

# GiveGab<sup>®</sup>

Nonprofit Giving Platform

## Telling Your Story

How to tell powerful stories that attract and empower donors on your Giving Day



# The Significance of Storytelling

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Provides context and clear calls to action
- Empowers supporters to be a part of the story
- Becoming even more significant in the digital era



# Gathering Powerful Stories

- From your beneficiaries
  - Those that have benefited from the work your organization does
- From your volunteers
  - Those that have dedicated their time to serving your mission
- From your donors
  - Those that have invested financially in moving your organization forward
- From your staff
  - Those who have worked directly with your mission in action



# Probing Questions

## For Beneficiaries

- What challenges were you facing prior to connecting with us? How did you feel facing them?
- When did you utilize a service or program and why?
- What programs or services have you found the most helpful?
- How did the help you receive resolve some of your challenges?
- If you were able to speak face-to-face with a donor, what would you say?

## For Donors

- How did you hear about us?
- What made you decide to make your first gift?
- Why do you enjoy giving to us?
- What is your favorite program or service to donate to?
- What do you hope to accomplish through your philanthropy?
- What do you wish everyone knew about this cause?
- How do you feel after making a gift to our organization?



# Probing Questions

## For Volunteers

- How did you first get involved with our organization?
- What activities do you participate in when you're volunteering?
- Is there a moment during your time volunteering that stands out?
- Why do you continue to volunteer your time to this cause?
- What is your favorite part about being a volunteer?
- Why is this cause important to you?

## For Staff

- What is your favorite part of working at this organization?
- Do you have any personal connections to our cause?
- Is there a specific moment where you could see the positive impact of our mission in action?
- What are you most excited about in our organization's future?



# Types of Storytelling

- Your Founding

- How your organization came to be

- Your Focus

- The core challenges you tackle

- Your Impact

- Before and after stories of your organization, your supporters, and your beneficiaries

- Your People

- Highlighting your donors, staff, volunteers, and beneficiaries.

- Your Strengths

- How your approach adds value

- Your Future

- What your work will lead to



# Your Founding Story

- What motivated the founders to start this organization?
- What was their personal connection to this cause?
- What was the problem they originally wanted to solve?
- What was the solution to that problem?
- When, where, and how did your organization come to be?



## Example

- Provides context as to when and why the founder started the organization
- Has a beginning, middle, and an end
- Personal and easy to understand

**Logan's Pups**  
Helping find senior dogs loving homes in their last years  
Causes: **Animals, Education**

**DONATE**  
26%  
\$261,3

### Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

### Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever. She thought about all of the senior dogs who weren't as fortunate as Logan, and knew she had to do something to let people know how special these animals were.

### A New Beginning

Alyssa teamed up with her friend Nicole to find a way to save more senior dogs like Logan. Together in 2016 they formed Logan's Pups, a senior dog sanctuary that rescues older shelter dogs in danger of euthanization, and provides them with the love and care that they need to make the most out of their golden years. With the help of a community of senior dog lovers, Logan's legacy will live on for years to come.





## Your Focus Story

- How does your organization's work and impact connect to your ultimate beneficiaries?
- What is the core challenge you tackle?
- How does the work you do make a difference in your community? Who is your community?



## Example

- Connecting Specific Information Together
  - Who is being helped?
  - What helped them?
  - Who is helping?
- Including visuals to help your supporters make a stronger connection

**Logan's Pups**  
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Causes: **Animals, Education**

**DONATE**

26%

\$261,900

### Changing Lives, One Paw At A Time.

Logan's Pups has helped save over 275 senior dogs from being euthanized in shelters across the country. Together, our team of volunteers, foster families, and generous supporters have provided these lovable animals with the care they deserve in their golden years. In return these pups have provided us with love, happiness, and furever friendship.



## Your Impact Stories

- How does your organization make a difference in the lives of the people you serve?
- What was their life like before? What was it like after?
- How do your programs and services benefit a specific person, group of people, or community?
- How can donors have a tangible impact?



## Example

- Focuses on the before and after of someone the organization has personally affected
- Provides details so that readers can feel your story, instead of just process it.
- Closes with a call to action

### Meet Buster



In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups sanctuary.

### Meet Emily



Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan's Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan's Pups.

### Friends Furrever, Thanks to Logan's Pups

When Emily first arrived at the Logan's Pups Sanctuary she wasn't sure what to expect. Was adopting an older dog a good idea? Would she be able to care for it if it got sick? All of her worries washed away when she met Buster. As soon as Buster curled up into Emily's nap, she knew that she wanted to do everything that she could to make this dog the happiest pup in the world. Emily felt inspired by the idea of caring for an animal who really need her, and whose golden years she could make the happiest yet. In June of 2015 they left the sanctuary together, and have been furrever friends ever since.



[DONATE](#)



## Your People Stories

- Who is already passionate about your organization?
  - Board Members, Volunteers, Donors, Sponsors, etc.
- How do they support your mission and make the work you do for your community possible?
- How are they connected to your cause?
- Are you motivating prospects to follow in their footsteps?



# Example

- Focuses on a current supporter and how they became involved
- Highlights the direct impact they were able to make so prospects feel that they can do the same
- Offers a testimonial of the work you do and the impact you make

## Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

**DONATE**

26%

\$263,03

### Maria's Story

Hi! My name is Maria, and I have been lucky enough to serve on the Board of Trustees for Logan's Pups for the last 5 years. I wasn't always a board member though, I used to just be a dog lover. I grew up with dogs my entire life and can't remember a time where I didn't have a four legged pal by my side. In the summer of 2010 my family had just lost our golden retriever, Daisy, and had decided to head to the local shelter to bring another pup into our family. I love all dogs, but truly wasn't expecting to fall in love with a 12 year old mutt named George. A part of me was apprehensive about bringing an older dog into our family, until I thought about it spending the rest of it's life alone in a shelter or worse, and knew I had to do something for this animal. That day we adopted George into our family and for the next three years he was the best dog we could ever hope for. Despite his old age, he was still the sweetest pup, and a great friend to my entire family. When George crossed the rainbow bridge in 2013 I was heartbroken, but also grateful that I got the chance to be a part of George's life, and make his final years the best he ever had. Senior dogs had officially taken up a substantial place in my heart and I knew George wouldn't be the last dog I made a difference for. During my search for other senior dogs in need, a friend of mine suggested I check out Logan's Pups. The more I learned about what they did for dogs just like George, I knew I had to be a part of the life changing action. When I made my first donation to Logan's Pups I found out that my gift had personally saved the lives of 5 dogs from a kill shelter. Having an impact on these incredible animals means the world to me and my family and we are so grateful to be a part of the amazing work that Logan's Pups does every single day.



**You can also provide a senior dog with the best years of their life by [making a donation of a \\$100 today](#). Your support truly changes lives.**

**DONATE**



## Your Strength Stories

- How does your approach provide value to your community and your constituents?
- How are you different than other services provided?
- What is unique about your organization's approach to solving problems in your community?
- What are your greatest strengths?



# Example

- Highlights the specific strengths which makes the organization unique from other causes
- Emphasizes the specific programs that are able to make a difference
- Ends with a clear call to action

## Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

**DONATE**

26%

\$263,0

### More Than Just A Shelter



At Logan's Pups we offer more than just a home to dogs in need, we're in the business of turning lives around. Each senior dog that crosses our path has their life changed for the better thanks to the services we are able to provide. This past year we were able to,

- Rescue 100 dogs from being pre-maturely euthanized
- Find happy homes to 120 senior dogs
- Provide medical assistance to 60 senior dogs
- Introduce 180 people to their new best friends

Be a part of the life changing magic by making a gift of any size today.

**DONATE**





## Your Future Stories

- What is your organization's vision?
- How can prospects help to make your ideal future a reality?
- How will the world/your community be a better place after your mission has been successfully executed?
- How can you link your dreams to your donor's dreams?



## Example

- Highlights an ideal future for your organization and its constituents
- Adds specific information about what you hope to accomplish in the months and years to come
- Invites donors to be a part of making your dream a reality

### Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals**, Education

DONATE

26%

\$263,000

We dream of a world where every dog can truly enjoy their lives from beginning to end.



Just like people, dogs get old. But does that mean we should forget about them in their golden years? At Logan's Pups we believe that every senior dog deserves the best, which means rescuing them from being euthanized at shelters just because of their age. Since we opened our doors we have saved over 500 senior dogs and hope that with your help, we can save so many more.

Help us create a better life for all senior dogs.

DONATE



## Key Takeaways

- Storytelling allows your donors to actively participate in your organization's mission in action instead of just processing it
- Asking your constituents and supporters for their personal testimonials can help prospects connect with your cause
- There are many way to tell your stories, so find the best methods for you and your organization!



## Next Level Tips

- Feature a video on your profile
- Recruit P2P Fundraisers to tell their personal stories
- Secure a sponsored match to motivate donors

Check out our other training videos for more information on these topics!



# We're Here For You!

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<https://support.givegab.com/>

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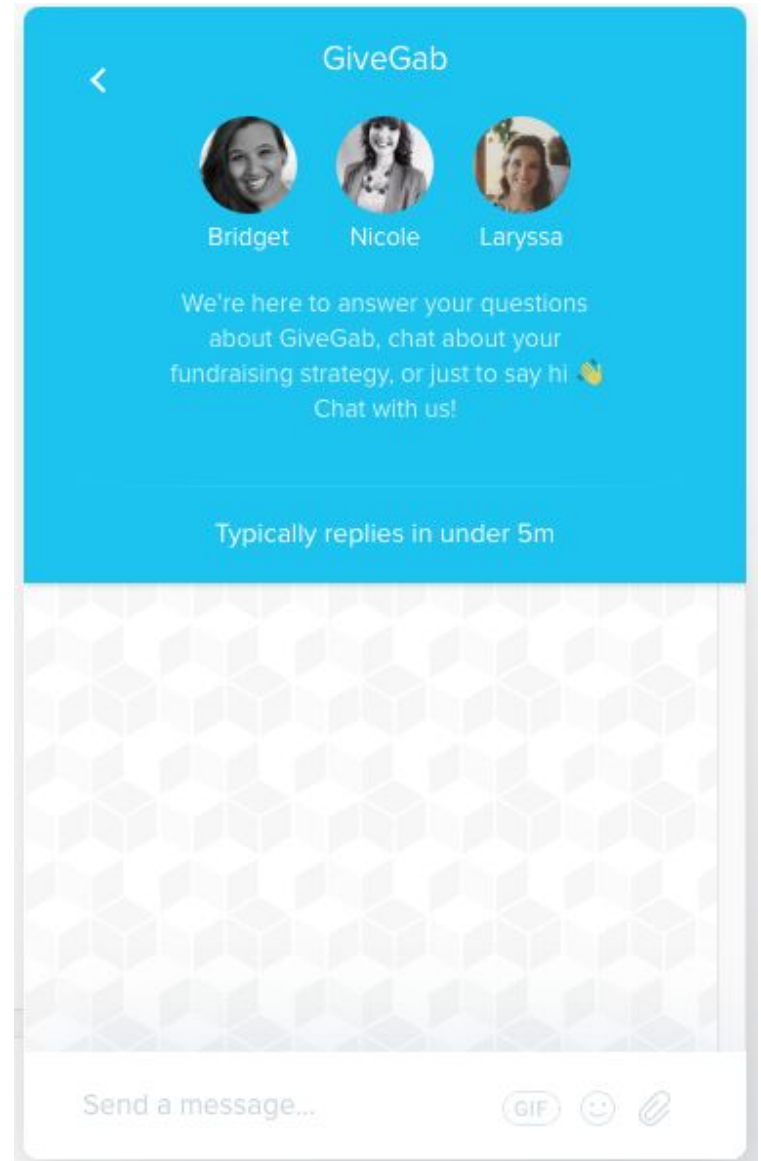
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- Chat with GiveGab's Customer

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questions or need a hand

- Look for the little blue chat bubble!



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# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

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