

onecause® | WEBINAR

BEYOND WORDS: THE ART OF

NONPROFIT

Video Storytelling



Chris Milano
Founder & CEO
MemoryFox



Wednesday, March 20, 2024



Raise®

#FEARLESSSERIES

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- **Engage With Us**
 - Q & A and Chat (defaults to host/panelists)
 - Share with friends on social
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 - Wrap-up email with Webinar recording
 - Exclusive content
- **Survey – WIN: Amazon Gift Card**
 - Drive future Webinar content



Learn more about the OneCause Fundraising Platform

PRESENTERS



Dawn Lego (she/her)
Director, Brand Engagement
OneCause



Chris Miano (he/him)
Founder & CEO
Memory Fox



If someone asks
"What is your mission?"

Can you
show them?



On a scale of 1-5, how do you **feel** about your relationship with storytelling?

5 - I am pleased with the amount of stories I have.

4 - I love storytelling, but I would like to collect more.

3 - I feel like I share the same stories again and again.

2 - I would like to start prioritizing collecting stories.

1 - HELP ME!





CHRIS MIANO

**Founder & CEO,
MemoryFox**

- Grew up in tight knit Italian family with BIG storytellers
- 8 years in the Army traveling the world learning about the power of storytelling.
- MemoryFox began as a way to interview pre-dementia elderly & grew to support mission-driven orgs.
- MemoryFox has helped hundreds of nonprofits collect over 60,000 stories.

Why Stories Matter & How Video Helps

Kasaliyah, Iraq (2009)



Today's Agenda

- 3 step process to start collecting great video stories
- Strategies to collecting great stories all year long - so you have them when you need them!
- 2023 Ethical Storytelling Report insights
- Questions & FREE Resources



Why is **video storytelling** so important?



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- **You'll Raise More Funds**

- Funding campaigns that incorporate video receive 114% more funding than campaigns that don't. (Classy)



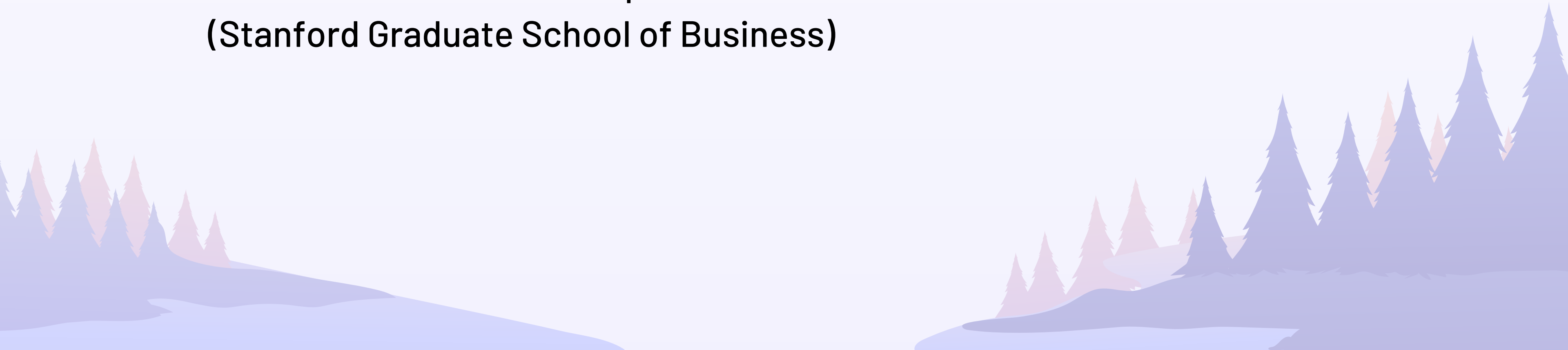
Why is **video storytelling** so important?

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- Stories are remembered up to 22 times more than facts alone. (Stanford Graduate School of Business)



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- **It's What the People Want**

- 62% of users said they've become more interested in a product or brand after seeing it in a short-form video. (Sprout Social)

Great Stories = Great Results



Community-generated content
submitted as part of successful
grant application!



Where do you start?



Building a Video Collection Campaign



Building a Video Collection Campaign



STEP 1: Outputs

- What goals am I trying to reach through storytelling?
- What do I want to create with my video content?



Building a Video Collection Campaign



STEP 1: Outputs

- What goals am I trying to reach through storytelling?
- What do I want to create with my video content?



STEP 2: Inputs

- What stories help me reach my goals?
- What types of content help me tell my story?



Building a Video Collection Campaign



STEP 1: Outputs

- What goals am I trying to reach through storytelling?
- What do I want to create with my video content?



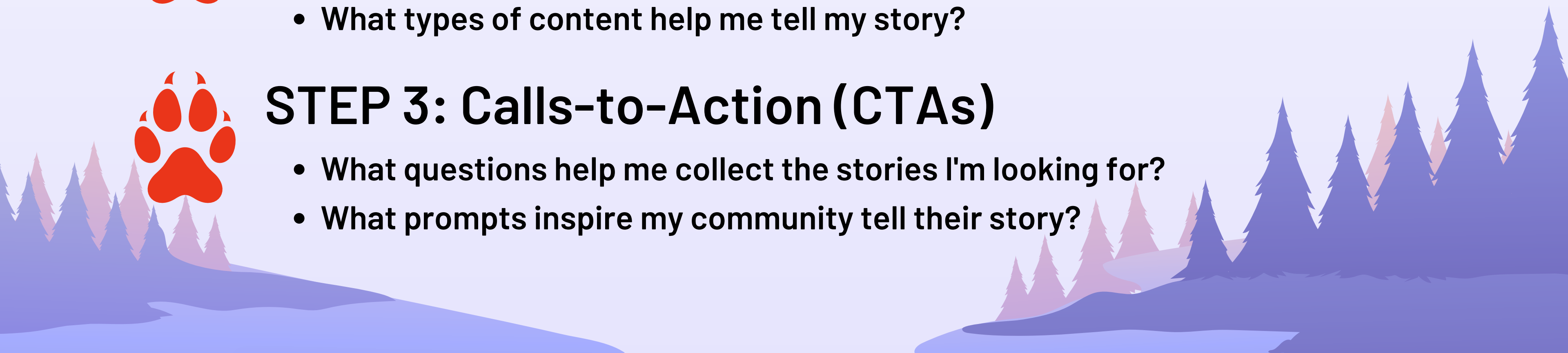
STEP 2: Inputs

- What stories help me reach my goals?
- What types of content help me tell my story?



STEP 3: Calls-to-Action (CTAs)

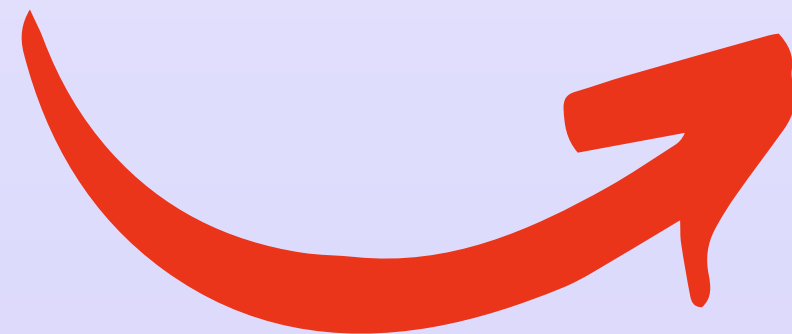
- What questions help me collect the stories I'm looking for?
- What prompts inspire my community tell their story?



Great Stories = Great Results



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STEP 1: Outputs

- Videos to attach to grant applications to fund the FitKids 360 Program
- Social media posts to advertise the program and encourage attendance





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- Videos to attach to grant applications to fund the FitKids 360 Program
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STEP 2: Inputs

- Video testimonials from kids & parents enjoying the FitKids 360 program





STEP 1: Outputs

- Videos to attach to grant applications to fund the FitKids 360 Program
- Social media posts to advertise the program and encourage attendance



STEP 2: Inputs

- Video testimonials from kids & parents enjoying the FitKids 360 program



STEP 3: Calls-to-Action (CTAs)

- What is the most important thing your family learned during FitKids360?
- Would you recommend FitKids360 to other families? If yes, please explain why.

Arbor Day Foundation

Key To Success: Staying Organized



Arbor Day
Foundation®

5,438

Submissions in
Fall of 2023

- 100s of collection campaigns - one for each sponsor, date & location
- Easily share impact reports
- New stories consistently accessible for grant writing



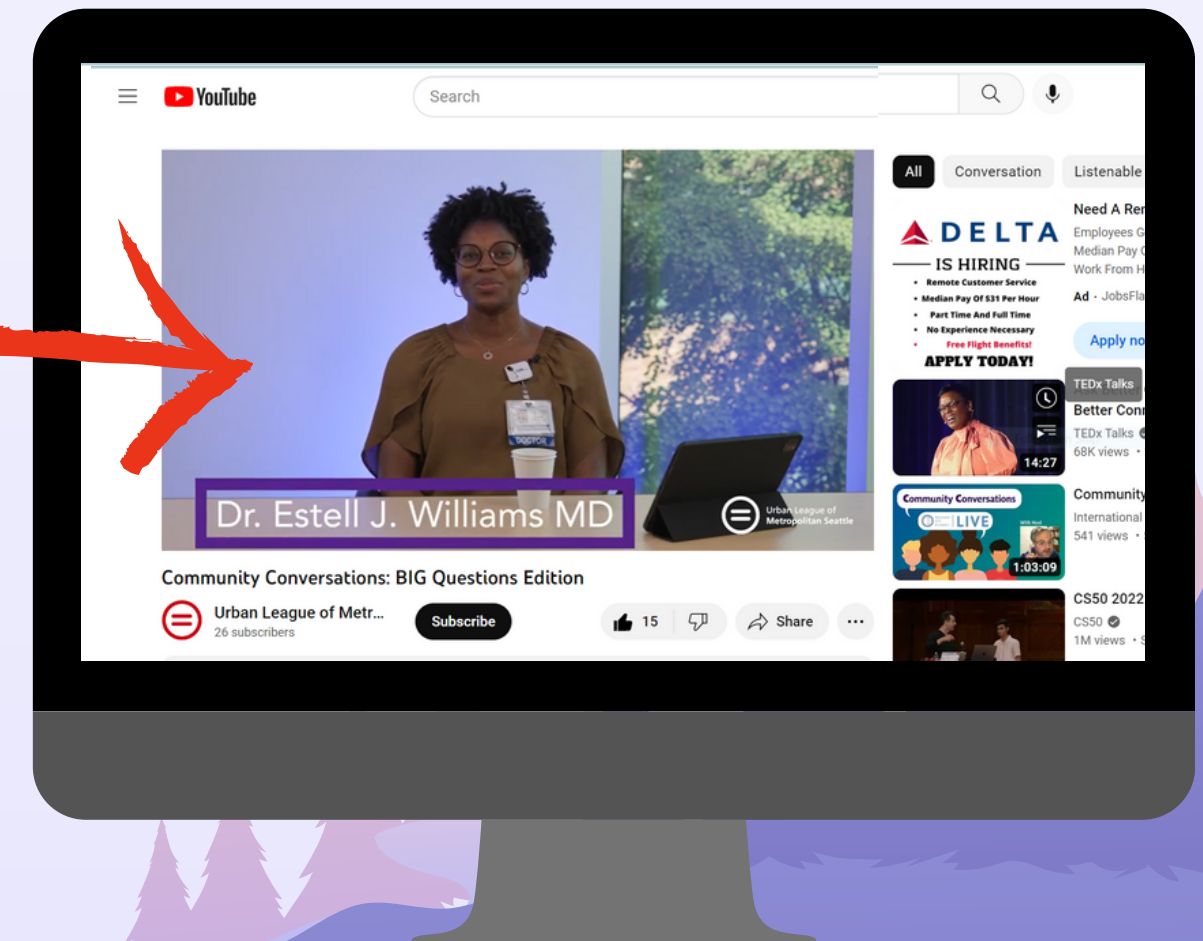
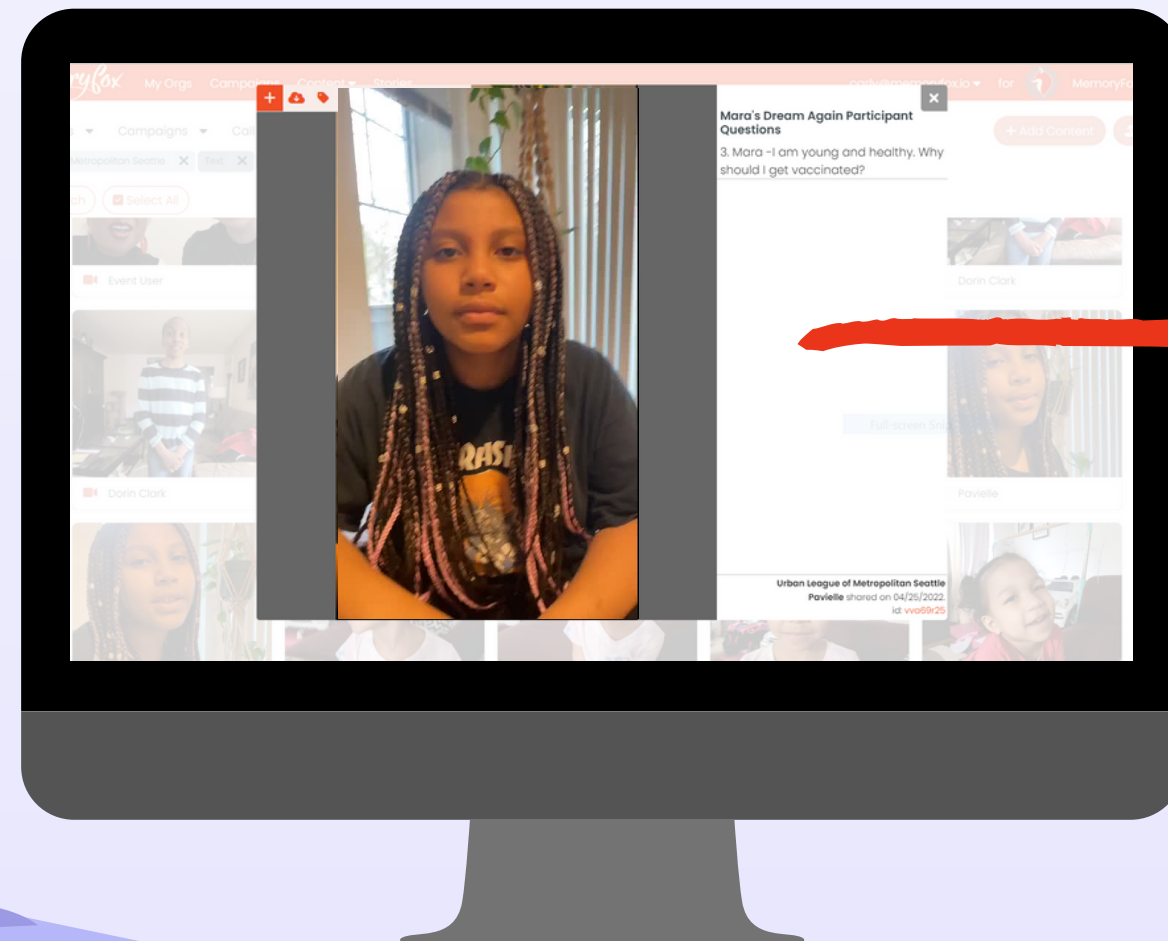


Urban League of Metro Seattle

Key To Success: Knowing Their Audience

- Sought to find a way to educate & build trust in their community
- Took questions from kids & asked local, trusted doctors to answer on camera
- Resulting in 1,000 vaccinations at 30 local pop-up clinics

40+
Questions
Submitted



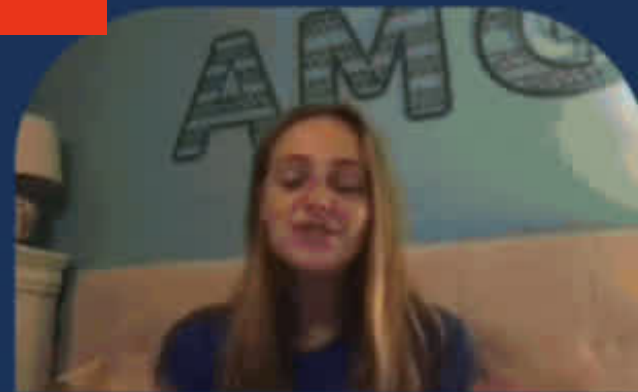
The Community Foundation Martin St. Lucie

Key To Success: Cohesive Messaging

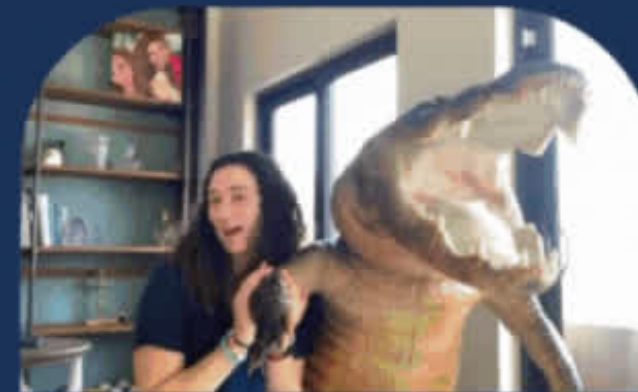
THE
COMMUNITY
FOUNDATION

MARTIN
ST. LUCIE

- Sought a unique, dynamic way to thank donors using several voices at once



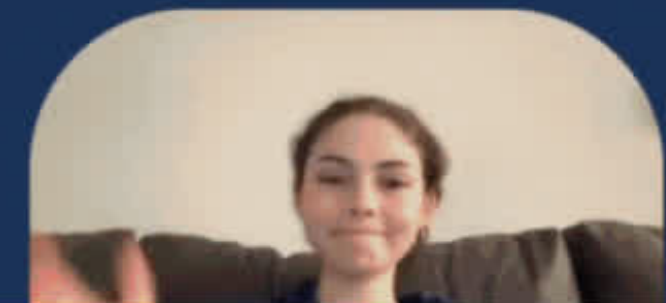
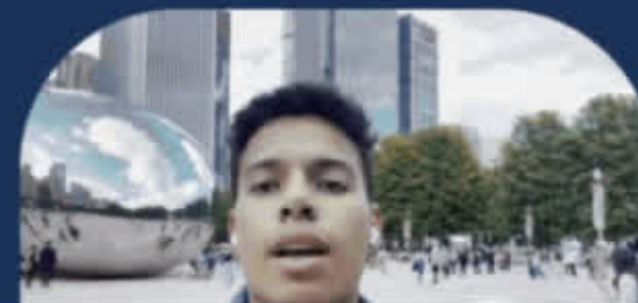
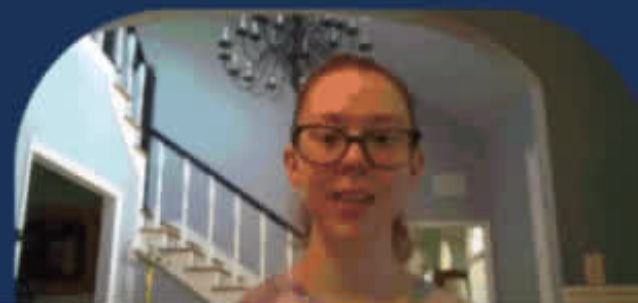
Alana Grasso
Junior, University of Florida



Marley Johnson
Junior, University of Florida



Gigi Copeland
Sophomore, Tufts University



Let's Tell Great Stories - Together!



<http://marketing.memfox.io/fearless>

Why are you
passionate
about your mission?

How do you start collecting?





Generate a domino effect





Designate a content collection champion



Family Giving Tree™

148

Submissions
At This Event





Ask great questions, get great stories

Instead of:

Try:





Ask great questions, get great stories

Instead of:

Tell us your story.



Try:

How did (org) help you overcome the challenges you were facing?





Ask great questions, get great stories

Instead of:

Tell us your story.



Try:

How did (org) help you overcome the challenges you were facing?

Tell us about the volunteer work you do.



Tell us about the first time you volunteered with (org). How did it make you feel?





Don't be afraid to ask!





Stay Organized

- Upload to Cloud Storage
- Links in Google Sheet
- Google Doc with narrative
- PDF with consent



**What do I do if the people I serve
have sensitive stories that they
might not want to share?**



What do I do if the people I serve have sensitive stories that they might not want to share?

58%

said that they struggle with wanting to collect stories from their community while doing no harm



5 Keys to Ethical Story Collection

1. Give your community the microphone.
2. Empower them to share where/when they are comfortable.
3. Be upfront about how you intend to use the story.
4. Capture stories in real-time & all year long.
5. Use strength-based messaging.



3 Keys to Consent

1. Consult your legal council & state laws

2. Get written or electronic consent

- Not verbal or implied
- Consider gathering group consent upfront

3. Consent is not in perpetuity

- Provide the option for removal
- Check back in regularly

What if my storytellers are
unable or unwilling
to appear on camera?





Anonymous Video Ideas

- Record a voiceover testimonial
- Use visuals that relate to your mission
 - Hands, teddy bear, painting
- Tell the story of an object
 - Delivery food truck, hammer, brown paper bag



Composite Video Tips

- Combine several short clips of your mission
- Trim the clips to the most exciting 3-7 seconds
- Layer music and/or voiceover on top



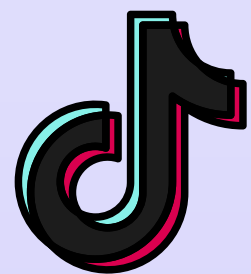
MemoryFox 2023
Holiday Video Clip



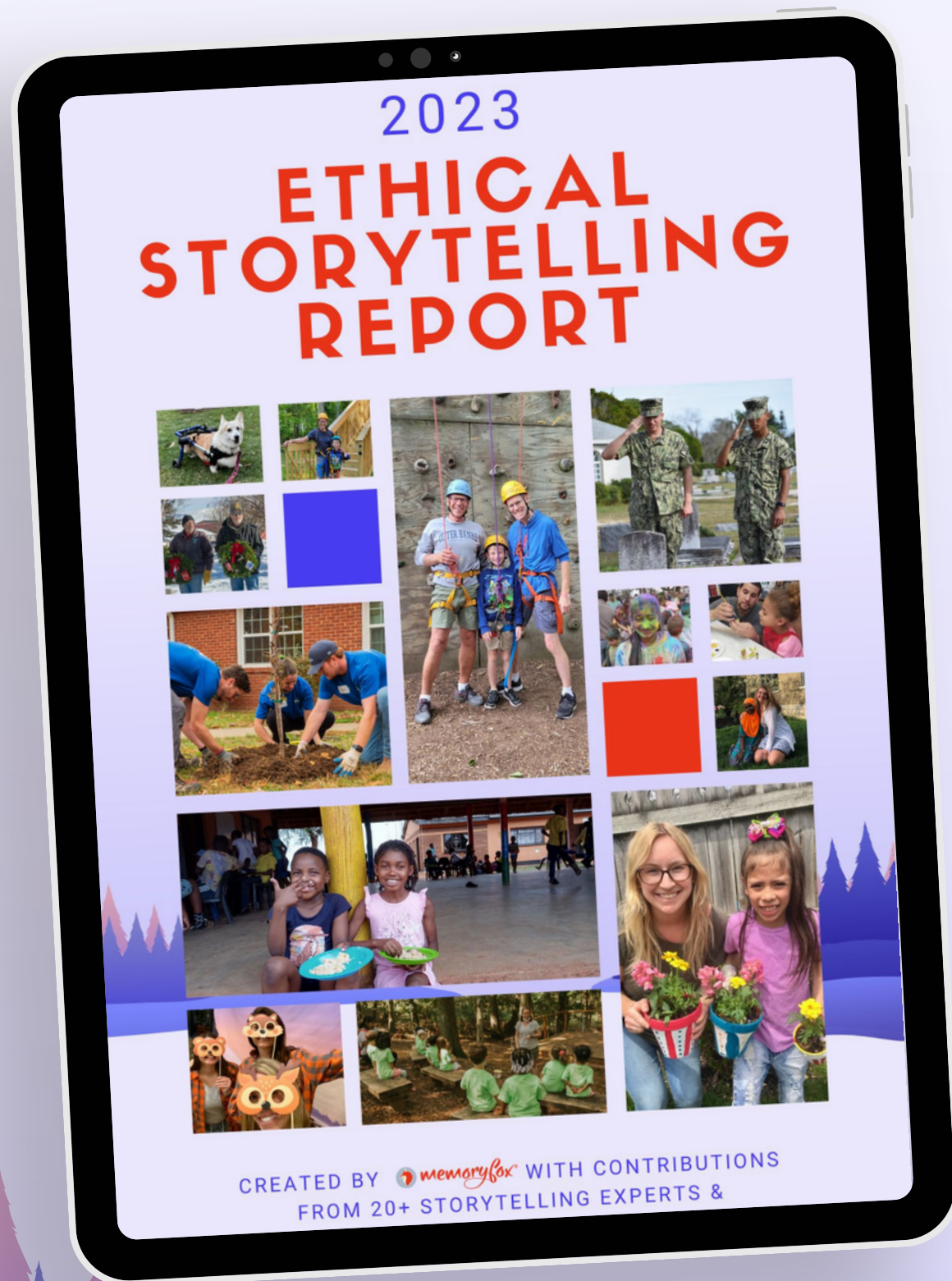


10 Selfie Video Tips

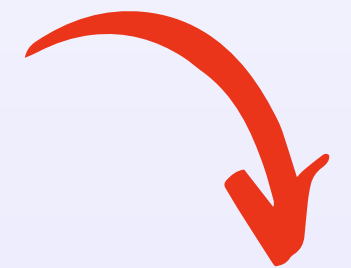
1. Keep it short
2. Be specific
3. Find good lighting
4. Consider your angles
5. Be deliberate with your background
6. Prioritize crisp, clear audio
7. Film vertically
8. Restate the question
9. Be authentic
10. Smile & relax



Find examples on
our TikTok
[@carly_memfox](#)



Free Download



Learn advice, strategies, & insights about:

- ethical storytelling
- trauma-informed language
- stereotype stories
- consent
- privacy



from 20+ storytelling experts &
boots-on-the-ground nonprofit professionals

memoryfox.io/ethical-storytelling

Let's **see** what you created

[GO TO STORY PAGE](#)



Thank you for joining our session!

Enjoy your **MemoryFox Resource Pack**, containing:



memoryfox.io/resource-pack/

- 2023 Ethical Storytelling Report
- Video Campaign Builder Worksheet
- 10 Tips to Tell Great Video Stories
- 12 Months of Gratitude Canva Templates
- Storytelling Ideas



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Wednesday, March 27, 2024



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1000

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