

Move People from Passive to Passionate

WED JULY 24, 1 ET | 12 CT | 10 PT

One cause® POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors Engaged Annually



15,000+ Fundraisers

ABOUT ME

Mom of 2

Returned Peace Corps Volunteer (Senegal 2000-2002)

Former Development and Marketing Director at small shops

Author, Storytelling in the Digital Age: A Guide for Nonprofits

Passionate digital storytelling evangelist

Tweet: @JuliaCSocial





Get the Digital Storytelling Workbook:

Text WORKBOOK to 345345

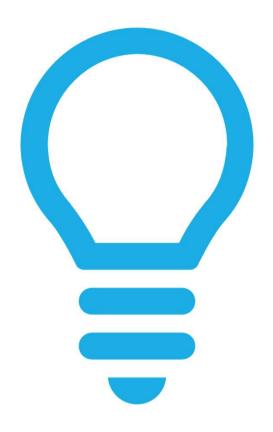
WHAT WE WILL COVER TODAY

Specific social media storytelling strategies that you can employ to connect with supporters

Identify your unique nonprofit story

Craft passionate stories to maximize engagement

Battle-tested tools to use to rock your social media storytelling







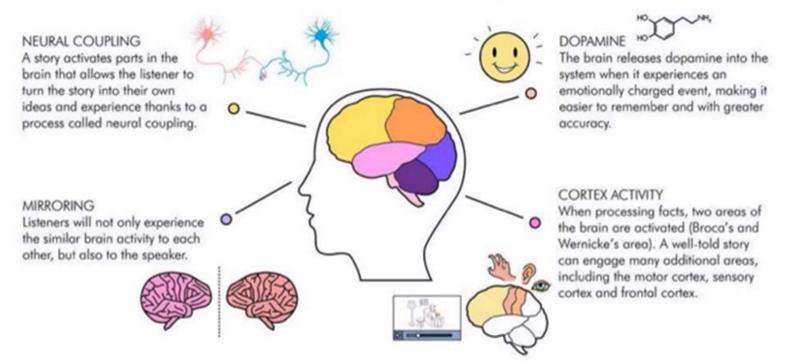


The stories we tell CREATE the world WELIVEIN.

"PEOPLE LIKE US DO THINGS LIKE THIS."

~ SETH GODIN

HOW STORYTELLING AFFECTS THE BRAIN





OUR UNIQUE RESPONSIBILITY



Trust in institutions is at an all time low.



The stories we share build our world view and expose it to a wide variety of people.



We have a moral obligation to engage our communities on digital platforms.



Homeless people want to live in the street.



The arts are nice but not necessary.





The poor will always be with us.

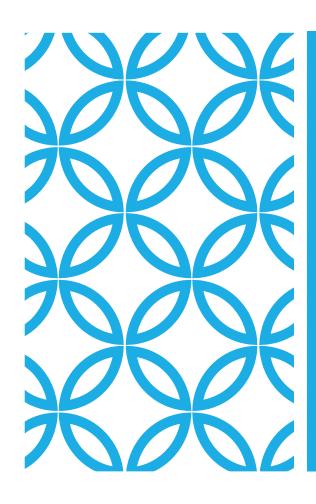












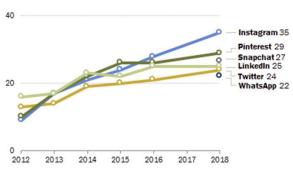
SOCIAL MEDIA LANDSCAPE 2019-2020

MAJORITY OF AMERICANS USE FACEBOOK AND YOUTUBE

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone





Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

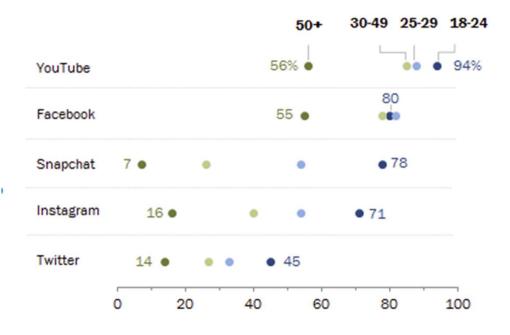
PEW RESEARCH CENTER



YOUNG PEOPLE ARE STILL USING SOCIAL MEDIA

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...







BABY BOOMERS ARE THERE TOO



2018 GLOBAL TRENDS IN GIVING SURVEY

29% of donors worldwide say that social media is the tool that most inspires them to give, however, email is a close second at 27%.

Of those donors inspired by social media, **56**% say that Facebook inspires them the most. **20**% say Instagram, and **13**% say Twitter.

Get the report: https://nptechforgood.com/wp-content/uploads/2019/02/2018-GivingReport-English.pdf



\$125 MILLION RAISED
ON FACEBOOK ON
GIVING TUESDAY 2018.
THAT'S UP FROM \$45
MILLION ON GIVING
TUESDAY 2017.











The Adventure Project has raised \$695.





DEFINE SUCCESS.

What do you hope to accomplish?

One year from now, how will you know you have succeeded?

If our work on social media is successful, this is our destination.

NETWORKEDNONPROFIT.ORG



Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are **waaay** up.

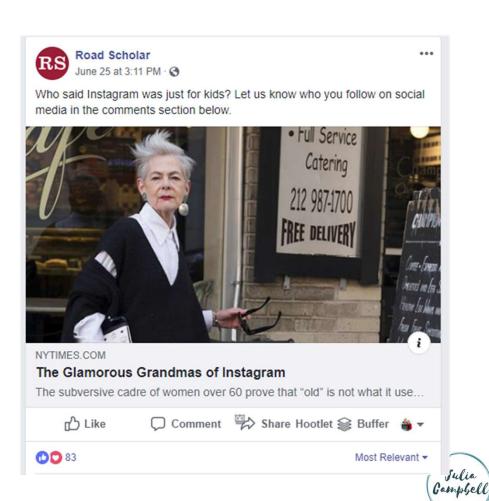


KNOW YOUR AUDIENCE.

What do your supporters really value?

What do they want to know more about as related to our nonprofit and our work?

What motivates them?



What does your target audience already know about you?



What misconceptions may they have about the population you work with or the work that you do?

KNOWLEDGE GAPS





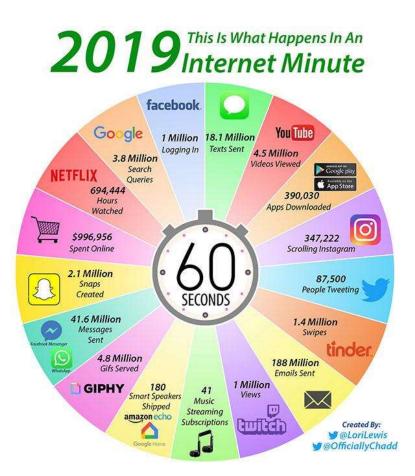
3-Part Framework

- 1) Grab attention.
- 2) Elicit emotion.
- 3) Inspire action.



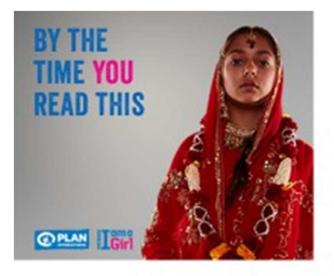


ATTENTION IS THE SCARCEST RESOURCE ON THE PLANET. GO GRAB IT.









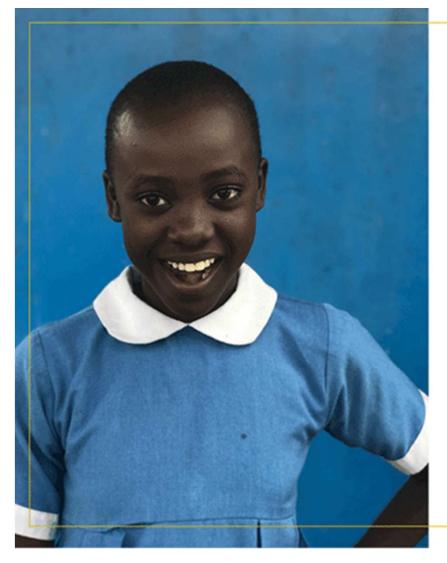




EVERY 2 SECONDS
A GIRL UNDER 18
IS FORCED INTO
MARRIAGE. HELP END
CHILD MARRIAGE.







"The Kibera School for Girls has helped me work towards my dream and potential. It has helped my family because they do not have to struggle to pay school fees.

I will pursue my dreams and become the world's most famous lawyer. I will come back and give to the community.

I will empower young girls who have big ambitions just like me."

- Christian, 8th grader







feedingamerica "When Hurricane Maria was approaching, we went and stayed with my grandfather farther inland. The hurricane brought water all the way inland, and our houses flooded. Mud and water reached up to the top of the door frame and washed everything away.

My house is completely destroyed. I'm just trying to put our life back together." -Deborah. To support families like Deborah's, visit the link in our profile.

cillasflowers ...

quickwitsocial 🤏 🤏





317 likes

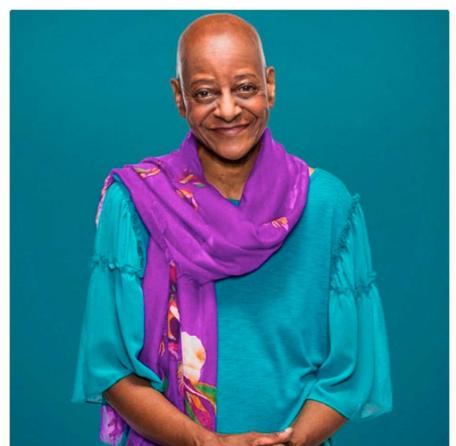
AUGUST 23

Log in to like or comment.

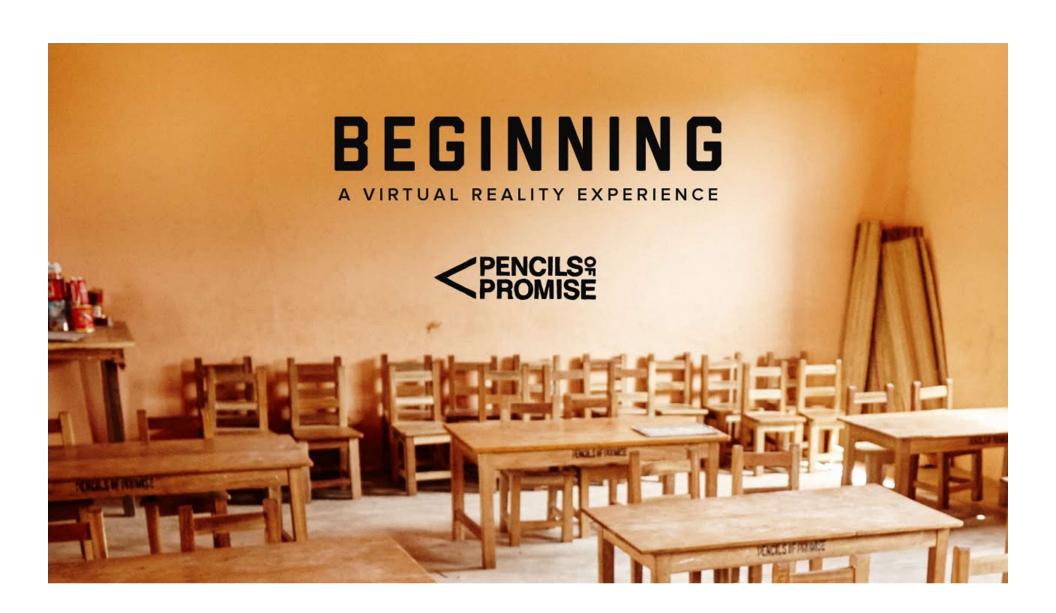


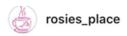


"Moving in to this place means freedom."



"It made me feel so good to move in."













11 likes

rosies_place All her life, Muqeedah struggled with mental health issues. We met her when she was sleeping in her car in Rosie's Place parking lot. That was the start of a new life. To see a video of Muqeedah's story, click on our bio. #HHweek

3 ways to grab attention

Use bright color and movement in your photography and videos.

Start stories with a hook.

Be provocative and take risks.





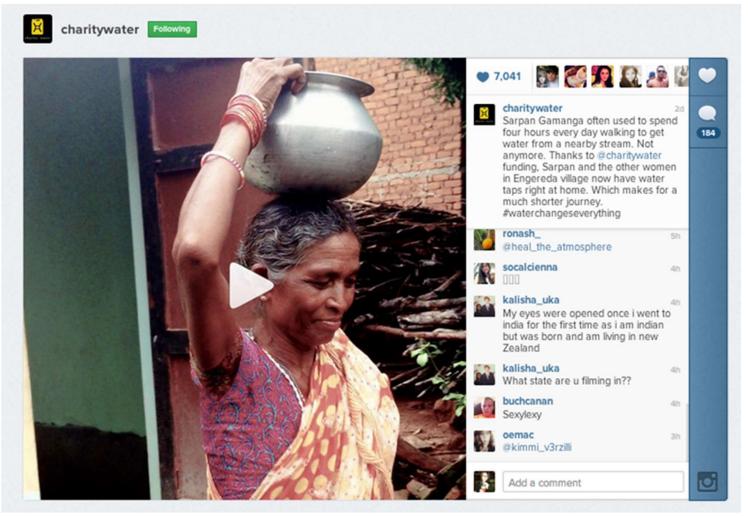
MAKE ME FEELING SOMETHING! ELICIT AN EMOTION.













"Who will come to my graduation?"

Dear Julia,

Foster youth often worry about this question. But not Matt. He knew we'd do whatever it took to make sure he wasn't alone on his graduation.

Matt entered foster care when he was
15. His father was minimally involved in his
life, and his mother and grandfather were
living in another country. For two years,
Matt bounced from place to place before
arriving at Plummer.



At 17, Matt moved into our group home, determined to graduate high school and get a job. He quickly moved from our group home to our supported apartments.

This month, Matt graduated high school.

And, thanks to people like you, his grandfather flew here from the Dominican Republic to cheer him on.

People like you make family possible for our young people. Thank you!





Tweet



With her dual cataracts removed, nine-year-old Monique once again sits proudly at the front of the class she had to leave behind three years ago. The once shy and withdrawn little girl, who was slowly losing all ability to see, can now stare boldly into her future with a smile.



Replying to @MercyShips

Tweet your reply











STORIES THAT ELICIT EMOTION:



Resonate at a deeply human, universal level.



Go beyond a simple recounting of "this happened and then this happened".

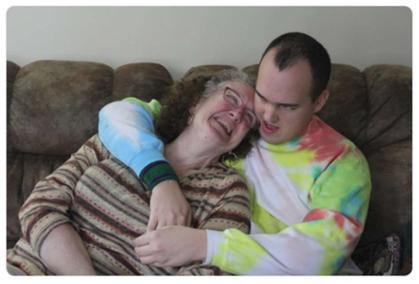


Feature relatable characters.





"There's so much that's not 'normal' about raising a kid with a disability. [Goodwill's LifeWorks] is something with a focus and routine he can do every day." gwnne.org/2TgAx95 #goodwill #disability #caregivers



11:13 AM - 26 Feb 2019

3 ways to elicit emotion

Understand what drives and motivates your audience.

Think about what you want someone to do as a result of the story. How would they need to feel in order to do that?

Use visual, evocative language - paint a picture in our minds.



ASK YOURSELF:



Are you telling real stories, or just sharing messages?



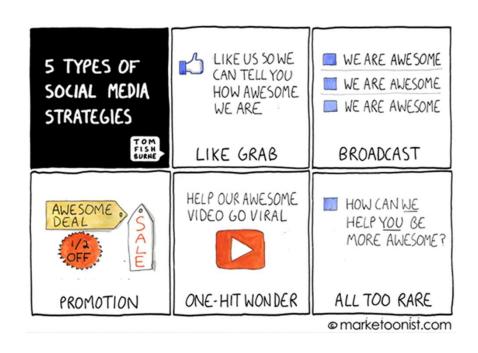
What new insights will your audience gain from your stories?



Are they interesting?



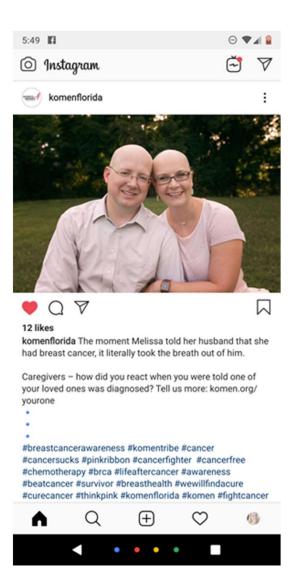
Are they challenging assumptions in creative and engaging ways?



INSPIRE ME TO TAKE ACTION! TELL ME WHAT TO DO.











We're having a special story time in front of City Hall! Our early literacy programs are just one of the many important reasons why City leaders should keep investing in libraries. Take action:

www.investinlibraries.org #investinlibraries

7,683 Views

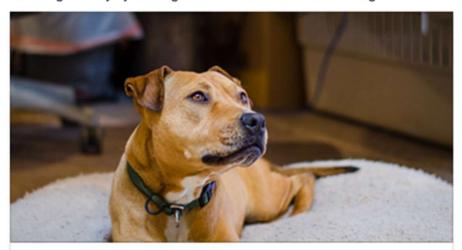


NYPL promotes their newsletter to viewers.



Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail



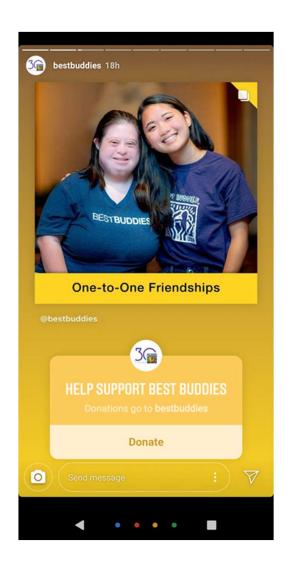
Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

Donate











Are specific.

Effective CTAs:



Are easy to accomplish.



Show how the problem will be solved.



Simplify Your CTAs

Make people happy!

Make someone smile today.

Stop distracted driving!
Put your phone in the backseat.

Address income inequality! Share salaries in job postings.

Save the homeless animals! Help this one dog.



Your Nonprofit Visual Storytelling Toolkit





Canva

Canva -

https://about.canva.com/en_in/canva-for-nonprofits/

Graphic Design Tools



Adobe Spark -

https://spark.adobe.com/edu/



WordSwag mobile app – http://wordswag.co/

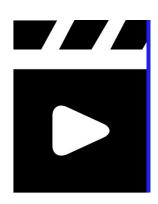








Video Creation Tools



Animoto -

https://animoto.com/business/non-profit



Unfold -

http://www.unfoldstori.es/



Typito - https://typito.com/go



Social Media Management Tools



Buffer – https://buffer.com/nonprof



Later - https://later.com/



BuzzSumo –

http://buzzsumo.com/nonprof

Julia Gampbell

3 KEYS TO SOCIAL MEDIA SUCCESS



Consistency – showing up regularly and being present



Content – that people like to watch, read, share, comment on



Confidence –in your voice, in taking risks, and in being yourself



GET A FREE COPY
OF THE DIGITAL
STORYTELLING
WORKBOOK!

TEXT **WORKBOOK** TO **345345**







info@onecause.com www.onecause.com 888.729.0399

