

Powerful Storytelling for Nonprofits



Workshop Tool Kit

Nonprofit Day 2017

October 24, 2017

Erie Bayfront Convention Center



Powerful Storytelling For Nonprofits



Step 1 & 2 Objectives and Targets

Objective	Verb	Impact Item	Measurement	Time / event
Example	<i>Increase</i>	<i>Donations</i>	<i>by 5%</i>	<i>by the end of 4th Qtr</i>
Objective 1				
Objective 2				
Objective 3				

Target Audience	Demographic/ Lifestyle	Perspective	Motivation
<i>Example</i>	<i>Female, Married with children, college educated</i>	<i>External /Unfamiliar</i>	<i>Passionate about elder care</i>
Target 1			
Target 2			
Target 3			

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Step 3 (A) Creating Your Story

Components	Elevator Speech Foundation (Example)
<ul style="list-style-type: none"> -Organization Name/Purpose -Highlight the problem -Community served -How you address the issue 	<ul style="list-style-type: none"> • <i>Share the Care</i> is a nonprofit organization in the greater Erie area, devoted to supporting family caregivers of seniors in our community. • Caregivers often find themselves caught in the middle between their parents and their own family, struggling to provide much needed support for their loved ones. • Our volunteers meet caregivers where they are to provide counsel on community resource availability for their loved one as well as direct support through much needed low cost respite.

Supports (Dial up the Support areas based on your Objective and Target)		
Support Areas		Examples
Benefits	Immediate need met	<i>Through our efforts we have served over 50 caregivers this year with an average of 100 hours of respite to recharge and take time for themselves while their loved one is in good hands.</i>
Impacts	Long term	<i>Our success is measured by our caregivers who report a marked reduction in stress level and an increase in quality of life for both the caregiver and their loved one.</i>

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Step 3 (A) Creating Your Story

Components	Elevator Speech Foundation – Your Organization
<ul style="list-style-type: none">-Organization Name/Purpose-Highlight the problem-Community served-How you address the issue	

Story Building Blocks – Your Organization		
Support Area		
Benefits	Immediate need met	
Impacts	Long term	



Step 3 (B) Creating Your Story

Creating the Emotional /Personal Connection - Example

Caregiver's Creed: "I'm fine.. I've got this!" That was Jean's mantra as she watched her mother, suffering from dementia, slowly slip away. She could handle it all, a full time job, her own growing family, AND taking care of her mom who lived alone. A concerned friend suggested that there might be some resources through **Share the Care**. Jean wasn't interested, no one could take care of her mother like her. She rejected the idea that she couldn't do it all. Until she couldn't. "I reached a breaking point. I wasn't there for my family, my job, or my mom. I realized I couldn't do it all and I contacted **Share the Care**," reflected Jean. "**Share the Care** connected me with reliable and compassionate volunteers to help to provide meals and personal care for my mother. In addition to the services we were able coordinate, my mother enjoys a visit from Mary, a **Share the Care** volunteer who spends a couple hours a week with her. This allows me to have some time to recharge and be better for everyone because of it. What a godsend!"

Do you know a Caregiver who is struggling? Consider offering your time, talent or financial support to help make a difference.

Client Story

- What challenges are you facing?
- How did you learn about us?
- How did we help you address your issue?
- Is there one thing that stood out about us?
- What would you tell others about us?

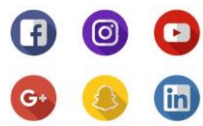
Volunteer Story

- How did you learn about us?
- What drew you to us?
- Why do you feel personally committed?
- How have we helped you meet your personal goals?
- What would you tell other about us?



Step 4 Communication Plan

Creating the Communication Plan to reach your audience - Example

Objective- Example	Increase donations through 2 QTR campaign by 5% over YA numbers	
Target - Example	<i>Message</i>	<i>Plan Options:</i>
Current Donors	Jean's Caregiver story	<p>CORE:</p> <ul style="list-style-type: none"> • Website Blog • Email Newsletter • Direct Mail <p>SOCIAL AMPLIFICATION:</p> 
Target 2		
Target 3		

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Step 5 Measurement

A. Did I meet my objective?

Objective - Example	Results
<i>Increase donations through the 2QTR campaign by 25% over YA</i>	<i>\$5,000 this year vs \$4,000 YA</i>

B. What message and vehicle worked most effectively?

Example	<i>Overall Objective: Increase donations through 2 QTR campaign by 25% over YA</i>				
	<i>Target: Current Donors</i>		<i>Message: Jean's Story</i>		
	Vehicle	Metric #1	Metric #2	Metric #3	Metric #4
Plan Options	Electronic Newsletter	Open rate	% Click through	\$ received	ROI
	Direct Mail	Response rate	\$ received	\$ per response	ROI
	FB Social Post link to Website Blog	Likes	Shares	Click through to Donate page	\$ received



Resource List

Story Creation/Design Resources

- GUIDE STAR Online Storytelling webinar: Big Impact, Small Budget
- Infographics and Design: Canva
- Photos : stocksnap.io and unsplash.com
- Video: PostScript Productions
www.postscriptproductions.com

Social Media Selection Resources

- Pew Research Center Internet & Technology:
Social Media Update 2016
- Sprout Social: *Social Media Demographics*

Regan Management Consulting, LLC
Jane Ann Regan, Principal
www.reganmgtconsulting.com
jane.ann.rmc@gmail.com
412-453-6234