

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



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# **What are we going to cover?**

**1 Why Stories? (Especially now!)**

**2 5 Must-Haves of a Great Story**

**3 Build Profile (before a  
Campaign or Event)**

**4 Rebrand/Reset  
Charity Image**

**5 How to Share Your Story**

## **Why should you listen to us?**

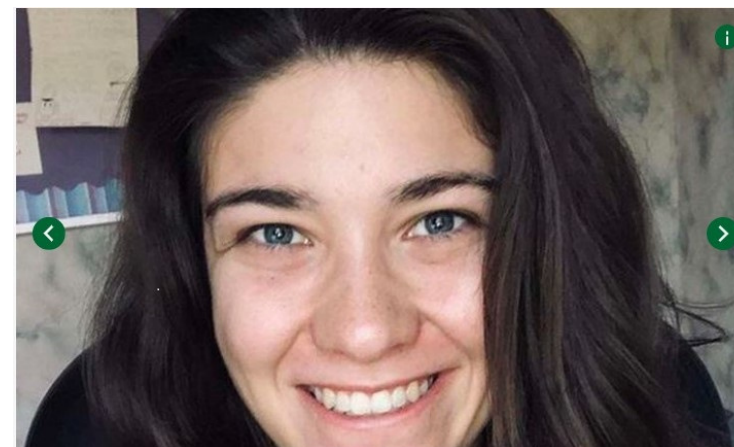
**Lois is the former editor of Peterborough This Week who now runs her own business as a Communications Strategist, The Write Words.**

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



## OPINION

### 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  
Friday, January 22, 2021



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?



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



# 5 Must-Haves of a Great Story



1

**Main Character**

2

**Conflict**

3

**Plot**

4

**Resolution**

5

**Call to Action**

# Leaf's Story

How donors  
helped save this  
mother's life

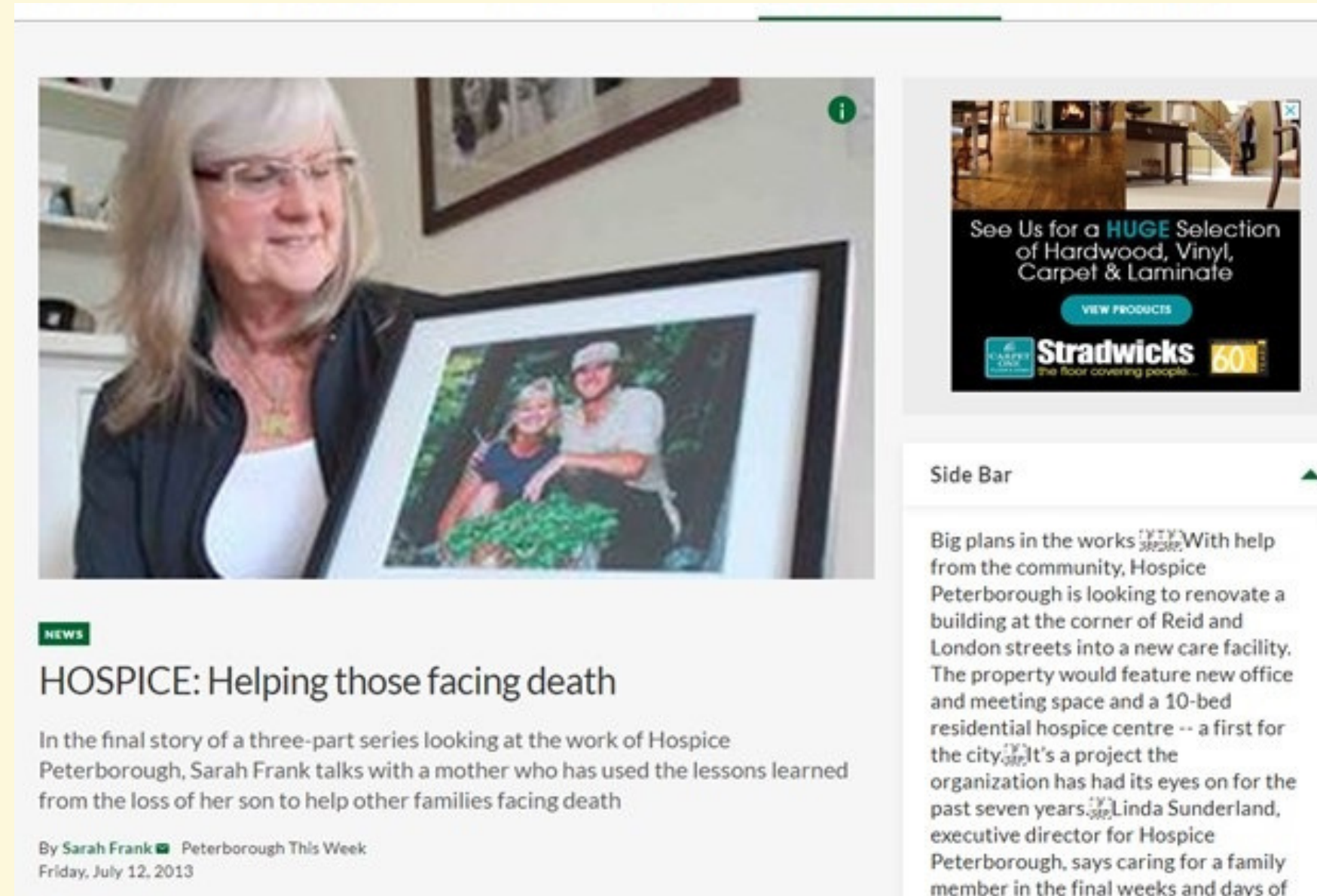


# Build Profile

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!





# Increase Awareness

Before you launch a  
Campaign

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

RAISE MORE  
MONEY!



NEWS

## 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!



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# Stories fuel your communications



They're at the heart  
of memorable:

Impact  
Reports

Thank you  
Letters

Stewardship



# Ask Your Donor to Share their Story





**WHAT'S  
YOUR  
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/>