

# Powerful Storytelling for Nonprofits

**Erie Nonprofit Day 2017**

**October 24, 2017**



regan  
MANAGEMENT  
CONSULTING  
LLC



The  
Nonprofit  
Partnership





# Agenda

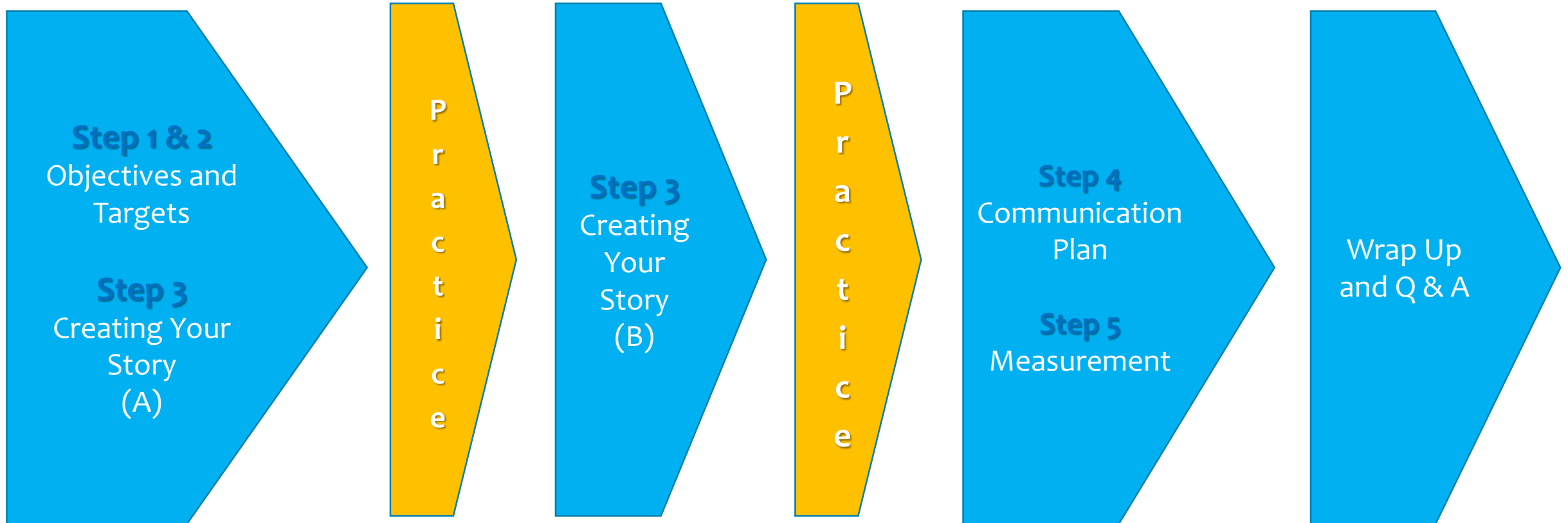
- Welcome
- Objectives for today
- Schedule for our session
- The 5 steps for Powerful Storytelling



# Objectives for today

- Understand the 5 steps to Powerful Storytelling
- Define your organization's target audience personality profiles
- Identify at least 3 effective communication channels to reach a selected target audience
- Identify at least 3 metrics for message communication

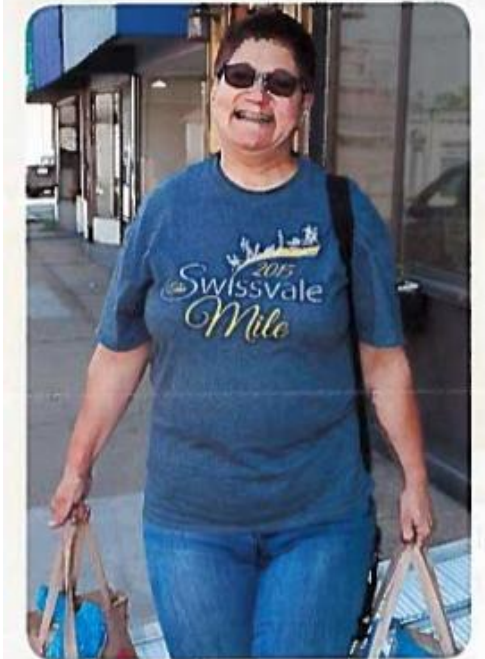
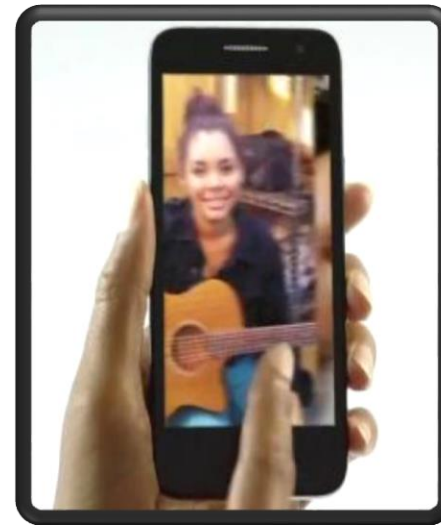
# Overview of our time



# Power of Storytelling

- What makes a good story?
  - Engaging
  - Creates a connection
  - Evokes emotion
  - Causes you to act

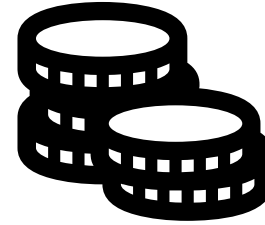
[Photo Swipe](#)



**"By providing meals, you give us strength to meet our challenges." —LENORE**

# Step 1: Define Your Objective

What do you  
want to  
accomplish?



Donations



Awareness



Email response



Petition  
signatures



Volunteers



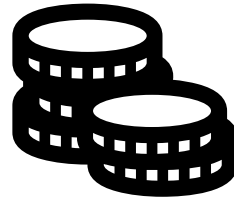
Event Registration

“If you don’t know where you are going, every road leads you there.” Lewis Carroll

# Step 1: Define Your Objective

How do you define your objective?

**S**pecific  
**M**easurable  
**A**ttainable  
**R**ealistic  
**T**ime Bound



Donations

- Increase individual donors contributions by 5% over previous direct mail appeal results.
- Increase revenue from corporate sponsors by 10% vs year ago



Volunteers

- Increase the number of volunteers by 10% by the end of the 2<sup>nd</sup> Quarter vs current levels.



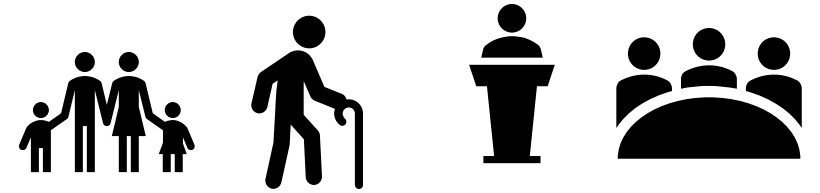
Attendance

- Increase audience attendance by 10% for the November Arts Festival vs year ago

# Step 2: Define Your Audience

Who are you trying to reach?

**Demographics & Lifestyle**



**Perspective**



**Motivation**





# Step 2: Define Your Audience

## Demographics & Lifestyle

- Woman over the age of 55
- Living in Harborcreek
- HH income of \$75K
- Married with kids

## Perspective

### *Informed*


- Internal: Board, Volunteer, Employee
- External: Clients, Funders, Partners

### *Uninformed*

- External: Influencers, Community Organizations, Media

## Motivation

- Interested in care for the elderly
- Generous donor of funds not time



Common Ground:  
People want to  
do GOOD

# Step 3: Create Your Message

“What does your nonprofit do and why do I need to care?”

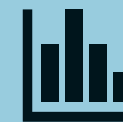
 **Emotional/Personal**



**Your Work**



**Benefits**



**Impact**

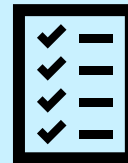
# Step 3: Create Your Message

## Start with your Elevator Speech!

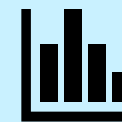
- Translate your mission into a 30 – 60 second pitch
- Highlight the problem
- Community served
- How you address the issue
- Support areas



**Your Work**



**Benefits**



**Impact**

# Time for you to give it a try!

P  
r  
a  
c  
t  
i  
c  
e

- Review your objectives and target audiences – where does your neighbor fit?
- Take a few minutes to compose your elevator speech and share it with your neighbor.
- Get feedback to strengthen your speech.

# Step 3: Create Your Message

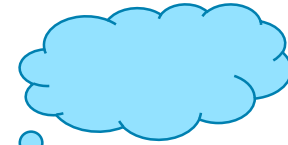
All you have to do is just ask...

## The Secret Sauce



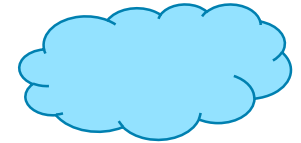
**Build the  
Emotional/ Personal  
Connection**

Employees



Clients

Volunteers



Board  
Members

Donors

# Step 3: Create Your Message

Begin to build your story bank...

## Client Story

**Objective: To drive donations**



- 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

**Objective: To drive involvement/ volunteerism**



- 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?
- Is there one thing that stood out about us?
- What would you tell other about us?

# Step 3: Create Your Message

## The Secret Sauce

### Emotional/ Personal Perspective

- Personalize the concept and the issue – “the who”
- Problem identification and solution- “the what”
- Bring your work to “life”
- Increase your relatability

### Thank you for feeding our family when times are hard

My name is Lenore, and I'm here at the food pantry to get food for my family. My husband and I have two sons who eat a lot! One is in high school and our 22-year-old has autism, so we still care for him.

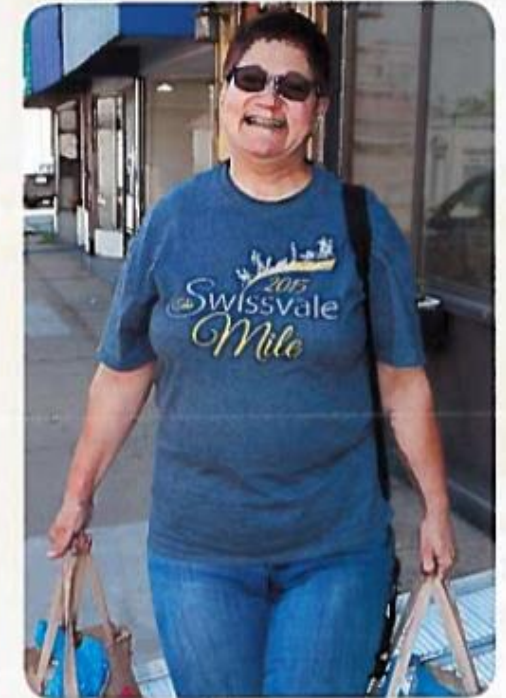
Several years ago, after 25 years as an engineer, my husband was downsized from his company and was unable to find another full-time job. Our income dropped dramatically. We went through all our savings and paid the penalty to use our 401K. We did everything we could to stay above water, including fighting the mortgage company to stay in our Swissvale home, which is the house I grew up in.

Now we both have part-time jobs, which is helping with income. But there were times we literally had no food in the house, and the Food Bank was there for us. It's been a real blessing in our lives.

#### A day to be truly thankful

One Thanksgiving, we received a turkey from the Food Bank. We felt so thankful that we could have a special dinner for Thanksgiving. Having an attitude of gratitude is so important to me for all we've been given, and that's how I feel towards the people who support the Food Bank—just really grateful.

When you have a child with special needs, it's a blessing in many ways. But there are challenges that don't always have solutions. By providing meals, you give us strength to meet those challenges. So thank you for helping us put food on the table and for helping us stay together in our house as a family when times are hard. One day, when we're really back on our feet, we'll be giving back because we are just so grateful for what you've done for our family.



**“By providing meals, you give us strength to meet our challenges.” —LENORE**

Courtesy Greater Pittsburgh Community Food Bank Newsletter

# Time for you to give it a try!

P  
r  
a  
c  
t  
i  
c  
e

- Create your organization's **Secret Sauce** – reflect on a story that brings your organization to life
- Get feedback on improving it from your partner



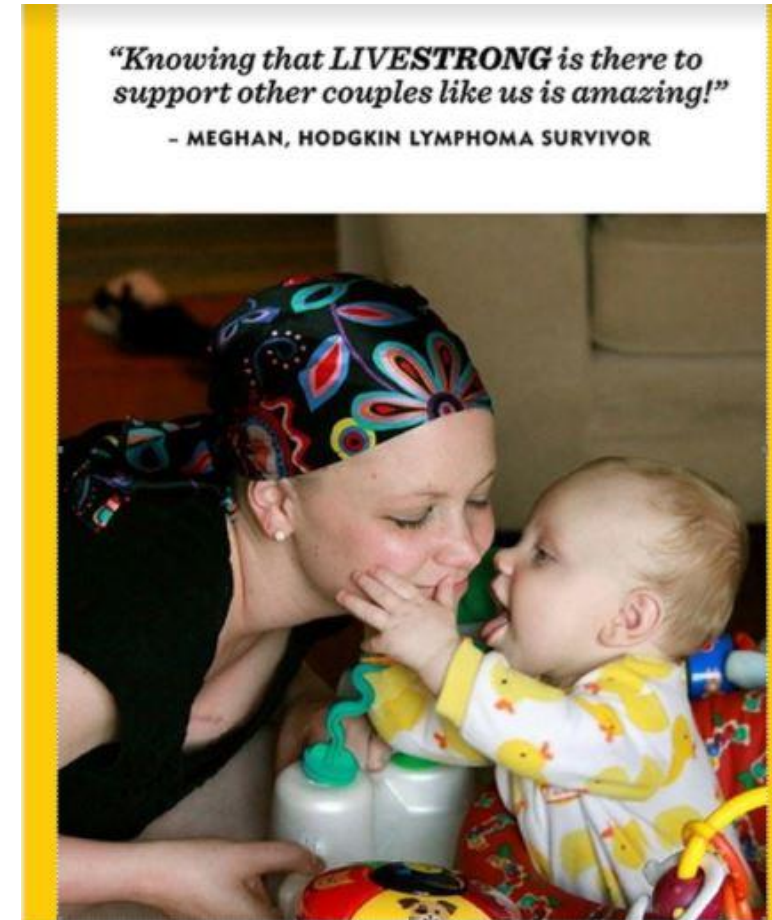
# Step 4: Create Your Plan

Make your story come alive!

❖ High Impact Photography or Video



❖ Engaging Headlines



# Step 4: Create Your Plan

Make your story come alive!

- Dramatize with numbers



**\$660** provides one week's distribution at a Lunch Bus site  
LUNCH BUS! MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY

**\$228** feeds four kids in the Kids Cafe program for three weeks

**\$112** provides food for a family of four for one month

**\$50** provides fresh produce for a family of four for a month

**\$25** provides 75 meals to families  
\*1 meal = 25 meals

**MAKE AN IMPACT WITH A GIFT TODAY.**  
[chicagosfoodbank.org/summermatch](http://chicagosfoodbank.org/summermatch)

GREATER CHICAGO FOOD DEPOSITORY



**\$3.00** buys the average person coffee for a day.

**\$3.00** buys the average family beans for a day of meals.

**125,000** children in Eastern Mass risk hunger any given day.

**make a change, help a child**

**27TH ANNUAL BOSTON CAN SHARE**  
Learn how to help feed those in need.  
Go to [www.cityofboston.gov/food/canshare](http://www.cityofboston.gov/food/canshare)

CITY OF BOSTON  
**CAN SHARE**  
MAYOR THOMAS H. MENINO



**UNPAID CAREGIVING IN AMERICA**

**Caregiver** Average age of caregiver: **50**  
Healthcare caregivers have an average age of 43.  
Caregivers are typically adult women who are helping one person.

**Recipient** Average age of recipient: **77**

**Where Do They Live?**

- 50% In their own home
- 40% With caregiver
- 40% Safety home
- 35% Assisted living
- 25% Retirement community

**Work Balance**

Two in three caregivers had the **same** workplace adjustment plan for caregiving in 2004, up from one in four in 2004.

**74%** Percentage of caregivers have worked while caregiving.

**Top Tasks**

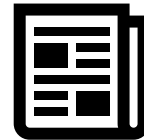
- Housework
- Transportation
- Groceries

**Cost to Caregivers**

**\$450 Billion**  
Informal, unpaid caregivers contributed \$450 billion in assistance to adults 50+ in 2008.  
**43.8 million** caregivers in the U.S., 15 years of age and over contribute to this figure.

# Step 4: Create Your Plan

Choose your vehicles based on meeting your audience where they are.

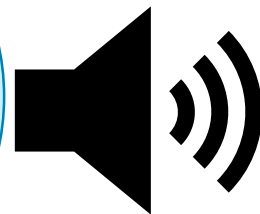


# Step 4: Create Your Plan

- No single recipe - audience and budget determine your choices
- A blend of elements should work in concert
- Tap your current audience to understand where they are

## CORE VEHICLES

Direct Mail  
Newsletters  
Website Blogs  
Traditional Media (TV,  
Radio, Newspapers)  
Outreach Events  
Collateral



## AMPLIFICATION VEHICLES



How do you like to  
receive information?



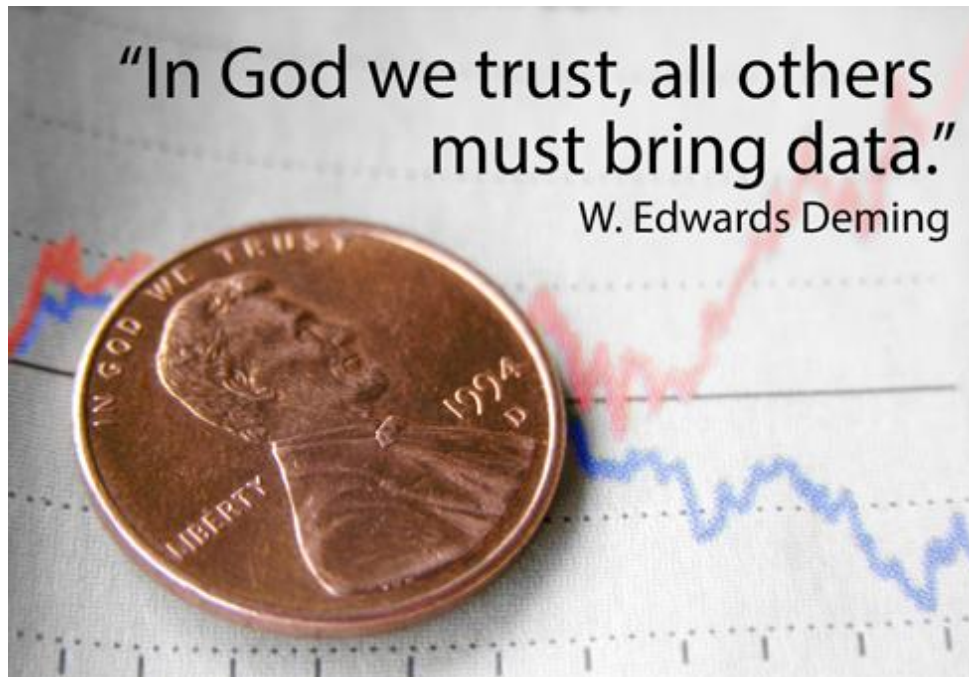
Donors



Volunteers

# Step 5: Measurement

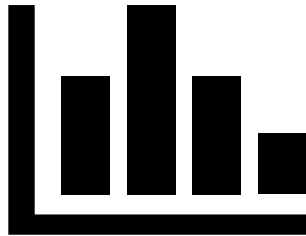
How do you know what works?



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

# Step 5: Measurement

How do you know what supporting tactic works best?



Campaign Metrics / Message ( Examples)				
Vehicle Options	Metric #1	Metric #2	Metric #3	Metric #4
Electronic N'letter	Open rate	% Click through	\$ received	ROI
Direct Mail	Response rate	\$ received	\$ per response	ROI
FB Social Post	Likes	Shares	Click through to Donate page	\$ received



# Objectives for today

- ✓ Understand the 5 steps to Powerful Storytelling
- ✓ Define your organization's target audience personality profiles
- ✓ Identify at least 3 effective communication channels to reach a selected target audience
- ✓ Identify at least 3 metrics for message communication



QUESTIONS?







**THANKS!**  
**GOOD LUCK!**