

Telling stories with purpose

Explaining your mission to compel donors to give



A little about me:

- WLSV-AM Wellsville
- WMNS-AM/WMXO-FM Olean
- Allegany County ARC
- WBEN-AM Buffalo
- Cutco Corporation Olean

- Olean YMCA Association Board (current)
- Cuba Friends of Architecture
- Dresser-Rand Challenger Learning Center



My Story

- Born in the 60s
- Lived in Cuba, Ole...
- 7 nieces and ...
- 19 ve ...
- Gr ...
- Graduated college in 1986

Who Cares!?

**Statistics are not a story &
Neither is your mission statement**

Why Storytelling?

It creates context

It moves people to act

It connects us





Why Storytelling?

Stories make us more
alive, more human, more
courageous, more loving.

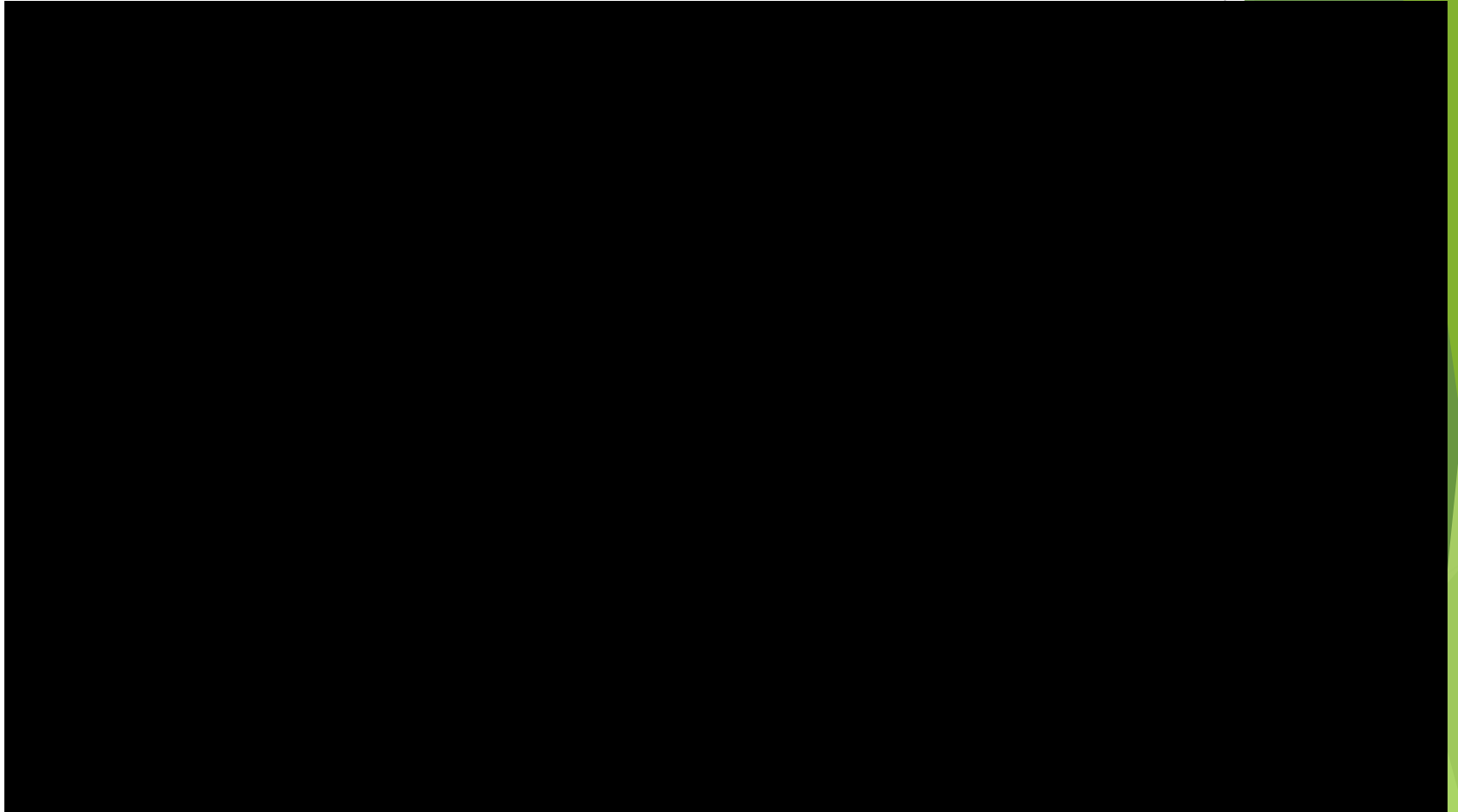
- Author, Madeleine L'Engle

Why Storytelling?

- Make your case for change.
- Raise money and engage donors.
- Secure grants and sponsorships.
- Inspire.
- Recruit community partners and volunteers.
- Create interest (media, social media).
- Share successes.



Storytelling



<https://youtu.be/Jh-l9UIRirM>



[Youtube.com/googleforprofits](https://www.youtube.com/googleforprofits)

Video focused, but other valuable information on story telling in general

You can find video lessons/courses here

Storytelling

Have a Point

What's the purpose of your story

Have Main Character

Evokes empathy – emotion is key

Have an Approach

Beginning, middle & end – and stay focused on one topic

Ask

Donate, legislate, advocate

Have a Point



Ryanne R Hug

September 22, 2018 · 🌐

Imagine your child woke up one morning with a cut. A cut that would kill them if left uncovered. But the only FDA approved bandage available had poison in it. But the FDA tells you "it's ok", because the bandage "works", even though it could cause more cuts, neuropathy, nerve damage, PTSD, internal bleeding, seizures, and death. But it's ok because they studied these bandages FORTY years ago. And guess what, if you want a better bandage it's up to YOU, to march on Capitol Hill, to raise money for less toxic bandages, to BEG people to care. You have to put that bandage on your baby every day, knowing the damage, because your government will not research safer ones. They tell you they are, but they are lying, because the current studies are the SAME drugs used now. Welcome to Childhood Cancer. #morethan4

*ETA- I shared this last year and borrowed from another fellow cancer mom, I did not write this.

*its not about the bandaid

**This is my third year sharing this, unsurprisingly things haven't changed for the good. In fact the current administration is planning on CUTTING 13.3 million from the National Cancer Institute (childhood cancer only gets 4% of that budget). Something has to change and it has to start with us! #morethan4 #effcancer #knowyourvote

Have a Main Character

Love



**Shriners Hospitals
for Children®**
Springfield, Boston, MA & Erie, PA

**helps patients
live their dreams.**

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our 22 locations in the United States, Canada and Mexico provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate.

If you know a child Shriners Hospitals for Children may be able to help, please let their family know about this complimentary screening clinic.

FLH
Medical, P.C.

SCREENING CLINIC

Saturday, July 22, 2017 • 9 a.m. to 1 p.m.

Interlakes Orthopaedic Surgery
Finger Lakes Health Commons
789 Pre-Emption Road, Geneva, NY 14456

No appointments are necessary and there is no charge for your visit. Evaluations are for referral to Shriners Hospitals for Children. For information, call: **1-844-443-5871**.



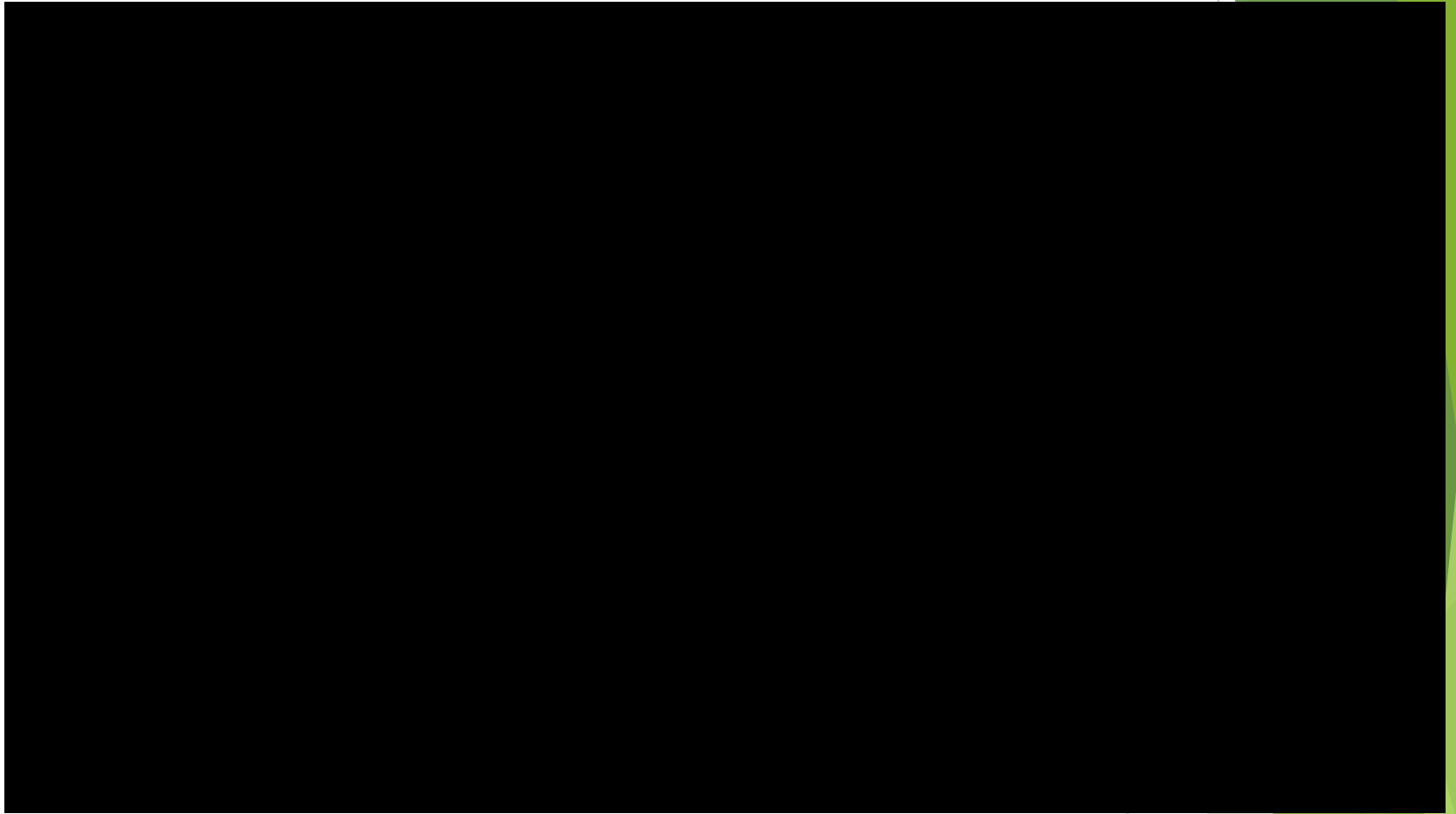
Use Emotion



Caution: Be careful not to always make people feel bad.



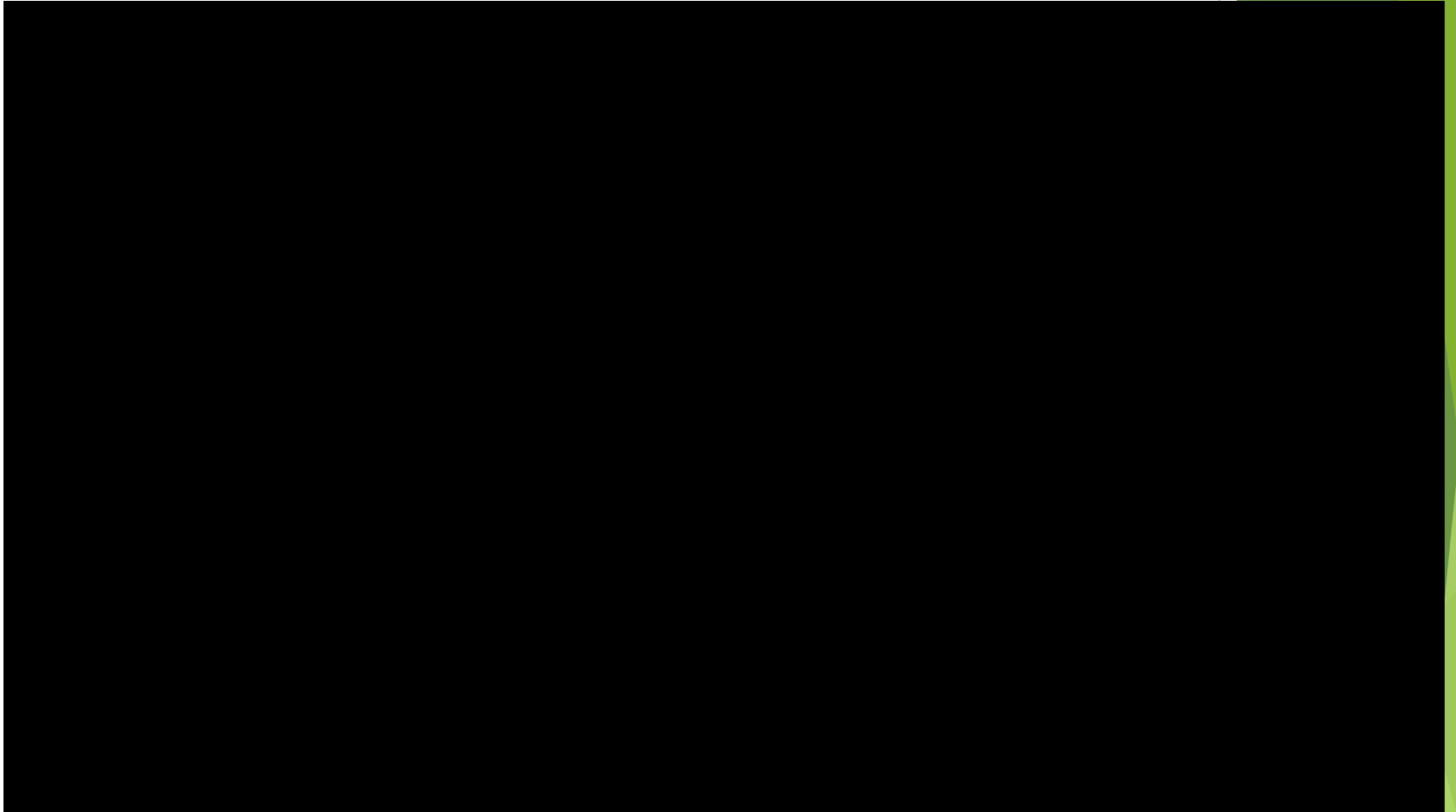
Use Emotion



<https://youtu.be/zotgAomjJFM>



Use Emotion



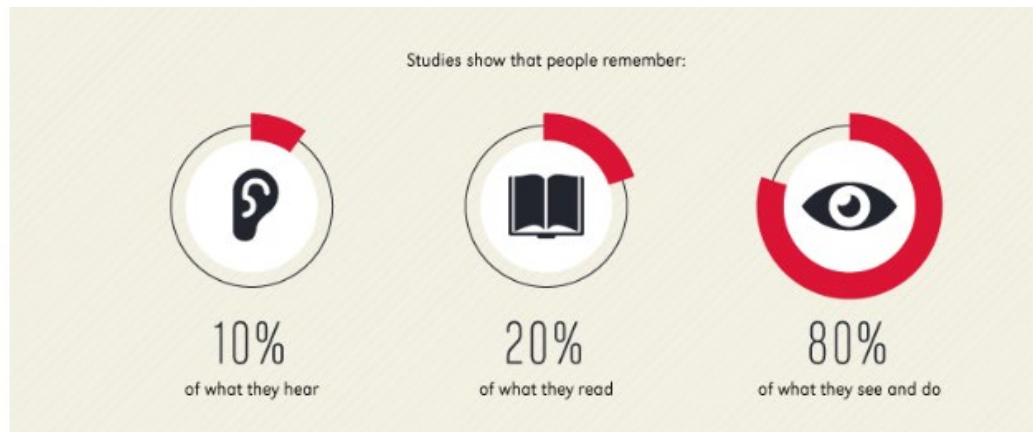
https://youtu.be/-F_8qaQ3DD0

Visuals Count

Quickly gets and keeps your audience's attention.

Audience connects with visuals – it resonates.

Builds an emotional connection.



Source: Wyzowl

Finding Stories

- Ask your end users, families, advocates and volunteers.
- Pay attention to current events. Is there a tie-in to your cause?
- Email a request (Survey Monkey, Google Forms).
- Listen for organic stories emerging from events you host.
- Use social media.
- Talk to people.
- Ask open-ended questions.
- All hands on deck!



Finding Stories



ABOUT LLS

PATIENTS
& CAREGIVERS

RESEARCHERS &
HEALTHCARE PROFESSIONALS

HOW TO HELP

DONATE

Search LLS.org

Share Your Story

Every patient story is powerful. In fact, the best tool to convince a legislator to support a bill is a story from a constituent. So, no matter why you're in this fight, we want to hear about it.

Right now, we are especially interested in stories that touch on the following topics being debated at the federal and state levels:

- Difficulty in affording your medication or other treatment because of a high copay or coinsurance
- Loss of access to a healthcare provider or necessary care
- Challenges due to the side effects of cancer treatment, especially the impact of cancer care on your clinical, emotional, or financial health.

If we feature your story on our website, blog, or social networks, we'll include only your first name, the first letter of your last name, and your state. Before sharing your name, story, and email address with members of the media or with lawmakers, we will follow up to ask your permission.

**By sharing your story you will be joining The Leukemia & Lymphoma Society's Advocates Network. You will receive email updates on urgent issues but you may unsubscribe at any time.*

First Name*

Last Name*

Email*

Street

City

State/Province*

Select a state



Building the Story

Know your audience and find out what motivates them (Donor? Politician? Volunteer?).

Be clear and succinct (focus on one theme).

Avoid statistics, graphs and charts – stats support the story, but are **NOT** the story.

Have a beginning, middle and end.

Don't forget a Call To Action (CTA) - Ask

Use Emotion



Where to Start

In 2012, Pixar shared this universal story arc.
This is a good start.

STORY STRUCTURE

ONCE UPON A TIME THERE WAS _____ EVERY DAY _____

ONE DAY _____ BECAUSE OF THAT _____

BECAUSE OF THAT _____ UNTIL FINALLY _____

Where to Start

Pixar continues with this advice...

- Why must you tell this story?
- What's the belief burning within you that your story feeds off of?
- What greater purpose does this serve? What does it teach?



What to Avoid

Bragging about your nonprofit

No leading character

No problem (what are you trying to convey)

Jargon





Sharing the Story

Your website

Email your donors, clients, advocates, etc.

At events: Live testimonial, slide show, posters, brochures

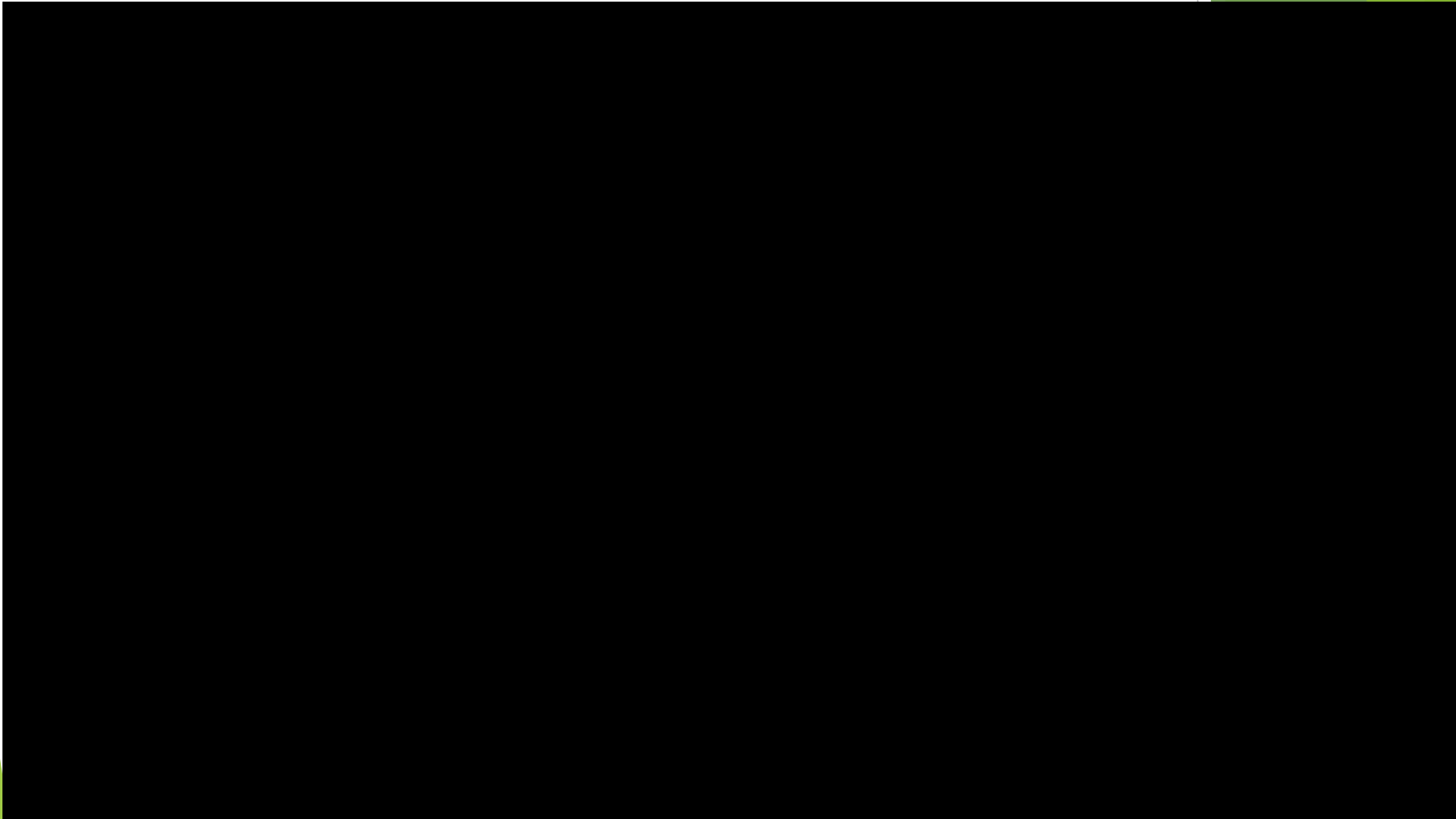
Direct mail

Social media: Are you active here? You should be.

It doesn't have to be all at once



Cutco Example



<https://youtu.be/aDU5xQy28MA>

Recap

Tap into **EMOTION**

Use statistics to support the story, but not **AS** the story


Hone in on **ONE ASK** (donate, advocate, legislate)

Use **VISUALS** as much as possible

You **DON'T** need to be high-tech (your phone can do a lot)

Be **SUCCINCT** – we have short attention spans





“I’ve learned that
people will forget
what you said,
people will forget
what you did, but
people will never
forget how you
made them feel.”

Maya Angelou

THE STORY EDGE 

