

Storytelling & Messaging



**COMMUNITY
FOUNDATION**

— OF THE MAHONING VALLEY —

How to Tell Your Story

The background of the slide is white with abstract blue geometric shapes on the right side. These shapes include various triangles and polygons in different shades of blue, ranging from light sky blue to deep navy blue. Some shapes are solid, while others are semi-transparent, creating a layered effect. The shapes are primarily located on the right half of the slide, with some extending towards the center.

Some Ground Guidelines

- ▶ You're better than you think!
- ▶ Everything counts
- ▶ Humanize your work
- ▶ Re-use and re-package

You're better than you think!

- ▶ No one starts as a master storyteller
- ▶ Every story needs just 5 things
 - Who, what, where, when, why
 - Most important info first
 - Add a quote to spice it up
 - Pictures *can* be worth a thousand words

Everything Counts

- ▶ You know the work better than anyone
- ▶ Processing takes time
- ▶ When all else fails, picture and a sentence

Humanize Your Work

- ▶ This work is built on real people
 - Give them a say in how their story is used. Show more than just their worst moments
- ▶ Why do YOU do this work?
- ▶ What's a real impact you have?

Re-use & Re-package

- ▶ Don't reinvent the wheel
- ▶ Everything counts
- ▶ Same content, different delivery

YOUR CONTENT

Photos

Quotes

Details

Context

Graphics

Videos

WEBSITE

Photos Quotes Details
Context Graphics Videos

DONATION POSTCARD

Photos Quotes Details
Context Graphics Videos

SOCIAL MEDIA

Photos Quotes Details
Context Graphics Videos

NEWSLETTER

Photos Quotes Details
Context Graphics Videos

Who's Your Audience?

- ▶ Who needs to know what?
- ▶ Donors - impact their support has
- ▶ Clients - success stories and programs
- ▶ Facebook - Highlights, events
- ▶ Public officials - how their decisions affect community

Now It's Your Turn!

- ▶ What content would you use to tell your organization's story to:
 - A state representative
 - A new funder
 - A student looking to volunteer

News Outlets

- ▶ Upcoming events
- ▶ Major milestones
- ▶ Success stories

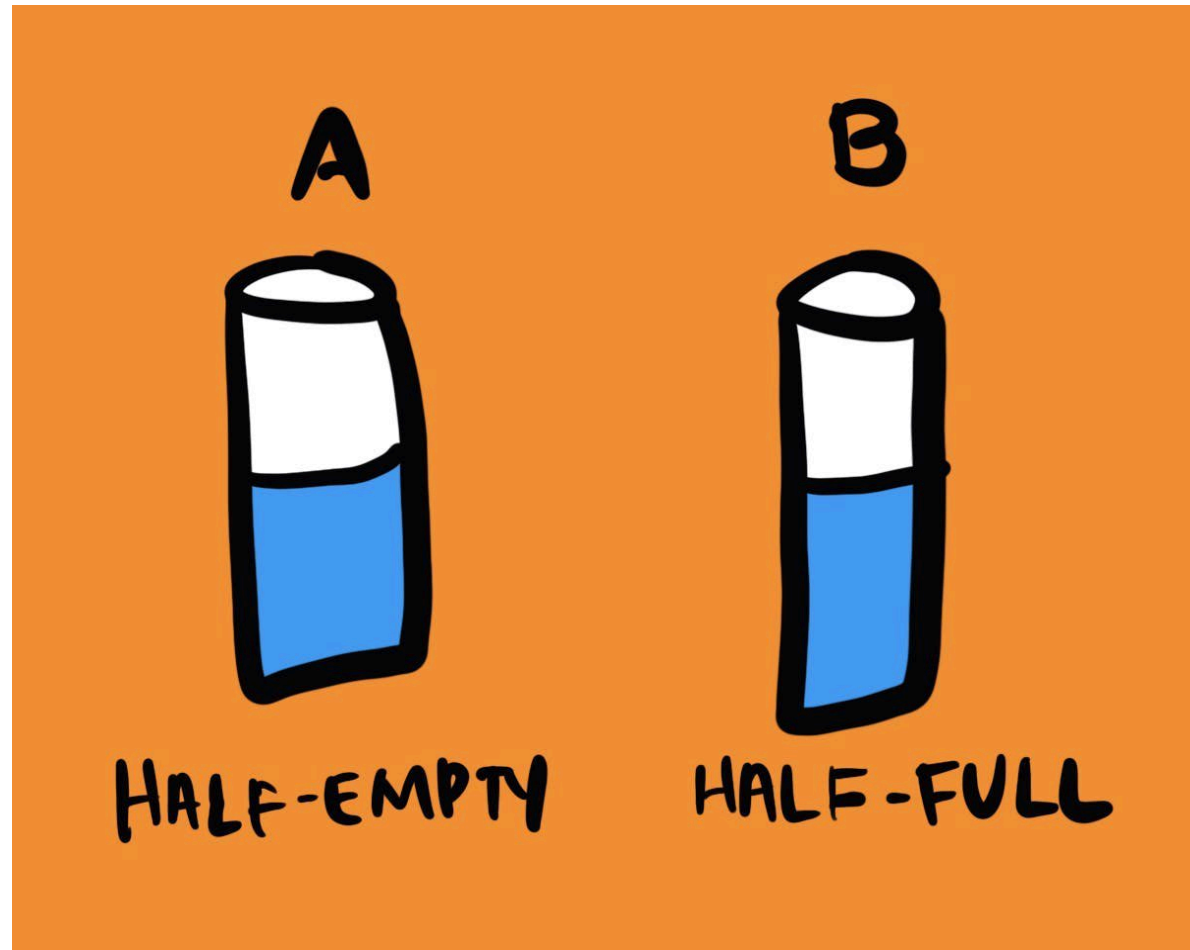
- ▶ Press release
- ▶ Media advisory

Messaging & Framing

The Foundations

- ▶ Strategic Messaging
- ▶ Frame
- ▶ Framing

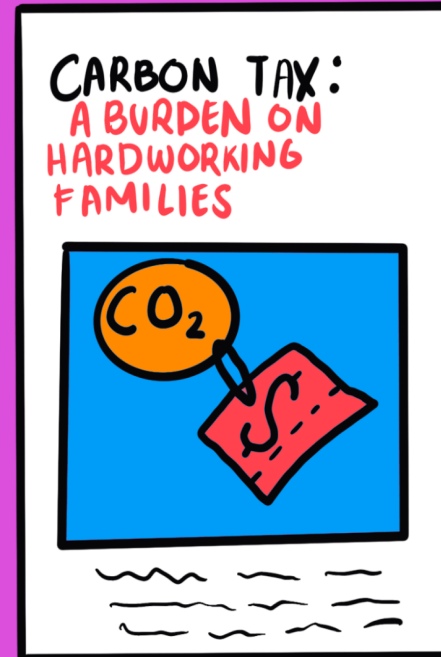
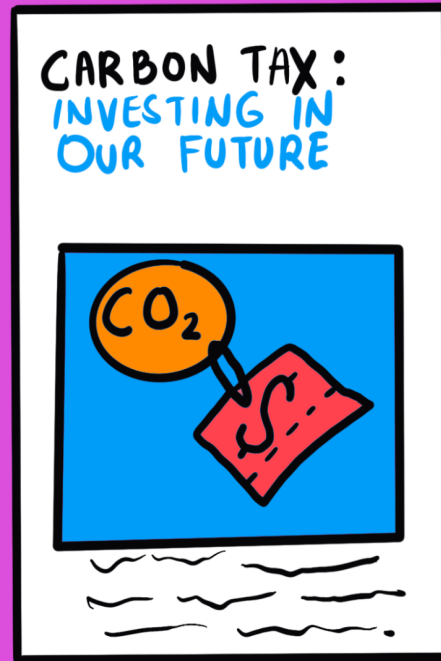
Framing Effect



Order of Operations (not math!)

- ▶ Identify audience
- ▶ Start with values
- ▶ Cause before effect
- ▶ Make a path and use signposts

Same Issue | Different Frame



Take Away: The Frame becomes the Story



Exercise

- ▶ When was a time that someone changed your mind or inspired you to take action?
- ▶ Or when was a time that you changed someone's mind or inspired them to act
- ▶ How did you/they accomplish this?

Things to Think About

- ▶ When people can identify a community crisis, they intend to help
- ▶ People who hear *anything* about nonprofits are more likely to give
 - ▶ Heard positive news giving rate: 83.9%
 - ▶ Heard negative news: 80.3%

Perception Matters

- ▶ People are more likely to offer support when they believe others are too
 - Giving Tuesday "civic intent" measurement
- ▶ *"Most people want to help. Amongst respondents, 45% agree with helping others in unconditional ways. ... 49% are open to influence and already doing some good."*