

## The Impact of Story

“Who are we but the stories we tell ourselves,  
about ourselves,  
and believe?”

*Scott Turow, Author*

# Stories have impact!

“Clothing truth in story is a powerful way to get people to open the doors of their minds to you and the truth you carry. Story doesn’t grab power. Story creates power.”

*A.S. Byatt*



## How will you tell it?

To:

- ❖ Create Resonance
- ❖ Connect Values with Vision
- ❖ Create Opportunities for authentic engagement

## Connecting with your Audience



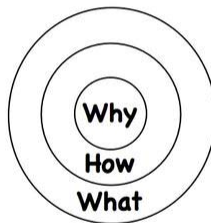
“Who’s listening and why are they listening?”  
*Josh Feit – Evangela Creative*

IT'S NOT  
**WHAT**  
BUT WHY  
YOU DO IT



## Starting with Story

### Golden Circle



**Why** - Make the invisible visible

**How** - Design visual stories

**What** - Playfully create clarity  
and unearth purpose

Credit: Simon Sinek, Starting with Why



Leave room for **their** story

“It’s almost impossible to persuade someone that he’s wrong. Almost impossible to make your argument louder and sharper and have the other person say “I was wrong and I will change my mind.” Far more effective: Help someone make a new decision, based on new alternatives and a new story”

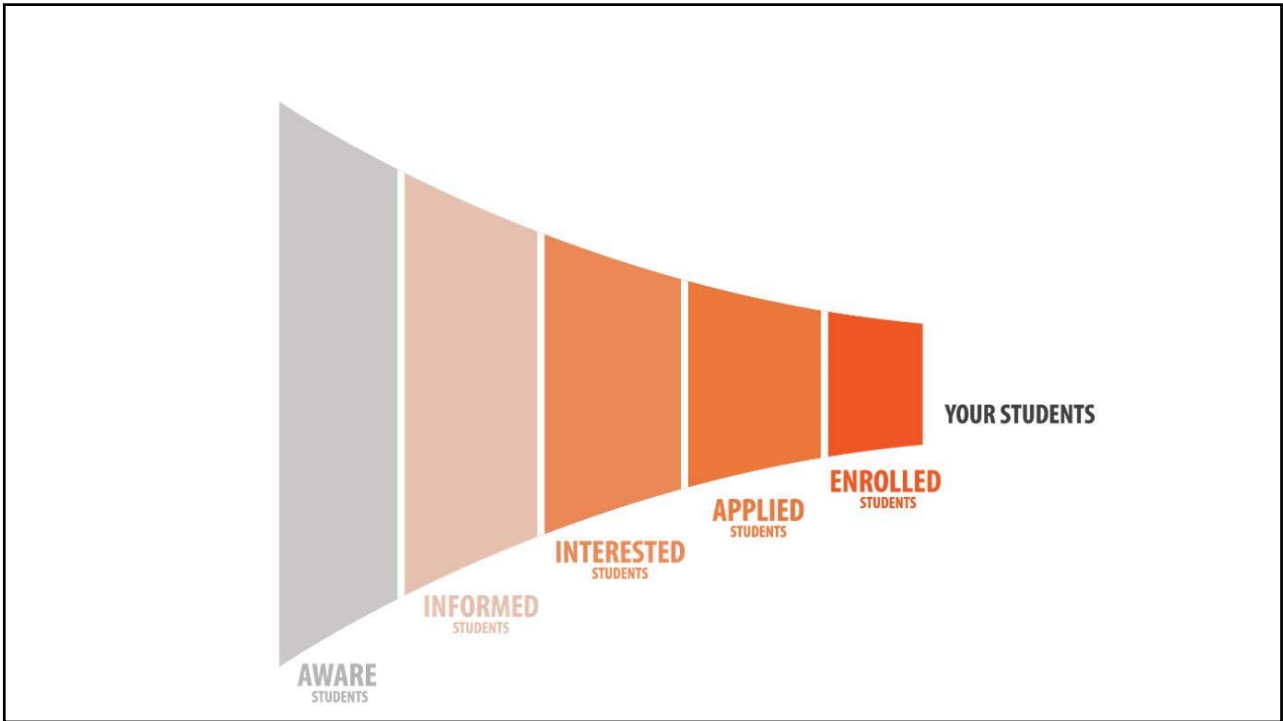
*Seth Godin*

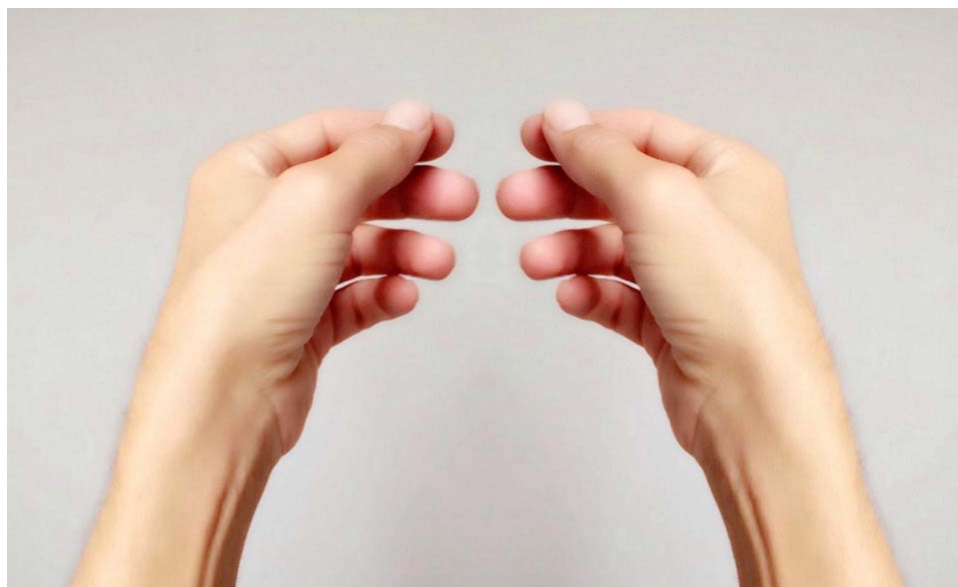


## Meet “The Alumni Family”









I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

*Maya Angelou*



Fundraising is heart, not head

Fundraising is about action, not education

Fundraising is specific, not general

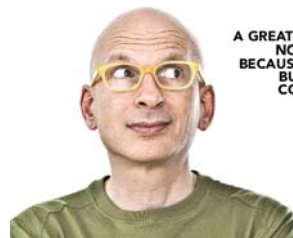
Fundraising is about donors, not organizations

*Future Fundraising Now, Jeff Brooks, November 2015*

## The story's about the donor

...every time someone donates to a good cause, they're buying a story, a story that's worth more than the amount they donated.

It might be the story of **doing the right thing**, or fitting in, or pleasing a friend or honoring a memory, but the story has value. For many, it's the story of what it means **to be part of a community**.



“...once donors are in a relationship with a charity, their focus shifts from what the charity does for its beneficiaries (during the acquisition stage) to how the relationship makes them feel (during retention/stewardship).”

*Dr. Adrian Sargeant, Jan. 2016*

What relationship fundraising should look like in 2015



© Craig Linton / Paul Stein The White Lion Press, London 2015  
*Donors for Life: a practitioner's guide to relationship fundraising*

**WHAT  
HOW**

*We spend most  
of our time explaining  
the "what" and the  
"how" of our ideas*

*While most ideas  
get spread because  
of the "why"*

**WHY**

"Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart. If you want to connect with your audience, tell them a story."

*Andy Goodman*

## Connecting Values with Vision

"Fundraisers who are leaders....connect values with visions, ideals with ideas, aspirations with resources and problems with solutions"

*Karla A. Williams*

# Sharing Examples of Story

## The Connective Tissue

This is a great chair!  
Key features: you can fold it so it takes less space  
when you're not using it.  
You can hang it on a hook on the wall to save space.



## Practically speaking:

**Focus:** key in on specific things that you do really well and be consistent with your message

**Listen:** know your community, what matters to them, what will resonate with them in order to connect with them

**Share:** how does what you are doing or what you want to do impact the lives of the children in your school?

**Engage:** look for opportunities to share your story



# Storytelling Tips

Source: Jeff Brooks & Steven Screen

# Checklist for identifying a good story

## Pulling Your Story Together

What's Your Why



