**\$10**

One blanket to keep our pups cozy.



**\$15**

One case of yummy food to feed our pups!



**\$20**

One water fountain to keep our pups hydrated!



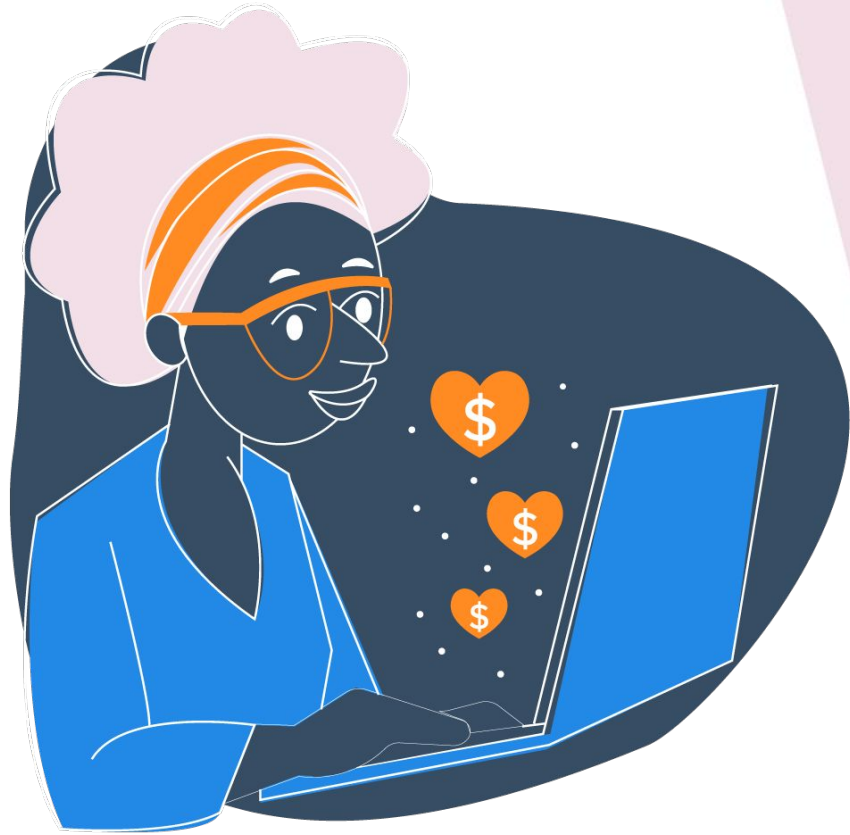
**\$25**

One shot to keep our pups disease free!

# New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend





# Importance of Virtual Engagement

# Why is virtual engagement important?

- Online engagement is at an all-time high
- Create sense of community & belonging
- Reach more supporters where they are
- Allows for instant engagement and sharing
- Grow your team's social media and marketing skills

# Visual Content: The Facts

**40x** more likely to get shared on social media than other types of content ([source](#))

People remember **80%** of visual information vs. 30% of read information ([source](#))

In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus 50% without

**29%** of people consider social media to be the communication tool that most inspires giving ([source](#))

**87%** of donors who first donate from a social referral source make their second donation from a social referral source ([source](#))



# Highlight Visual Content

## Why the Orcas?

Orca Conservancy collaborates with some of the world's top research institutions and environmental groups to address the most critical issues now facing wild orcas. The organization's urgent attention is on the endangered Southern Resident killer whales of Puget Sound. Puget Sound has the largest concentration of Orcas, making it a popular hunting ground for international whaling. Together, we can raise funds to end this and save these magnificent creatures.



DONATE

- Use an up-to-date logo
- Include relevant, visually-engaging photos
- Use the Giving Day logo or other [shareable graphics](#) in all social media posts and emails

## Create a short video or a video series that tells a story over several “episodes”

- Weekly videos encourage consistent engagement
- Keep the videos short to keep the viewer's attention
- Consider some points on what to model the videos around

# Rally Your Ambassadors

Reach out to existing supporters to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser



# Feature a Match and/or Challenge

## Match Details

Match Name

Description

Total Matching Funds Available ⓘ

Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

Image

Select Image

Remove

**Tip:** Disable adblockers on this page for the best image uploading experience.

Challenge Type

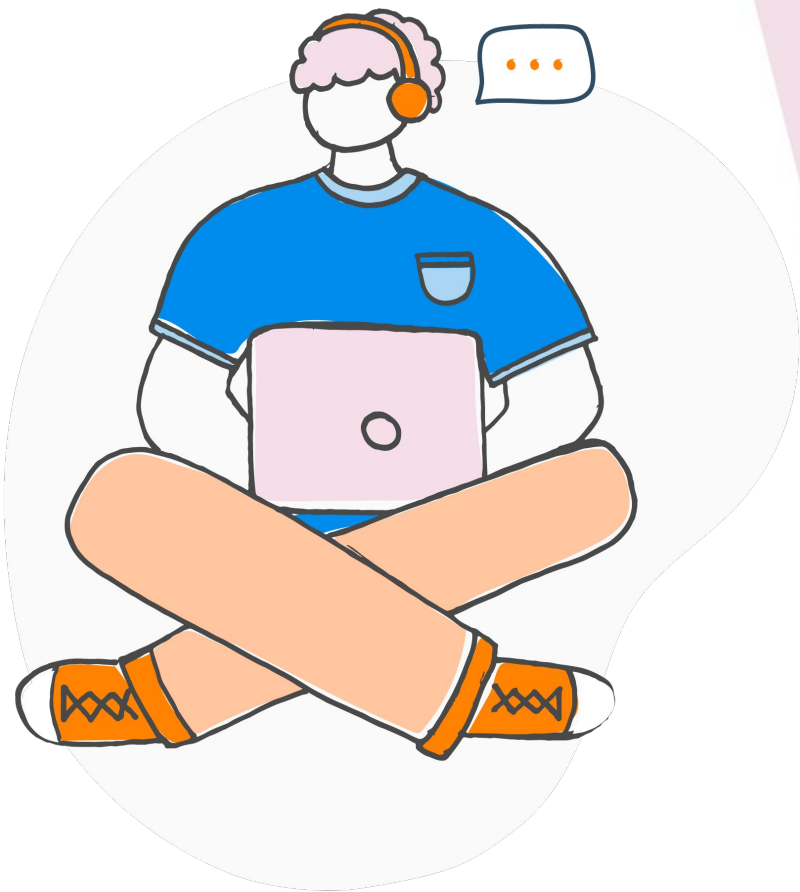
Dollar Challenge

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Archive ⓘ

Challenge Goal

How many dollars are needed to complete this challenge?



# Host Virtual Events

# Choosing Your Event

## *Things To Consider*

The type of event you organize will determine your call to action.

- Know your audience when choosing your event
  - How comfortable are they using a computer?
  - Will they have access to smartphones?
  - Will they enjoy a story telling contest? Or a Live Music Session?
- Timing - is your event happening before, on, or after Great Community Give?
- Know which interactive tools you will use and how to use them
  - Organize a day of run-through/dress rehearsal
- Consider event follow up - think about what guests will expect after the event?





# Create and Plan for a Virtual Event

- **Step 1:** Identify your goals & audience
- **Step 2:** Choose the type of event you want
- **Step 3:** Create a call to action! Make it fun, make it competitive, have incentives!
- **Step 4:** Give specific roles to each member of your planning team
- **Step 5:** Promote your event!





# Examples of Virtual Events



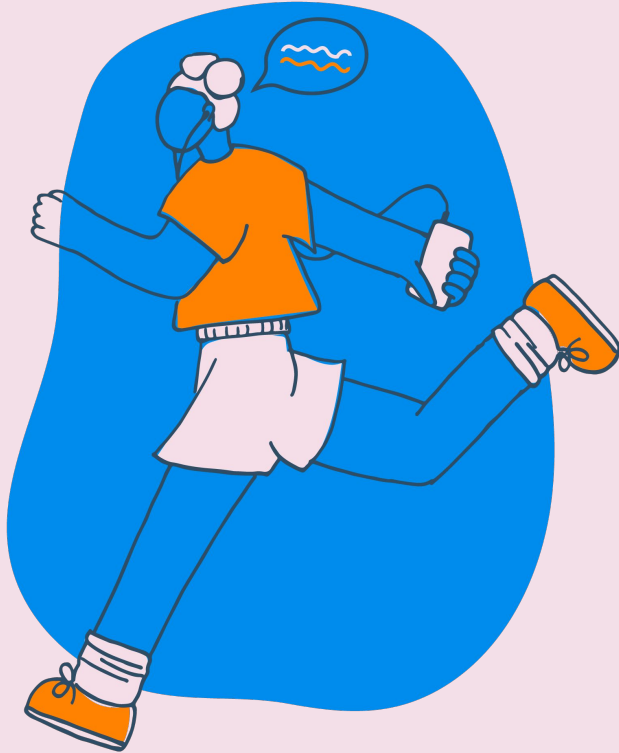
# Virtual Volunteer Coffee Hour



This is a great way to get supporters together virtually but working toward a common goal.

- Volunteers can hang out virtually while they work on individual tasks
  - Ex: knitting hats for newborns, sewing masks for nurses, creating care packages for the elderly, setting up P2P pages
- Have volunteers share their progress on social media and ask them to promote your participation in Great Community Give.

# Plan a 5k



Encourage individual activity instead of an in person fitness challenge:

- Tips for Success:
  - Create a course that can be completed by anyone in the area
  - Set up trail markers so participants know they are on the correct course
  - Advertise the course so that participants can start running in advance
  - Encourage runners to share photos of their run as well as their race times
  - Bonus points if runners are in costume!

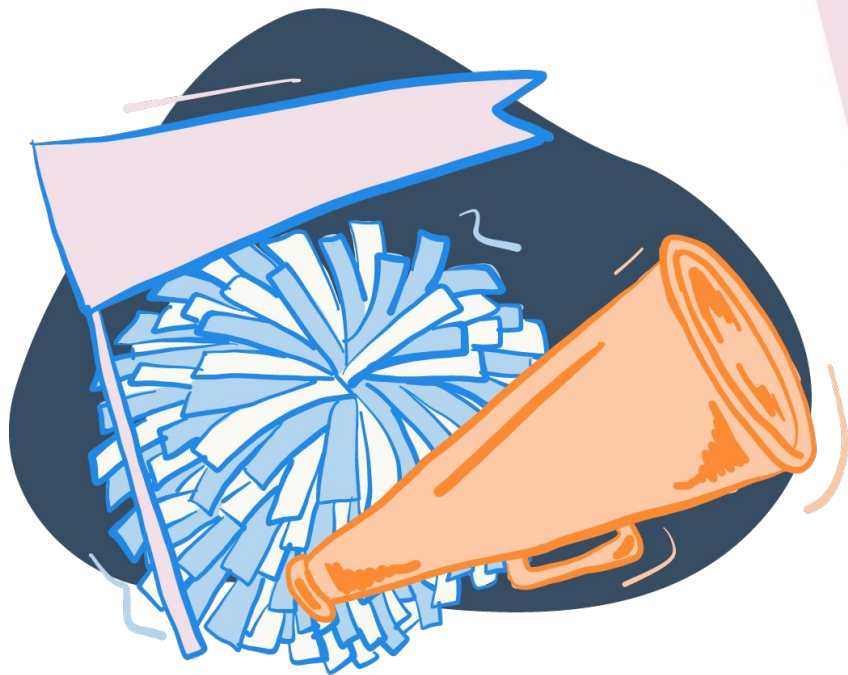
# Host a Trivia Contest

Invite supporters to log in and participate in a game of Trivia!

- Tips for Success:
  - Encourage teams
  - Have fun! Include sound effects and visuals
  - Consider a variety of topics so everyone has a few questions they can excel in
  - Share teams on social media. Include pictures of the winning team and samples of some of the event's toughest questions!



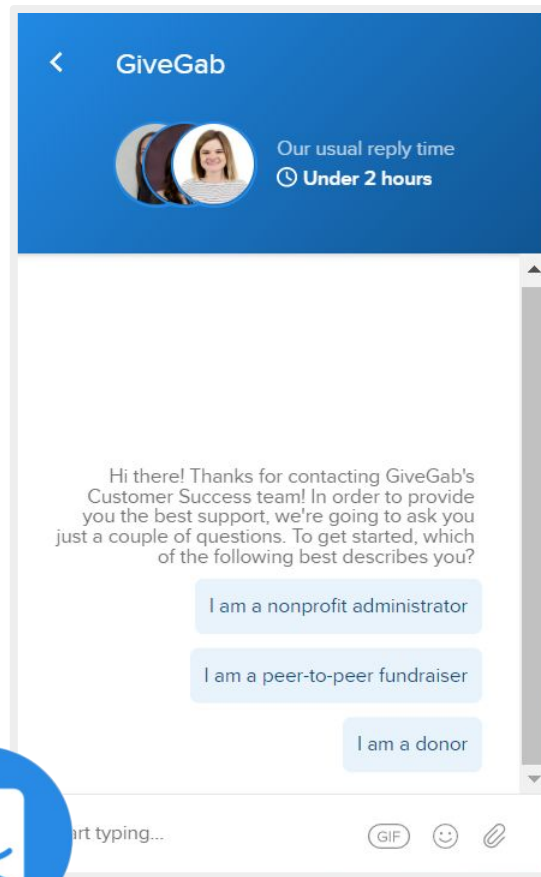
# Key Takeaways



- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact
- Engage with supporters in various ways on social media
- Start your online engagement **before** the giving day and maintain your online presence

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



# Questions?

#GREATCOMMUNITYGIVE

