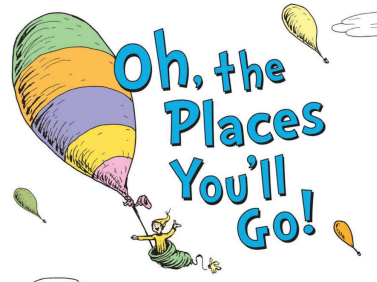


Storytelling Strategies



Colton C. Strawser, MS, CFRE



Institute for Nonprofit Education and Research Presents:

The Nonprofit Academy

Accelerating Nonprofit Success and Sustainability



Institute for Nonprofit Education and Research Presents:
The Nonprofit Academy

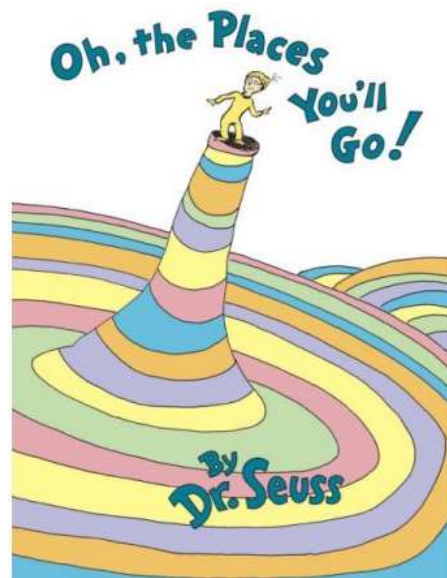
Accelerating Nonprofit Success and Sustainability



My Inspiration

"When you're in a Slump,
you're not in for much fun.
Un-slumping yourself
is not easily done."

#ExperientialLearning
#AppliedLearning



Institute for Nonprofit Education and Research Presents:
The Nonprofit Academy
Accelerating Nonprofit Success and Sustainability

University of San Diego
SCHOOL OF LEADERSHIP
AND EDUCATION SCIENCES

The City of
SAN DIEGO

About Me

Corporate Marketing

Executive Director

Researcher & Professor

Nonprofit Marketing & Fundraising

Nonprofit & Philanthropic Consultant

Institute for Nonprofit Education and Research Presents:
The Nonprofit Academy
Accelerating Nonprofit Success and Sustainability

University of San Diego
SCHOOL OF LEADERSHIP
AND EDUCATION SCIENCES

The City of
SAN DIEGO

Today's Adventure!

- Storytelling Strategies
 - What makes a good story?
 - How can we create stories?
 - How do we track stories?

Marketing Pet Peeves

- Having a Facebook page isn't marketing, using it is
- Millennials aren't marketing geniuses
- You can NEVER, EVER! Market to the "general public"
- Organizations don't want to spend money on marketing
- People that do not want to track their marketing results

Nonprofit Marketing

- Marketing helps answer a variety of questions
 - How is your program impactful?
 - What do you want to be known for?
 - Why are you relevant?
 - Why do you exist?
 - Why should individuals support you?
 - Etc.
- Unlike for-profit marketing, nonprofit marketing seeks to have you buy into an idea or cause, rather than a product or service

Communications Matrix

*"Well, we just need to
 get our name out
 there..."*

- Who needs to know about you?
- What do you want them to know about you?
- Why do they need to know about you?
- What do you want them to do once they know about you?



Storytelling Fun Facts

- Bacon and eggs were not considered breakfast foods until the 1920s, when Sigmund Freud's nephew was hired by a packing company to create a marketing campaign to increase bacon sales
- Orville Redenbacher paid an advertising consultant \$13,000 to name his popcorn, who then suggested that he should name it "Orville Redenbacher."
- "Casual Friday" is the product of a guerrilla marketing campaign by Levis' new khaki brand, Dockers during the early 90s recession.
- The "2-3 months' salary" a guy should spend on an engagement ring was a marketing campaign by diamond mining company DeBeers.

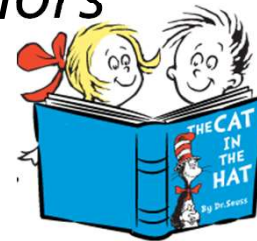
Marketing & Fundraising Roles

- Marketing and fundraising roles are often intertwined when it comes to marketing and storytelling.
- As with fundraising, marketing the organization is the responsibility of all staff and board members.



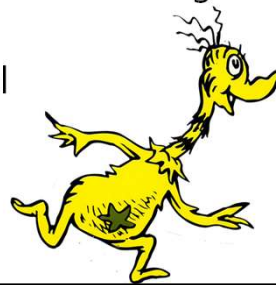
What is a Story?

*A story is a vehicle in which
 to transfer emotion from you
 over to your donors*



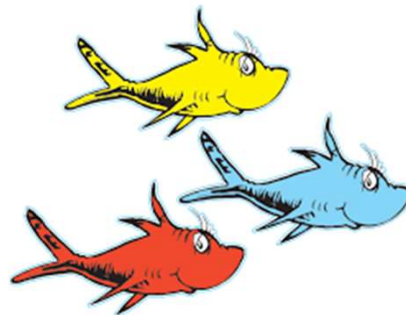
Why Collect Stories?

- Stories are currency in marketing and fundraising
- Donors are motivated to give by stories, volunteers are motivated to serve by stories, and clients are motivated to take advantage of services through stories
- Every good annual report and final grant report should have a story!



Types of Stories

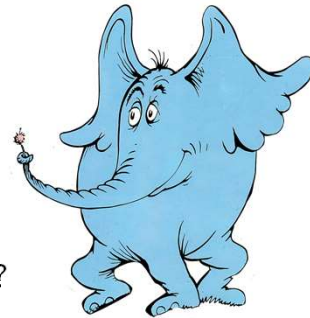
- Donor Stories
- Impact Stories
- Thank You Stories



*Sometimes these can be combined

Stories About Donors

- Collect stories from your donors
 - Why do they give?
 - Why would they tell others to give?
 - What has giving meant to them?
- These stories are helpful as a stewardship opportunity for donors, but also used to gain other donors
- These types of stories are especially helpful during campaigns



Stories of Impact

- Collect stories on your programs (beyond DATA!)
 - What effect are you having on those that you are serving?
 - What effect are you having on the community?
- These stories are often used in fundraising to speak with donors
- In addition, these stories are usually the ones that are highlighted at special events and in organization publications

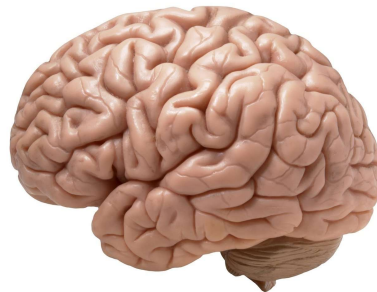


Thank You Stories

- These stories are a blend of Donor Stories and Impact Stories – A combination of what a gift actually accomplished
- What is a story related to the area that they supported?



Types of Story Listeners?



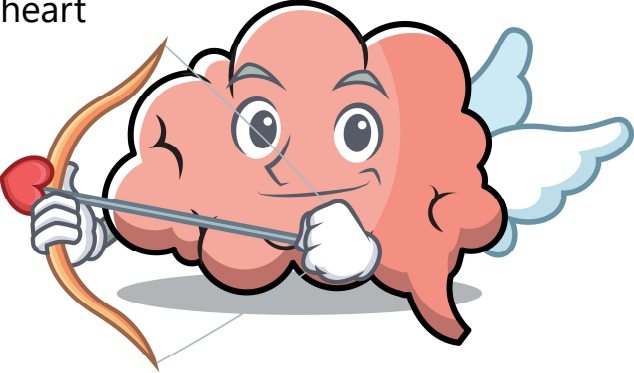
Institute for Nonprofit Education and Research Presents:
The Nonprofit Academy
Accelerating Nonprofit Success and Sustainability

University of San Diego
SCHOOL OF LEADERSHIP
AND EDUCATION SCIENCES

The City of
SAN DIEGO

Your Goal

- Utilize “Metric-Based Storytelling” to reach both the brain and the heart




Institute for Nonprofit Education and Research Presents:
The Nonprofit Academy
Accelerating Nonprofit Success and Sustainability

University of San Diego
SCHOOL OF LEADERSHIP
AND EDUCATION SCIENCES

The City of
SAN DIEGO

Making a Motivating Story

- Know Your Audience
 - Why are they involved?
 - What motivates the masses?
- Create different stories for different listeners



Elements of a Good Story

- A Nonprofit Storytelling Formula
 - Introduction of the main character
 - A problem arises
 - Your organization/donors help with the problem
 - You invite others to join in solving the problem

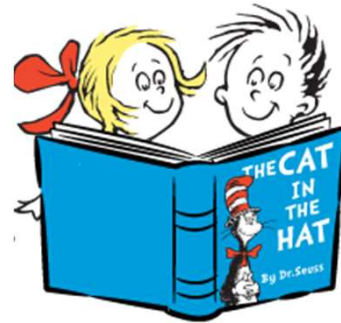


Story Collection Strategies

- Encourage individuals to capture stories within your organization OR periodically interview individuals.
- Questions to get started might include:
 - What problem does this program solve?
 - Tell me about a client who's been helped by this program
 - What was it like meeting the client for the first time?
 - What were they like when they first inquired about this program?
 - How did the client feel when they took the first steps to access the program?
 - What's the client's life like now?

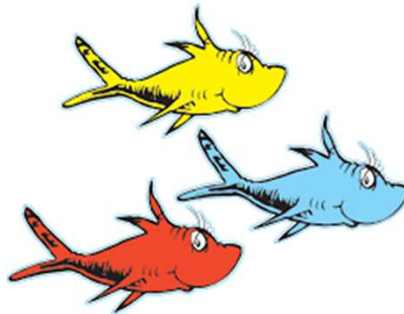
Storytelling Journal

- Keep track of stories can be challenging
- Have worksheets or a notebook full of stories can help when it is time for various communication activities:
 - Social media
 - Press releases
 - Annual report
 - Fundraising appeals



A Fish Promise

- Write one thing you are going to COMMIT to do when you get back to your organization in relations to your marketing and storytelling strategies.



You have brains in your head.
You have feet in your shoes.
You can steer yourself any
direction you choose. You're
on your own. And you know
what you know. And YOU are
the one who'll decide where
to go. ”



Today was good.
Today was fun.
Thank you.
THANK YOU
everyone.

Contact Me

Colton C. Strawser
Doctoral Research Assistant
University of San Diego
cstrawser@sandiego.edu

Disclaimer: USD claims no rights to the images within this presentation. Dr. Seuss quotes and images were curated via Google images for this free training workshop. All other images were purchase through iStock or obtained via free sources.



MARKETING WITH A PURPOSE

COMMUNICATIONS MATRIX

WHO NEEDS TO KNOW ABOUT YOU?

WHAT DO YOU WANT THEM TO KNOW ABOUT YOU?

WHY DO THEY NEED TO KNOW ABOUT YOU?

WHAT DO YOU WANT THEM TO DO ONCE THEY KNOW ABOUT YOU?

STORYTELLING JOURNAL

Date:

Who told you the story?

Are there any pictures or videos available to help tell the story? (Circle One)

YES

NO

Write a quick summary of the story:

Who is the main character in your story?

What problem(s) were they facing?

How did your organization/donors help solve the problem?

Additional details and notes:

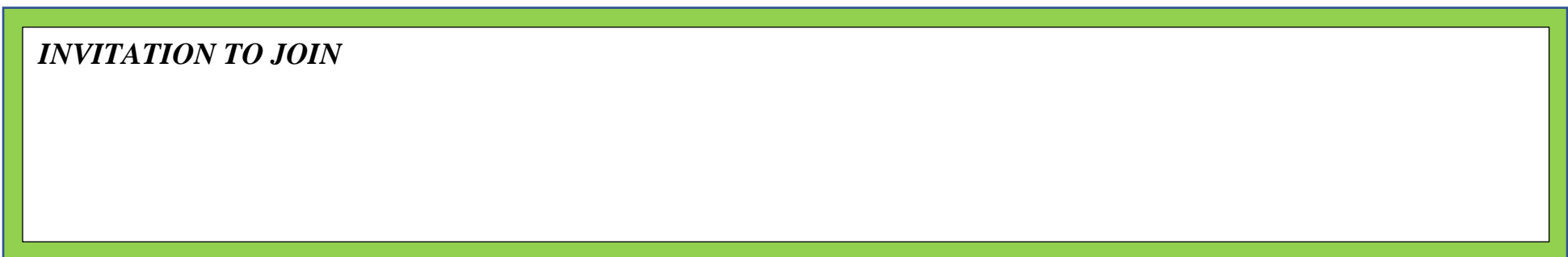
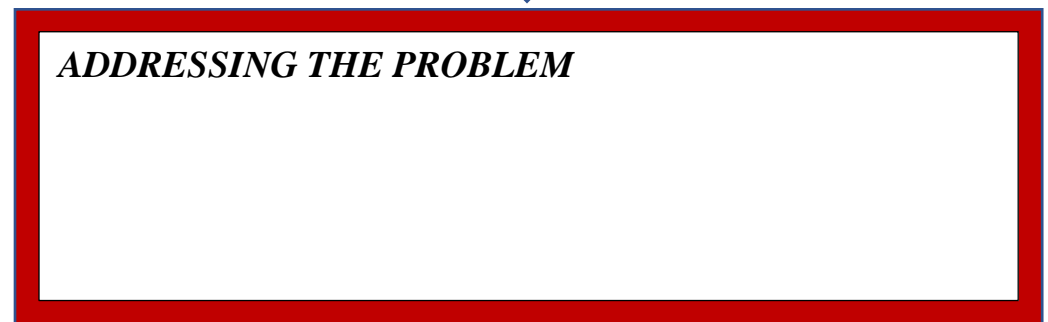
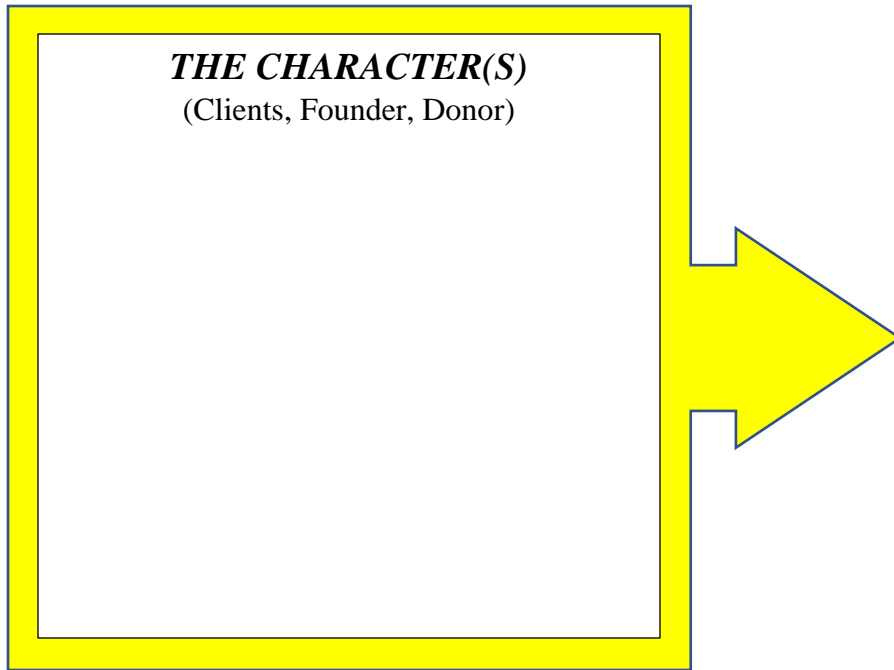
Adapted from The Nonprofit Storytelling Field Guide & Journal

The Nonprofit Institute – University of San Diego

TELLING YOUR NONPROFIT STORY

TIP!

The problem, or the need, is not what your organization offers, but what it seeks to change and/or address.



THE MORE THAT YOU READ, THE MORE THINGS YOU WILL KNOW. THE MORE THAT YOU LEARN, THE MORE PLACES YOU'LL GO.
DR. SEUSS