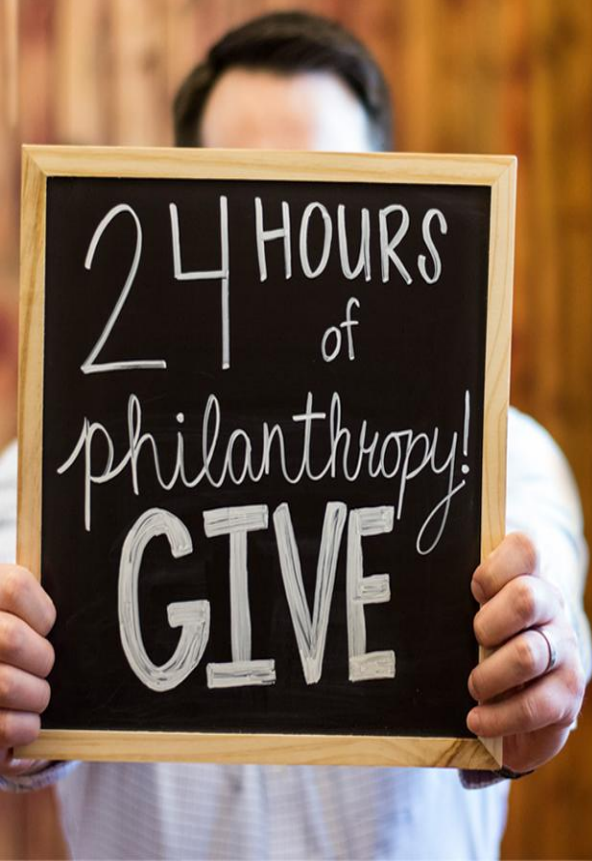


Storytelling & Marketing Strategies





Agenda

- 6 Secrets to Giving Day Success
- How to Tell an Effective & Powerful Story
- Sharing Your Story through Marketing & Promotions
- Strategies for Successful Engagement
- Developing a Plan for Acquiring New Supporters
- Your Give DeKalb County Marketing & Promotional Resources
- Questions & Live Demo



6 Secrets to Giving Day Success

1. **Targets** - Identify the right people!
2. **Story** - Inspire them with an authentic story!
3. **Impact** - Make it clear why their support matters!
4. **Spread** - Encourage sharing!
5. **Delight** - Make your donors and prospects feel good!
6. **Begin** - The donation is just the beginning!



The Power of Storytelling

- Goes beyond what your mission aims to achieve
- Breaks down your impact into digestible “bites”
 - Cost per client/student/visitor/etc.
- How does funding make your mission possible?
- How have donors helped your constituents achieve their goals? What have your constituents achieved?
- Makes donating like buying a virtual feeling



Telling a Compelling Giving Day Story

- Authentic & emotional
- Easy to understand
- Centered on people - supported by data
 - Highlight a specific impact in dollars and cents
- Connect to the communities you serve
- Makes readers feel like they can make a difference!
- Consistent throughout all of your channels



Break it Down

- What's your annual goal? - \$100,000
- How many people do you serve yearly? - 5,000
- How many programs do you run yearly? - 100

\$20 = 1 person served | \$1,000 = 1 program created

Now bring your impact to life with a story of a person who has been positively impacted by your organization and how donors can be a part of creating more stories



Connecting the Dots

A photograph of a smiling woman wearing a white chef's hat and a white apron over a light-colored shirt. She is in the foreground, looking slightly to the left. In the background, a young boy in a teal shirt stands, and two other children are partially visible on the right. The setting appears to be outdoors with greenery.

More Bread for the Baking

Meet a single mother in Mozambique who used clean water to build her bread-making business into a better future for her family.



Sharing Your Story

- Create consistent SHAREABLE content
- Clear Calls to Action
- Send out a call for Giving Day Ambassadors
- Multi-Channel Outreach
 - Email
 - Social Media
 - Direct Mail
 - Phone



Asset Checklist

- Images
 - 5-10 Photos of your mission in action
 - Stock Photos that encapsulate your mission
 - Give DeKalb County Logo added to shareable content
- Videos
 - Host on YouTube or Vimeo for easy sharing
 - Thank You Video
- Infographics
 - Highlight donor impact & data



Email Marketing

- Email is a great way to share information with your supporters directly and immediately
- Develop an email timeline leading up to Give DeKalb County
 - Schedule messages in advance with mailchimp, constant contact, etc.
- Chance to include multiple calls to action:
 - Link to your Give DeKalb County Profile
 - Ways to Get Involved
 - Shareable Graphics
- Use your personal email signature as a CTA



Social Media

- Always include a clear CTA
- Create consistent **shareable** content (C.O.P.E.)
- Include photos for increased engagement
- Add the Give DeKalb County Logo to all of your promotional materials leading up to the day
- Swap out your social media profile photos with Give DeKalb County graphics from the toolkit
- Use Hashtags to be a part of the conversation
 - Include the Hashtag #GiveDeKalbCounty to be featured on the Give DeKalb County Tagboard



Social Media

Richard Born @richb46091

Support KVAL nfp (Kishwaukee Valley Art League) during [#GiveDeKalbCounty](#) on May 4, 2017. Learn more at givedekalbcounty.org/organization/s/...

10 Feb 2:59pm

DeKalb County ROE 16 @DeKalbroe16

Choose to support DeKalb County educational endeavors by donating. [#dekab](#) [#givedekalbcounty](#) fb.me/6fE5Xa6Gx

7 Feb 11:10am

Give DeKalb County 4 days ago

24 HOURS of Philanthropy GIVE

May 4, 2017

What can you do in a day?

REGISTER NOW!

Join These Participating Nonprofits

T-83 days until [#GiveDeKalbCounty](#)! To prepare for May 4, organizations should explore the Give DeKalb County website. Hint: There are tons of resources and tutorials listed under the Helpful Resources tab!

For instance, this How-To Article shows ...

Like Comment Share

Give DeKalb County 4 days ago

THE Sycamore CHAMBER

The Sycamore Chamber of Commerce is a Give DeKalb County 2017 [#MediaSponsor](#)! Thank you very much for your support!

[#GiveDeKalbCounty](#) [#GDC2017](#) [#GiveMoreMay4](#)

Like Comment Share

Give DeKalb County 26 days ago

The kickoff session for Give DeKalb County will be this afternoon (2:00

Give DeKalb County 6 days ago

DEKALB COUNTY COMMUNITY FOUNDATION

Thank you, DeKalb County Community Foundation (IL), for your generous support of Give DeKalb County 2017 as a [#CommunityPartner](#)!

[#GiveDeKalbCounty](#) [#GDC2017](#) [#GiveMoreMay4](#)

Like Comment Share



Facebook

- Great platform for sharing photos and longer stories or updates about your organization
- Engage with supporters by Liking (or Loving!) and sharing your posts
 - Any time a supporter engages with your content that engagement becomes visible to their entire network - expanding your reach
- Create a Facebook Event for Give DeKalb County
- Live Stream an event during Give DeKalb County
- Consider “boosting” your content to potential donors with paid promotions



Facebook Event to Invite Friends + Supporters

24-HOUR GIVING CHALLENGE
MARCH 29, 6pm - MARCH 30, 6pm

MAR 29 The Amazing Give!

Public · Hosted by The Einstein School - Gainesville, FL

★ Interested + Going ➦ Share ...

March 29 – March 30
Mar 29 at 6 PM to Mar 30 at 6 PM

About Discussion

Write Post Add Photo/Video Create Poll

Write something...

GUESTS

1	1	0
interested	going	invited

Invite Friends

+ Add friends to this event

Anna Ravenelle Invite



Twitter

- You only get 140 characters to make an impression
- Great platform for updates and quick thanks
- Engage with supporters by retweeting and liking their tweets about Give DeKalb County
- Follow different people or organizations you admire
 - Donors & Volunteers
 - Prominent Community Members
 - Local Businesses
- Use hashtags to trend in different conversations
 - #fundraising, #nonprofits, #giving



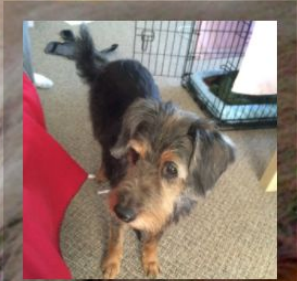
Instagram

- Great platform for sharing photos and stories
- Include a link to your Give DeKalb County profile in the description of your Instagram profile for CTA
- Create a post on Instagram and immediately share it on Facebook and Twitter (C.O.P.E.)
- Telling your stories through photos
 - Supporter Spotlights (“Why I Give...”)
 - Event Highlights
 - Impact Projects
- Create unique hashtags for different topics



Expand Your Reach

- Recruit P2P Fundraisers to rally around your cause and spread your messaging with their network
 - Invite board members, volunteers, staff members, and key supporters with BIG voices to help share your nonprofit story with potential new donors
 - Average of 4 new donors per P2P fundraiser
 - Create incentives for top fundraisers to motivate friendly competition amongst your supporters
- Set goals specifically for new donors
 - Encourage new donors by developing a new donor challenge or matching incentive



A fundraiser for:

Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals**

[Manage this on GiveGab](#)

DONATE



0%

\$0 Raised **\$500** Goal **0** Donors



Alyssa
Ravenelle

Hi, I'm Alyssa Ravenelle and I'm fundraising for [Logan's Pups](#).

I support this organization's mission and I want it to have a greater impact on the community.





The Big Day!

- Plan your day-of communications schedule
 - Social Media - Buffer, Hootsuite, etc.
 - Emails - Mailchimp, Constant Contact, etc.
- Prepare staff with the Give DeKalb County Plan
- Assure your ambassadors are equipped
- How will you kick off the event? How will you end it?
- Finalize Post Give DeKalb County Engagement Plan
 - Thank You Graphics
 - Celebrate Success on Social Media
 - Stewardship of Give DeKalb County Donors



Nonprofit Toolkit

Your Give DeKalb County Toolkit already has a lot of the work done for you:

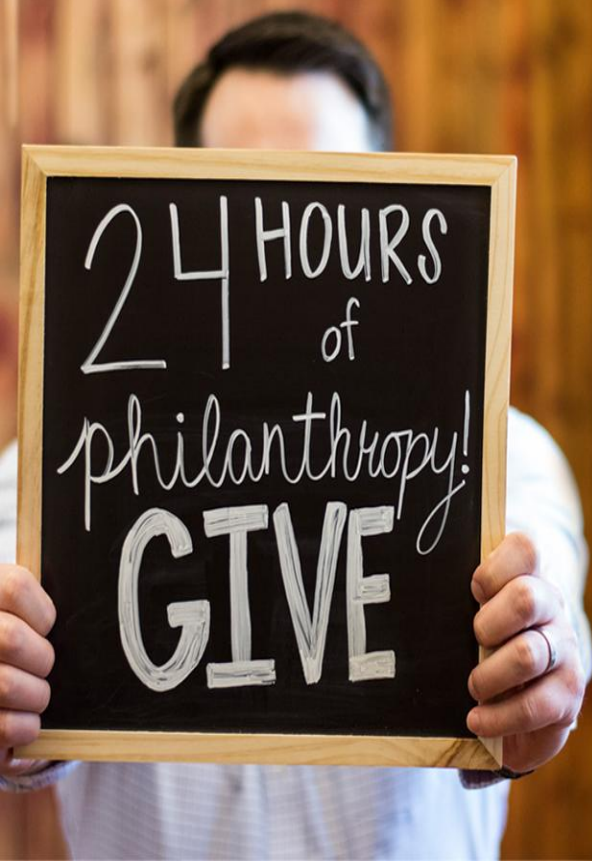
- Board Engagement Guide
- Communications Timelines
- Email Marketing Templates
- Social Media Templates
- Downloadable Graphics and Logos
- Resources for Your Supporters



Your Next Steps

- Sign up for Give DeKalb County
- Like/Follow Give DeKalb County on Facebook
- Watch your inbox for important emails
- Sign up for our upcoming webinars
 - Peer to Peer Fundraising
 - Top 10 Last Minute Success Strategies
 - Engaging Supporters beyond Give DeKalb County
- Check out the Nonprofit Toolkit

Questions?



Demo Time!



24 HOURS
of
philanthropy!
GIVE

Showing you how to
use these tips to tell
your nonprofit story
for Give DeKalb
County

#GiveDeKalbCounty