



Raise
2020

More Clicks and More Gifts:

The Award-Winning Virtual Campaign
Method You Haven't Heard of Yet

WELCOME

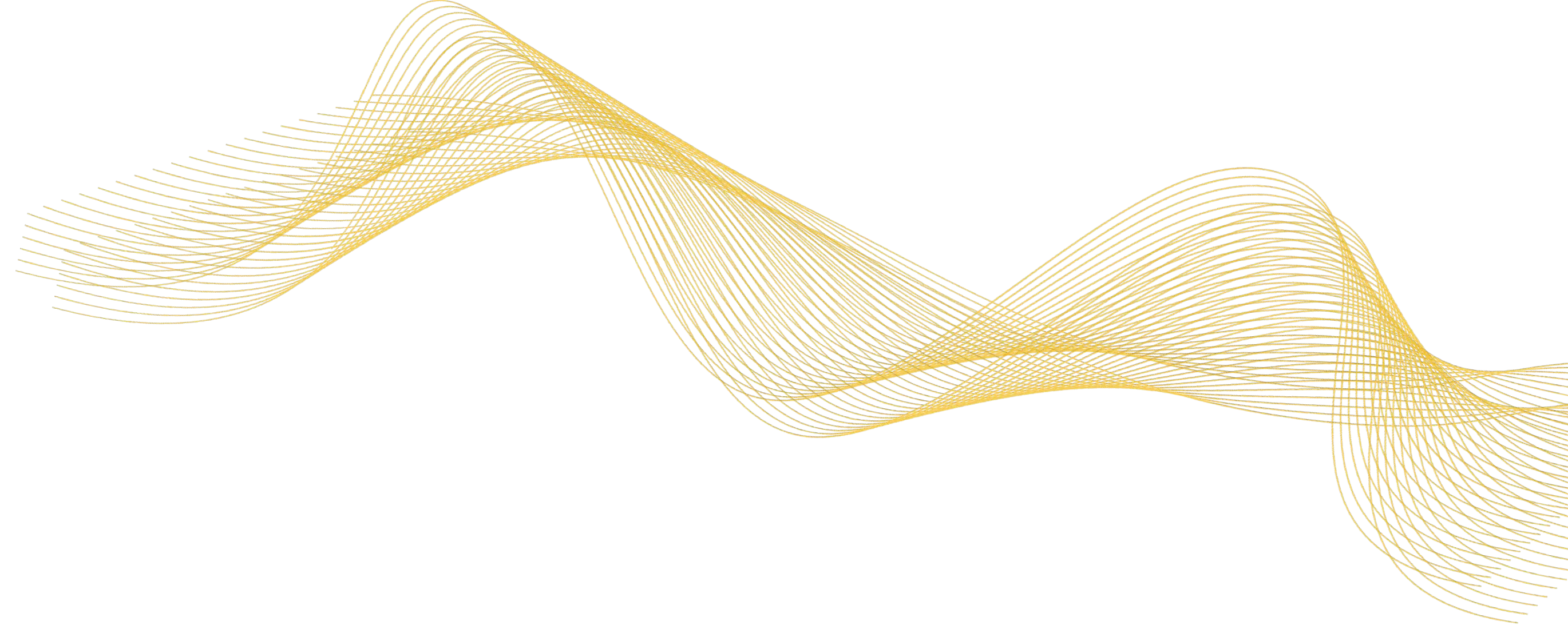


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Morning Light



Agenda



1. Intro to Storytelling
2. The Science of Storytelling
3. The Secret to a Successful Storytelling Campaign
4. The Structure of Storytelling
5. **Examples**
6. Your Turn



Intro to Storytelling

Why Story?



LOST THEIR HOMES

LOST THEIR FAMILIES OR SUPPORT

LOST THEIR HEALTH

BUT THEY STILL
HAD THEIR STORIES

Meet Richard.



your name is

Too many of us leave this world with our stories untold.

Switched messaging from
“Here’s what we do.” to
“Here’s who we are.”

Donations increased 35% in
2019

because

**PEOPLE CONNECT TO
PEOPLE**

PEOPLE AREN'T AS
CONCERNED WITH
WHAT
YOU DO
AS THEY ARE WITH
WHY

STORY IS A *SHOW*
AND *NOT TELL*
FORM OF
COMMUNICATION

**How does this apply to your
organization?**

EVERY ORGANIZATION HAS A
STORY!



The Science of Storytelling

Stories act like a drug by producing chemical reactions in the brain.

Dopamine

Dopamine is everyone's favorite party guest. Dopamine causes your audience to really feel something which will help with:

1. Focus
2. Memory
3. Motivation

To produce Dopamine you need to tell a story that piques interest with a **hook or twist**.

Do this with an **interesting question, suspenseful statement, cliffhanger, or plot twist** – especially during the beginning or ending of your story.

Cortisol

This chemical commands the brain's attention. Cortisol is the stress hormone. It is almost like a warning saying,

"Listen up, there is something to be learned here."

Small Doses

Stories with **danger or intensity** will make your audience feel this. To produce this, include a few sentences that really highlight the **struggles** being faced in the story.

Oxytocin

Oxytocin is the same chemical that floods a mother's body after the birth of her baby. It's powerful stuff. Imagine what stronger bonds with your donors would do.

Oxytocin is the key to evoking empathy in your audience. Empathy will help your audience trust you more and become more generous.

To produce this chemical, you will need tell stories that **tug at the heart strings** and **make your audience feel more human**. Being **vulnerable and honest** in your stories will be a major factor in triggering Oxytocin.

Endorphins

You've probably heard that exercise produces endorphins, the feel-good stuff. Endorphins make you laugh. They make you feel happy.

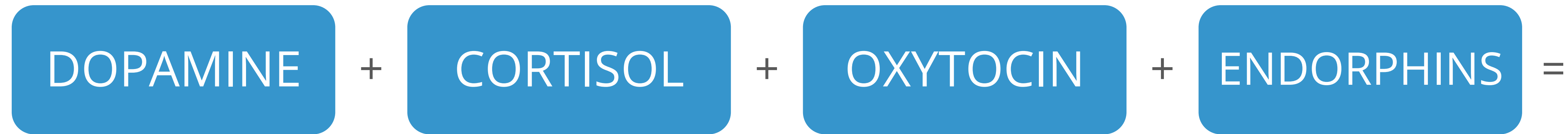
“Exercise gives you endorphins; endorphins make you happy, happy people just don’t shoot their husbands!”

Who knows what movie that is from?? Leave it in the chat.

All joking aside, telling **funny stories and silly anecdotes** can help put your audience at ease and make them more receptive to what you are saying. Try to include a **humorous moment, happy moment, embarrassing moment, or something a little unexpected** to trigger endorphins in your audience.

Mix It All Together

Combine all of these chemical reactions:



**A CAPTIVE AUDIENCE READY
FOR ACTION!**

Good stories can produce all four. (More soon.)



“When an audience listens to stories of ordinary people called to great things it helps confirm the belief that we can also become heroes in our own lives.”

Joseph Campbell, American Mythologist

**PEOPLE AREN'T
LISTENING TO YOUR
STORY...**

**THEY'RE LISTENING TO
HOW THEY CAN **RELATE**
OR **FIT IN!****

Are you still watching?

Continue Watching

Back

The Secret to a Successful
Storytelling Campaign

The Episodic Approach

After the first half of our campaign, our January donations had increased from \$10,690 in 2018 to \$15,170 in 2019. By the time our entire campaign concluded in the first quarter of 2019, we had exceeded our three-month fundraising goal by \$35,000 in the first quarter and our special event topped \$70,000 gross for the first time ever.

The Episodic Approach 6

- Marketing statistics tell us consumers need to see something 3-7 times before acting.
- Good stories are presented in three acts.
- Coincidence?
- Present your stories as EPISODES using the three act story structure (coming soon!)
- Breaking up the content makes it more digestible and gives you the opportunity for more touches with your audience.

Which Stories?

- Pick 2 Stories
- Use the **singularity effect** by choosing one face for each story
- Which stories have the biggest trial and triumph? Which have the greatest change/result?
- The greater the struggle the greater the story

**Think of one person right now
who you feel embodies or
represents your mission and
type their name into the chat.**

STORIES COULD BE ABOUT...
BOARD MEMBERS
FAMILIES
VOLUNTEERS
AND
BENEFICIARIES

Now what?

- Pick your first story.
- Send one e-mail and post once a day for three days in a row.
- Wait one week.
- Choose your second story.
- Send one e-mail and post once a day for three days in a row.

Include a Call to Action

- A Question (Ask your audience for feedback. Getting to know them will help you better cater your message.)
- A Next Step (Invite them to watch a video, visit your website, or schedule a site tour.)
- An Ask (Give specific dollar amounts and be sure to tell them what their gift will achieve!)
- Leave links in your e-mails/posts.

Maximize Your Campaign

- Use Consistent Messaging
- Multi-Channel Approach

Post the stories simultaneously on your social media channels, submit the stories to the press (newspaper, news stations and radio are always looking for nicely packaged stories) and consider a mailing component. **How can you tie those stories into your events?**



The Structure of Storytelling

The 3 Acts

ACT **1** : SET UP

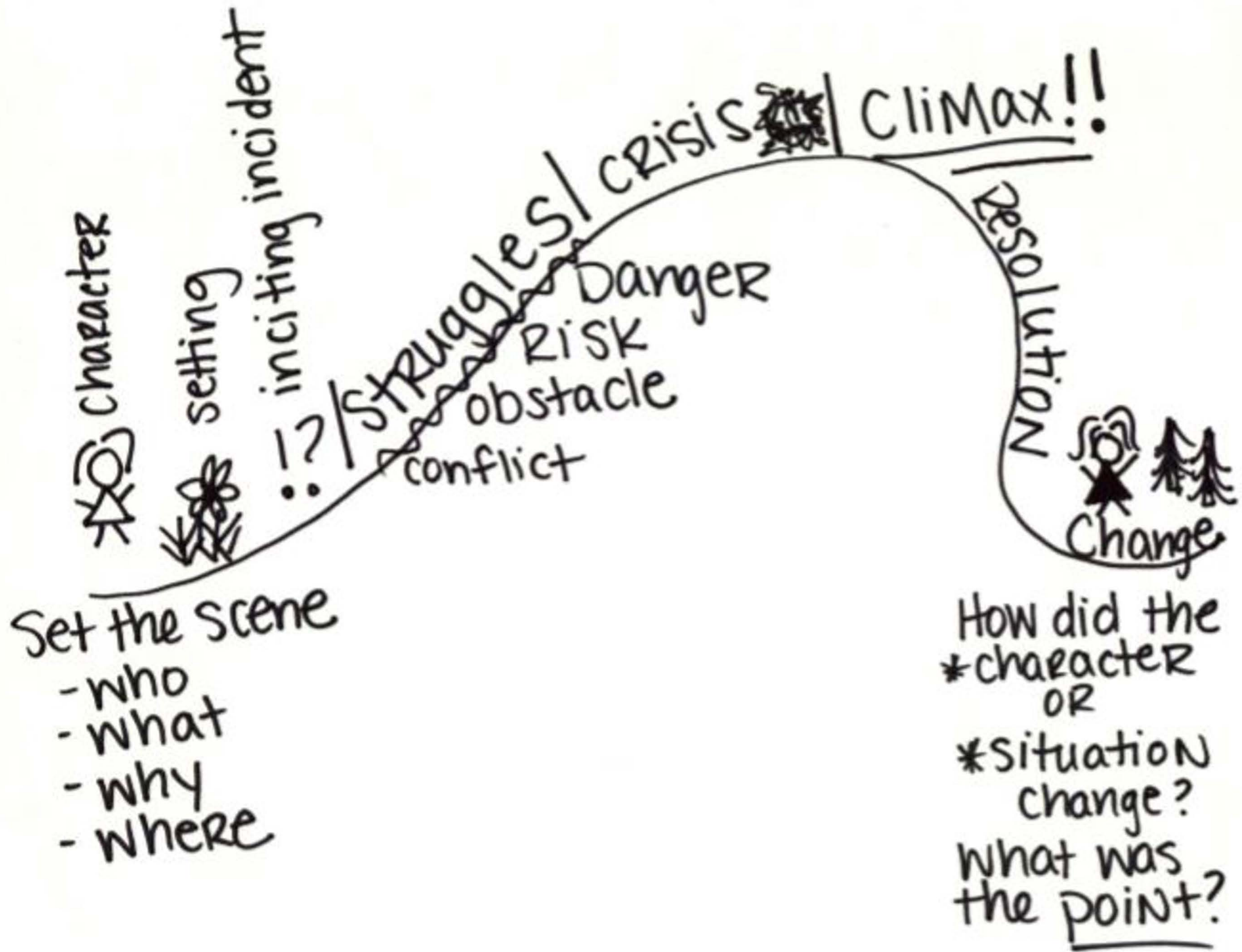
- WHO, WHAT, WHEN, WHERE, WHY
 - INTRODUCE THE CHARACTER
 - SET THE SCENE
- PAINT THE PICTURE OF NORMALCY
- INCITING INCIDENT A.K.A. THE HOOK

ACT **2** : CONFRONTATION

- RISING ACTION
- COMMUNICATE GOALS AND STRUGGLE
- CONFLICTS, OBSTACLES, RISKS, DANGERS
 - HOW DOES THE TENSION BUILD?

ACT **3** : RESOLUTION

- CLIMAX - “AHA” MOMENT
- ANSWER THE QUESTIONS RAISED
 - WHAT WAS THE POINT?!
- WHAT LESSONS WAS LEARNED AND WHAT CIRCUMSTANCES CHANGED?



Open Rate Retention

- Email 1: 17.8%
- Email 2: 17.4%
- Email 3: 16.0%

Email 1: Set Up

Meet Dewey

A Walk Down Memory Lane

Email 2: Confrontation

Meet Dewey:

The Bad with The Good

Email 3: Resolution

Meet Dewey:

And his new friend, Julia

TRY IT OUT!

Interactive Activity

Raise
2020



...FOR IF WE CAN'T CHART OUR CHAPTERS
AND SHOUT THEM FROM MOUNTAINS
THEN WHAT IS THE POINT OF
REACHING THE PEAK...

– DEAR MIRROR



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**WHAT DID YOU GET OUT
OF TODAY'S SESSION?**

LET'S TALK STORY!



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