# Storytelling: Why it's a Fundraiser's Most Powerful Tool



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# What are we going to cover?

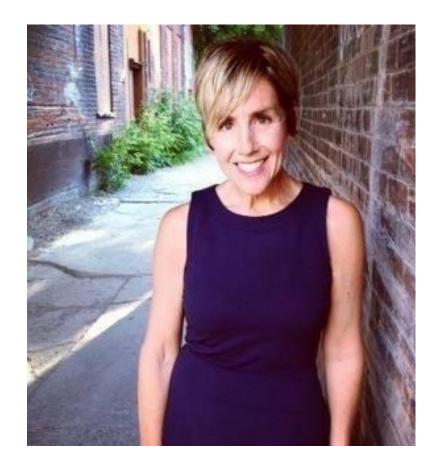
- Why Stories? (Especially now!)
- 5 Must-Haves of a Great Story
- Build Profile (before a Campaign or Event)
- Rebrand/Reset
  Charity Image
- How to Share Your Story

## Why should you listen to us?

Lois is the former editor of Peterborough This Week who now runs her own business as a Communications Strategist, The Write Words.

Carol is a Senior Charitable Giving Advisor at the PRHC Foundation, with a background in journalsim.





# Telling your story is one of the most powerful tools you have





Inspired by her childhood mentor, caseworker makes matching magic

Mark Shuwera writes about caseworker Brittany Cray who once a Little and is now a staff member of Big Brothers and Big Sisters of Peterborough

By Mark Shuwera Peterborough This Week

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When matching children with Big brothers or sisters, caseworker Brittany Cray has the added insight of having played every role in the organization. She began as a Little Sister, then became a Big Sister and now a staff member.



## WHY?



- Stories bring your cause & mission to life
- Stories make your work human
- Stories give you the opportunity to connect emotionally with your donors
- Stories are vital for donor discovery, strategy, cultivation and stewardship

# 5 Must-Haves of a Great Story





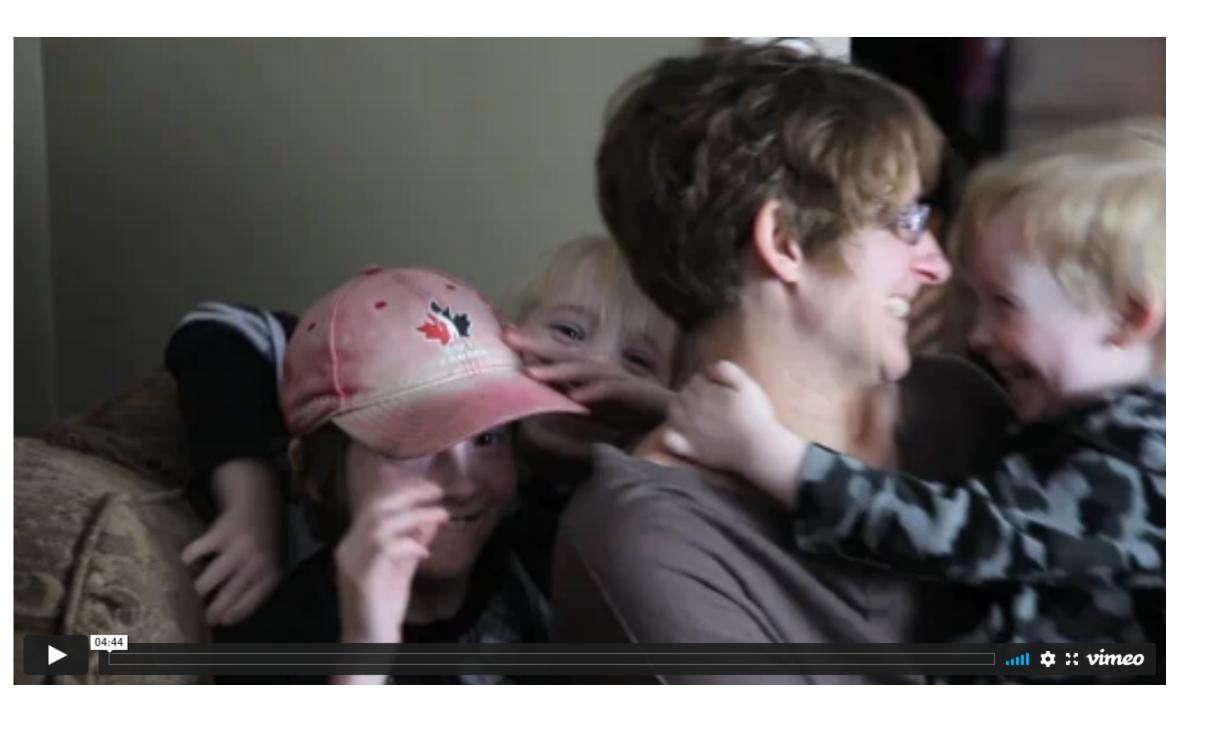
- **Main Character**
- 2 Conflict

3 Plot

4 Resolution

5 Call to Action

## Leaf's Story



How donors
helped save this
mother's life

### **Build Profile**

#### Before you launch a Campaign

- 1. Educate about range of services
- 2. Feature emotional client stories
- 3. Make the Charity top of mind

RAISE MORE MONEY!



NEWS

#### HOSPICE: Helping those facing death

In the final story of a three-part series looking at the work of Hospice Peterborough, Sarah Frank talks with a mother who has used the lessons learned from the loss of her son to help other families facing death

By Sarah Frank Peterborough This Week Friday, July 12, 2013



#### Side Bar

Big plans in the works With help from the community, Hospice Peterborough is looking to renovate a building at the corner of Reid and London streets into a new care facility. The property would feature new office and meeting space and a 10-bed residential hospice centre — a first for the city of the organization has had its eyes on for the past seven years Linda Sunderland, executive director for Hospice Peterborough, says caring for a family member in the final weeks and days of

### Increase Awareness

### Before you launch a Campaign

- 1. Introduce concept to the public
- 2. Demonstrate need
- 3. Build credibility

RAISE MORE MONEY!





Mount Community Centre hoping to start construction of new apartments by March

Tour of former Mount St. Joseph's facility wraps up National Housing Day celebration

By Sarah Frank ■ Peterborough This Week Tuesday, November 19, 2013





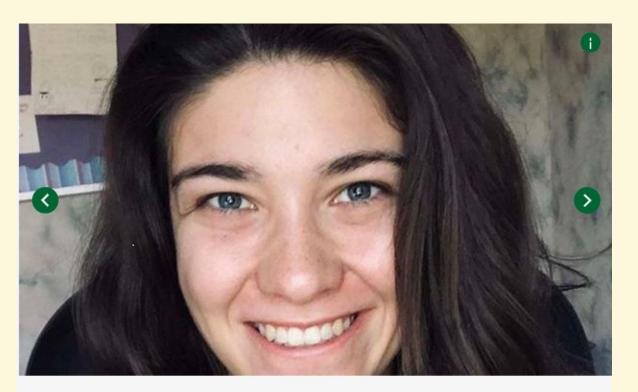
PETERBOROUGH -- Design plans are coming together to convert the old Mount

### Rebrand/Reset

#### **TELL A NEW STORY**

- 1. Reinforce value of programs
- 2.Rebuild Relationships

RAISE MORE MONEY!



#### OPINION

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By Mark Shuwera Peterborough This Week Friday, January 22, 2021





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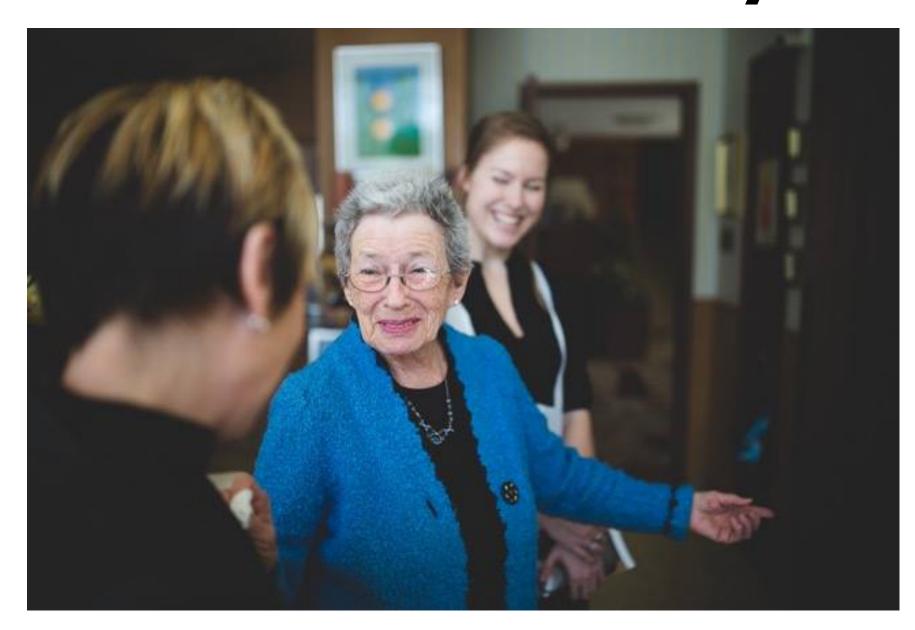
# Stories fuel your communications



## They're at the heart of memorable:



# Ask Your Donor to Share their Story





## Share







"There are two ways of spreading light: to be the candle or the mirror that reflects it."

**Edith Wharton** 

### Resources

### Listen Your Way to an Ask: Power Questions that Your Donor Will Love

Gail Perry

https://charityvillage.com/storytelling-for-fundraising-success/

https://www.harvardbusiness.org/what-makes-storytelling-so-effective-for-learning/