

Raise[®]
2021

Hurricanes, Headlines, Hoo-Has and Hashtags: What Nonprofits Can Learn From Storytelling Gone Wrong

EPHRAIM GOPIN

Welcome



Ephraim Gopin

- Founder, 1832 Communications
- When fundraising and marketing work together, it's a beautiful thing!

What we'll be covering

1. Images
2. Timing
3. Hashtags
4. Takeover
5. Engagement
6. Diversity
7. Stories
8. Copywriting



Storytelling

- Basic format- unchanged
- Digital wrinkles

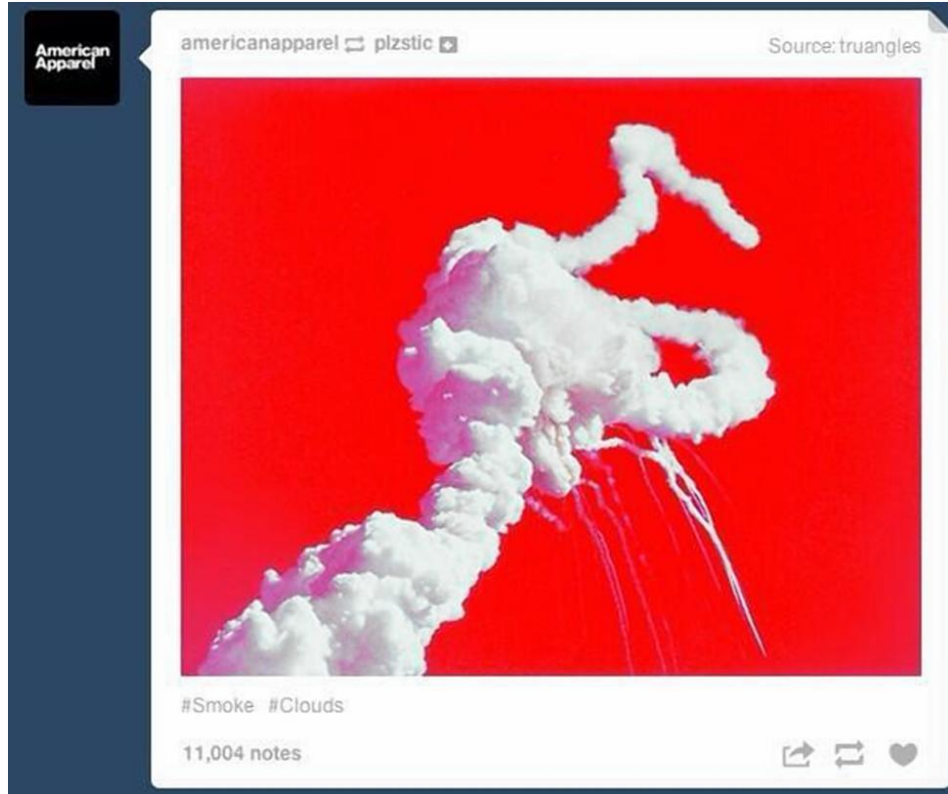


Images

A picture is worth...



Images: Know What You're Posting



We deeply apologize for today's Tumblr post of the Space Shuttle Challenger. The image was re-blogged in error by one of our international social media employees who was born after the tragedy and was unaware of the event. We sincerely regret the insensitivity of that selection and the post has been deleted.

American Apparel®

Images: Use Images To Educate

Shadow of Hal
@SandpiperFax

Lol wat

Who can and cannot dine together from July 19

ST

✓ Fully vaccinated ✓ Partially vaccinated ✗ Unvaccinated
🔵 Negative pre-event test result 🟡 Recovered from Covid-19 in the past 270 days

👍 Up to 2 individuals	👤 👤
👎 5 adults	👤 👤 👤 👤 👤
👍 4 adults and 1 child	👤 👤 👤 👤 👶
👎 2 adults and 1 child	👤 👤 👶
👍 1 adult and 4 children	👤 👶 👶 👶 👶
👎 5 children	👶 👶 👶 👶 👶
👎 2 adults and 3 children from different households*	👤 👤 👶 👶 👶
👍 2 adults and 2 children from different households	👤 👤 👶 👶

4:31 PM · Jul 19, 2021 · Twitter for iPhone

shp Single Homeless Project
@SHPcharity

It's a #scorcher this #weekend with temperatures possibly going above 30°C!

Here are some valuable tips on how YOU can help people you see #roughsleeping. And remember, if there is an immediate danger, ALWAYS call 999.
#heatwave #summer #Summer2021 #

How to help people rough sleeping during hot weather



- Say hello!**
Stop and have a conversation, ask anyone you see how they are.
- Shade**
Help someone find some shade or give them any spare umbrellas, caps or sunglasses.
- Water**
Offer out water and other cold drinks to help people (and their pets) cool down and stay hydrated.
- Connect**
Link them to local services through StreetLink.
- Suncream**
It's easy to get sunburnt, especially as suncream is expensive. If you have got some spare, offer it out.
- Remember: if you see anyone in immediate distress or danger, call 999 straight away.**

4:25 PM · Jul 17, 2021 · Twitter Web App

Images: Raise Awareness

 **Boston Children's Hospital**
Yesterday at 11:30am · 🌐

Poppy looks like your average 3-year-old who loves Curious George, swim class, playing dress-up and being a big sister. But when she was only 4 months old, she was diagnosed with retinoblastoma. Poppy's care team — including Boston Children's ophthalmologist Dr. Ankoor Shah, neurointerventional radiologist Dr. Darren Orbach and oncologists from Dana-Farber/Boston Children's treated her with intra-arterial chemotherapy to remove the tumor and save her eye. Learn about Poppy: <http://on.bchil.org/1ooDuRR>



 **Normal Fire Department (Normal, IL)**
May 3 · 🌐

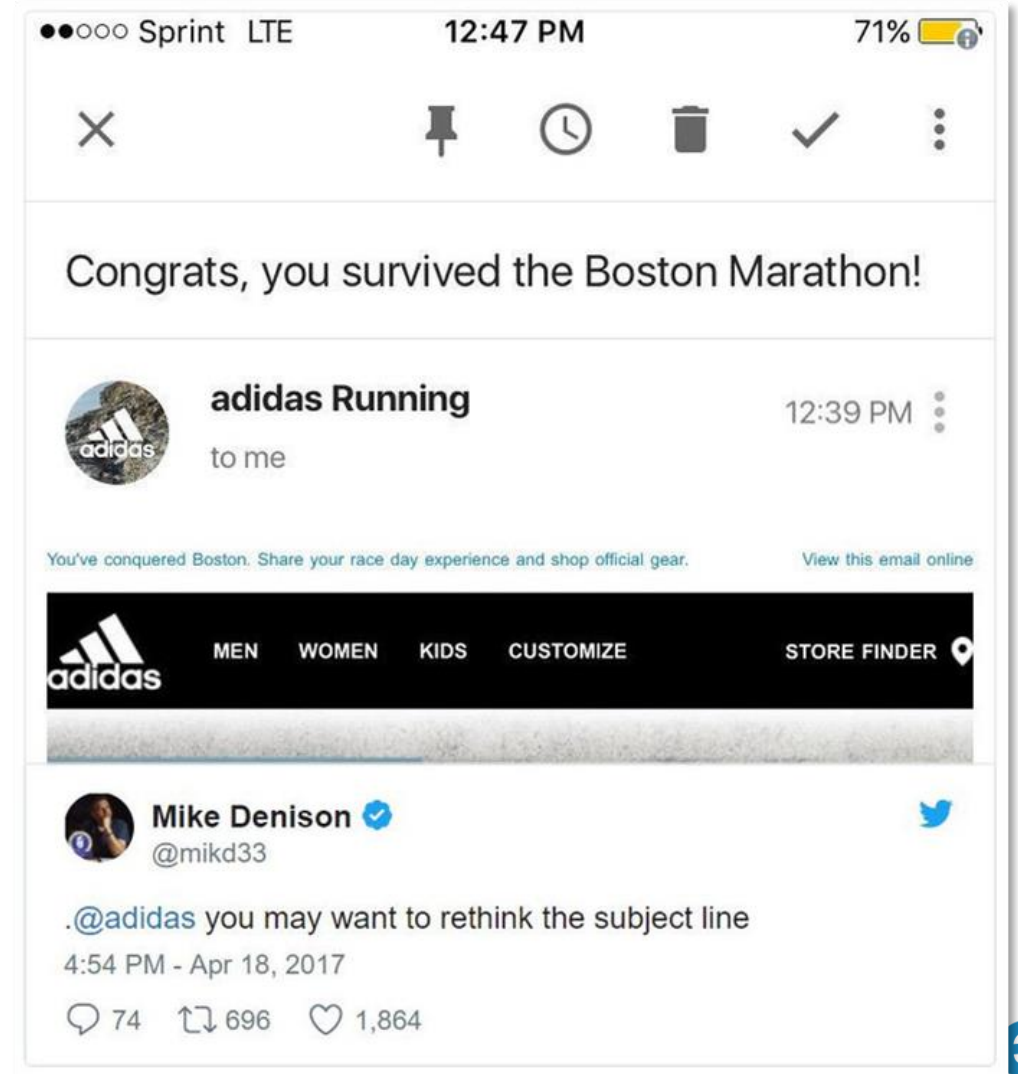
Since we are under a Severe Thunderstorm Watch this evening, it's a good time to go over the difference between a watch and a warning.

Watch 🟠 : We have the ingredients to make tacos.
Warning 🔴 : We are having tacos. Right now.

	
TACO WATCH	TACO WARNING

Timing

Read the room!



Timing: Sometimes It's Better Not To Post

iPad 1:44 AM 81%

Inbox (2) 1 of 100

Please click here if you are unable to view the image.

American Apparel* **Made in the USA**
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In case you're bored during the storm.

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Offer available:
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Pennsylvania, Virginia, Maryland.

Just Enter SANDYSALE at Checkout

SPAGHETTI SpaghettiOs 
@SpaghettiOs 

Take a moment to remember #PearlHarbor with us. pic.twitter.com/B8E1cFKgEo

 Reply  Retweet  Favorite  More



Hashtags

Hashtags alone tell a story



Cincinnati Police Department ✓

@CincyPD

#Crash single car into a pole at 2600 Riverside Drive. Caused by a cicada that flew in through an open window striking the driver in the face. #nothinggoodhappenswithcicadas #cicadas2021



1:53 AM · Jun 8, 2021 from St. Andrews Street Steps · Twitter for Android

Hashtag Hopeless

Simon Hunter @simoninmadrid
Pregnant Spanish influencer takes picture at Berlin Holocaust Memorial (already a bad idea). Posts on Instagram with hashtag #babyintheoven ... There are no words...

hellentablada Memorial to the Murdered Jews of Europe



3967 Me gusta
hellentablada BERLÍN 🙏🏻 #babyintheoven #memorial 🙏🏻 #berlin

11:47 AM · Jan 3, 2020 · Twitter Web App

DiGiorno Pizza @DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM

Keosha Varela @K_J_Writes 1h
So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!

Adrienne Airhart @craydrienne 1h
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. #whyistayed

Scott Paul @scottfpaul

Example of a brand using a trending topic without understanding the context #Advertising #SocialMedia #WhyIStayed

♡ 226 5:23 AM - Sep 9, 2014

Hashtags: Across Multiple Channels

British Red Cross
@BritishRedCross

The movement connecting human kindness with human crisis.
[#PowerOfKindness](#)

UK
redcross.org.uk
Joined July 2007

Tweets **27K** Following 3,644 Followers 242K Likes 7,082 Lists 12 Moments 8

Tweets Tweets & replies Media

Pinned Tweet
British Red Cross @BritishRedCross · Aug 3
A small act of kindness can change someone's life. ❤️
[#PowerOfKindness](#)



britishredcross • Follow

britishredcross Thank you to @rustybear2012 and all those knitting 'trauma teddies' for the @RedCrossAU to help comfort children in hospitals. 🧸🧸 [#PowerOfKindness](#)

britishredcross #britishredcross #redcross #traumateddies #teddy #teddies #donate #australia #australianredcross #redcrossau #bear #teddybear #cuddlybear #bears

hit018 Thank you and more ❤️

fairy.shopping1 ❤️❤️❤️

juju_mc Hi @britishredcross do you need more knitted toys? Or hats?

paolapuerto9623 Qué bonita iniciativa desde Colombia Saludos

jobortunity_hi5 Follow our profile to learn about our training and education center for disadvantaged youth in Tanzania 🙏❤️

Takeover

The story of your organization
through a different lens



Takeover Done Right

S= Scope  @scope Follow

However, presenting as blind (using a white cane etc) and then doing something that at all requires vision often leads to hostile reactions from some people. A few examples:



10:57 AM - 28 Aug 2018

S= Scope  @scope · 28 Aug 2018

Good question, probably that I can't pull off a bright purple and yellow bomber jacket (I totally can). But in terms of things relevant to this campaign, that I either must be fully-sighted or have no vision at all.

Charlie Dinkin @CharlieDinkin
Hey Sam @scope, what's the most common incorrect assumption people make about you? #disabilitygamechanger

S= Scope  @scope · 28 Aug 2018

People often don't realise that sight loss is a spectrum. Personally, I often (not always) have ok close vision. I also don't always use my white cane, if I am having a good eye day, know well where I am/going, or have trusted friends with me.

Takeover Done Right



visitphilly • Follow
Philadelphia, Pennsylvania

visitphilly See Philadelphia through the lens of a local photographer! Tune in with @travel_pel this weekend, March 8-10. #visitphilly #philly #philadelphia

#instatravel #instapassport #travelgram #travel #tourism #explore

13w

foodiealejandro nice one!!!
13w 1 like Reply

494 likes
MARCH 8



visitphilly • Follow
Philadelphia, Pennsylvania

visitphilly Rush hour never looked so good... 🤩

Photo by guest Instagrammer @travel_pel

Have you ever just walked across the Ben Franklin Bridge for sunset? This free activity is easy to get to, offers amazing views, and is something unique to do. I lived in the city a long time before I ever tried it. Now this is one of my favorite locations for cityscape photos and portrait/engagement shoots. My friend @roshan_paul_89 is always down to join me for these adventures. #visitphilly Tag a friend that you would walk across the bridge with

4,323 likes
MARCH 8

Takeover: Creative, Fun, Engaging, Educational



Let's Take A Poll!

Question: How do you find stories to share in your fundraising and marketing materials?

- Dive into our story bank (in one central place)
- Constant feed from staff- check emails/messages and find a story
- Email/phone and plead with staff to tell you a story
- We make them up

Engagement

Like fundraising, it's all about building relationships



A screenshot of a tweet from JetBlue Airways (@JetBlue) with a verified account. The tweet text reads: "Reasons we'd make a good spouse: - We give you space when you need it - We bring you snacks - We let you pick which channel". Below the tweet is a reply from Marissa (@mlmyers24) dated Jan 29, which says: "I want to fly @JetBlue every time I fly for the rest of my life. The seats are so BIG, the snacks are so YUMMY, the people are so NICE, they gave me a whole can of GINGER ALE, the WiFi is FREE. I love you @JetBlue will you marry me?!!". A link "Show this thread" is visible below the reply. At the bottom of the tweet, it says "8:27 PM · Jan 30, 2020 · Twitter Web App".

JetBlue Airways ✓
@JetBlue

Reasons we'd make a good spouse:

- We give you space when you need it
- We bring you snacks
- We let you pick which channel

Marissa @mlmyers24 · Jan 29

I want to fly @JetBlue every time I fly for the rest of my life. The seats are so BIG, the snacks are so YUMMY, the people are so NICE, they gave me a whole can of GINGER ALE, the WiFi is FREE.

I love you @JetBlue will you marry me?!!

[Show this thread](#)

8:27 PM · Jan 30, 2020 · [Twitter Web App](#)

Engagement: Fans For Life

appetite_4_adventure Oh no! I just checked my calendar and realized I'm in an online professional development all day on April 8... I must come up with a plan to get a pint of this ice cream!

19h Reply Message

Hide replies

jenisicecreams @appetite_4_adventure DM us your email address... we'll write you an excuse note

19h 2 likes Reply

appetite_4_adventure @jenisicecreams - 🥰🥰🥰

19h 1 like Reply

appetite_4_adventure 48m

@JENISICECREAMS - YOU'RE THE BEST! I DON'T CARE WHAT I HAVE TO DO BUT I WILL BE THERE NEXT WEEK TO GET THE SPECIAL STRAWBERRY PRETZEL PIE FLAVOR MADE IN HONOR OF DOLLY PARTON!

🥰🥰🥰 jenis

To whom it may concern,

Please excuse Katie Carole from your online professional development on Thursday, April 8. We made an ice cream with the one and only Dolly Parton, and it releases on 4/8 at noon (ET). This is a limited flavor, and, based on our recent releases, we expect it to SELL VERY FAST. Everyone deserves ice cream, especially when it's for a good cause—and our upcoming flavor, Strawberry Pretzel Pie, benefits Dolly's Imagination Library, a book gifting program that gives free books to children from birth to age five.

Please accept Katie's leave and we will always love you.

Sincerely,
Team Jeni's

South Carolina Aquarium @SCaquarium

When someone drunk texts the "Ask an Aquarium Educator" number... #chsnews

ago before the area was settled by humans?

Also, when was the area first settled?

Is there something unique to the low country that those who study marine life are fascinated by?

Wed 10:32 PM

On what subjects do marine biologists disagree?

There must be things generally agreed upon... but what theories are currently being debated?

Also why do sea horses grab anything they can with their prehensile tail?

Waiting for the months that end with an R also allows for spat (baby oysters) to reach an appropriate size and for populations to recover before harvest.

10:01 AM

Thank you so much for all of your answers! My wife should be happy I drunk text aquariums and not other women

11:59 AM

Of course! Thank you for all of your fun questions! Your wife is a turtle-y lucky lady!

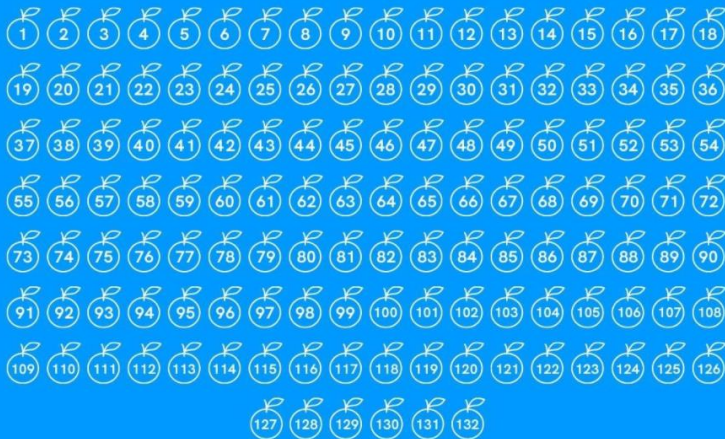
1:39 PM

Type a message

11:38 PM · May 24, 2021 · Twitter for iPhone

Engagement: Follower Fun

132 DAYS UNTIL
SOCIAL FRESH 2021



sf socialfresh • Following ...

sf socialfresh 🚩 TICKET GIVEAWAY 🚩
There are 132 oranges in this post.
One 🍊 is not like the other.

📩 DM us the number 🍊 that is slightly different for a chance to win a free Conference Ticket for Social Fresh 2021 (virtual).

📩 After you DM us, please comment below to tell us you found it. But don't spoil the puzzle for anyone else!

📩 DM us and comment before 12pm ET on Monday, Feb. 8, 2021.

🍊 Save the date for Social Fresh 2021 (June 16-18).



FÄLLEN

*Not recommended
for viral challenges.



Diversity

Stories to engage everyone in
your target audience

#HappyKwanzaa 



#JenX  
@jentrification

@twitter, the kinara has 7 candles, not 5. #Kwanzaa

5:10 PM · Dec 26, 2019 · Twitter Web App

Diversity: Have Someone Review Before Posting

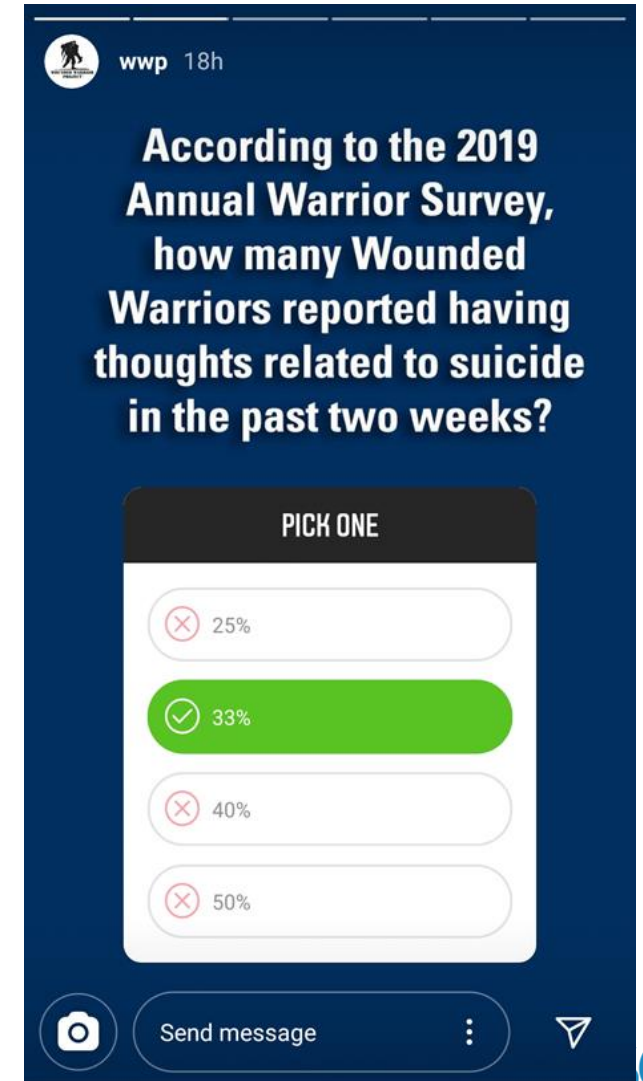


Diversity: Your Image May Be Saying The Wrong Thing

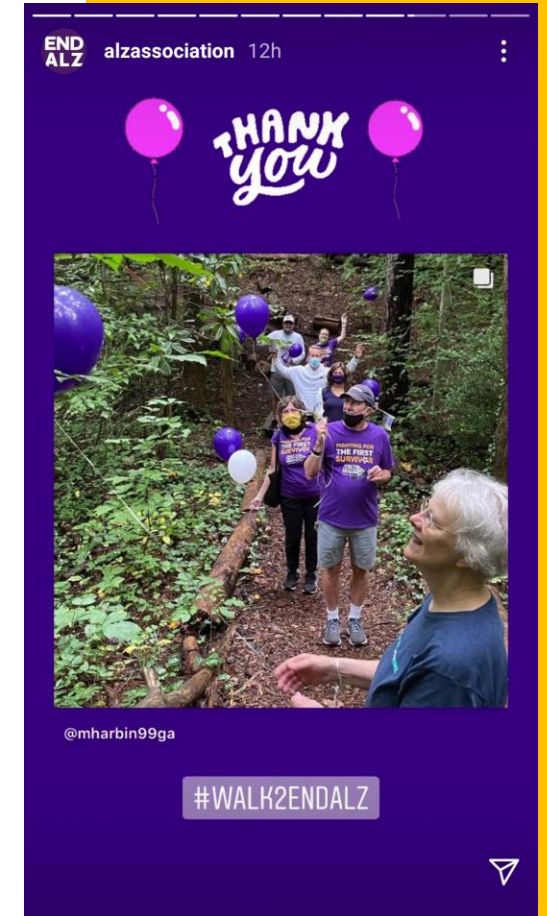


Stories

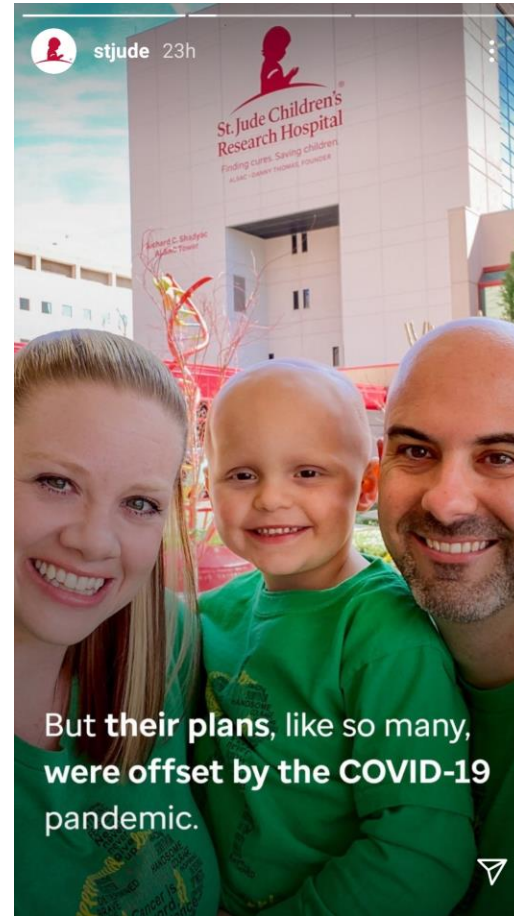
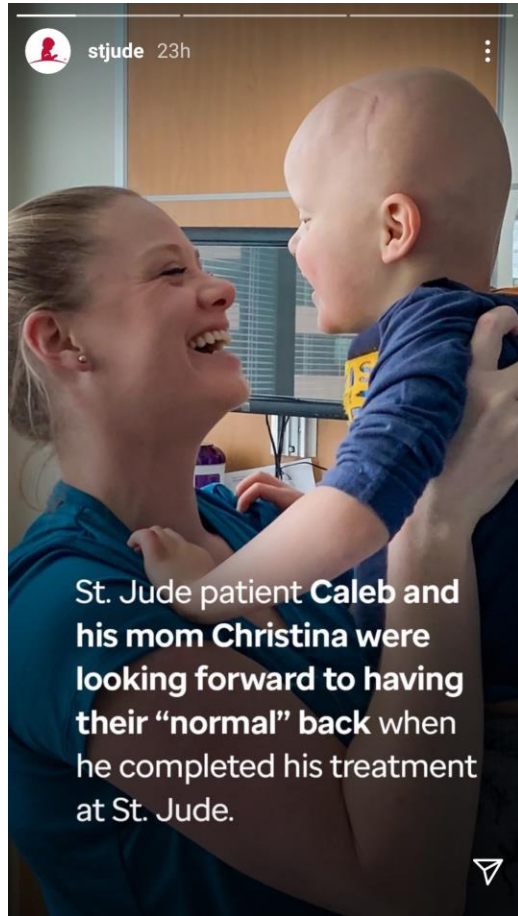
Half a billion people can't be wrong



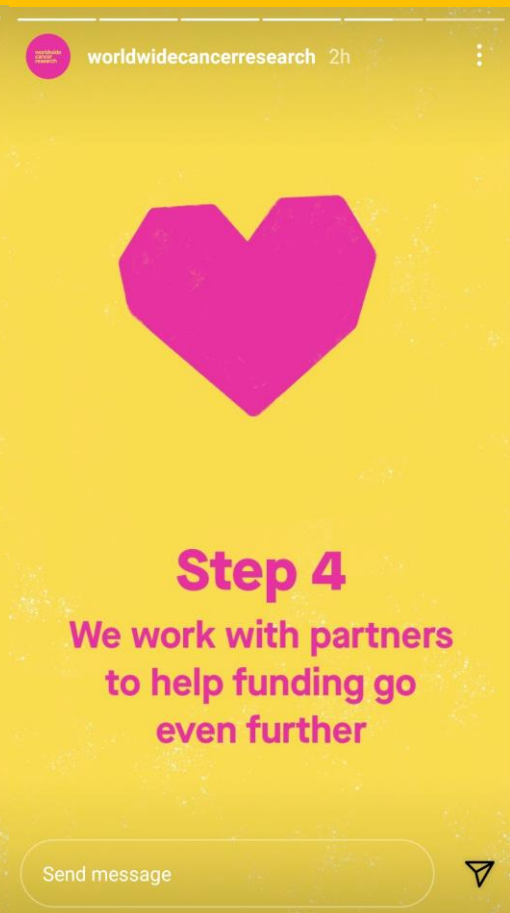
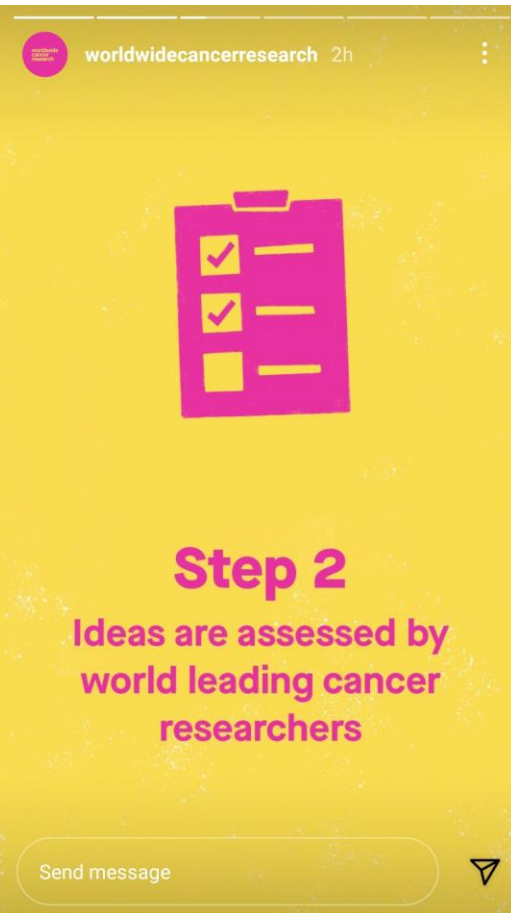
Stories: User Generated Content



Stories: Tell The Story Of One



Stories: Explain Your Mission



Copywriting

A second pair of eyes will keep you out of presentations like this 😊



Copywriting: Second Pair Of Eyeballs Please



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Tails

October 2010 | Fall Edition
Complimentary
Support
Rescue
Adopt
Fitness

celebrating the relationship between pets and their people

**EAT,
RAY,
LOVE**

Rachael Ray
finds inspiration
in cooking
her family
and her dog

10 TIPS
TO KEEP YOUR
PET HEALTHY
AND HAPPY

TRAINED

Copywriting: There's More Than One Way



seems a little extreme



7:12 AM · Oct 18, 2020 from Toronto, Ontario · Twitter for iPhone

Copywriting: Be Clever, Creative And Fun



Atlantic Beach Police Department

February 28 at 11:48 PM · 🌐

Public Service Announcement: WARNING: if you have recently purchased cocaine, meth, heroin, or any other street drugs locally, it may be contaminated with the Corona Virus. Please bring the drugs to the police department and we will test them for free. If you're not comfortable coming to the police department, we will send an officer to your house and they'll test your illegal drugs in the privacy of your home! 🤡



Copywriting

Julia Roberts Finds Life And Her Holes Get Better With Age

NEW YORK (AP) — Julia Roberts is sitting on a couch in a Sobo hotel when Lucas Hedges bursts in and begins frantically searching for his phone, sending pillows flying.

"This is what I say to Finn," Roberts says, referencing one of her three children as she instructs her 21-year-old co-star. "Where did you go from here, honey?"

Roberts' motherly instincts play a big part of her latest film, "Ben Is Back." Written and directed by Peter Hedges ("Dan in Real Life," and the father of Lucas), "Ben Is Back" is about a son (Lucas) home from rehab for Christmas. The short visit resurrects past demons and present temptations for Ben, testing his mother's anxious balance of trust and suspicion.

It's the second standout performance this fall for Roberts, who also stars in Amazon's acclaimed conspiracy thriller "Homecoming" as a government-sponsored caseworker coaxing soldiers back into civilian life. It's a more dramatic chapter for Roberts, the most quintessential of movie stars, who at 51 is stretching in new directions that are increasingly further afield from the frothier romantic comedies she built her career on.

"With age comes more complexity of possible parts," Roberts said in a recent interview. "You know, I'm happy and I have fun at home, so it would take a lot for someone to say: 'Look, you can play this part where you're happy and have fun.' Well, I just do that at home!"

It can take a lot to get Roberts away from home. Hedges at one point jokingly suggested shooting "Ben Is Back" in her backyard. She's notoriously picky, generally acting in one film a year, and that's become iffier considering, as she says, there's "a whole lot of math" that needs to factor her kids' school schedule and that of her husband, cinematographer Danny Moder. Roberts has, quite contentedly, largely withdrawn from the limelight. She knits. She plays Mahjong with girlfriends once a week. She will watch "Point Break" anytime it's on TV.

But she still wears the role of movie star



JULIA ROBERTS

time can do. "I mean, I'm not interested in trying to seem cooler than I am or something," she says.

Still, Roberts, a four-time Oscar nominee and one-time winner ("Erin Brockovich"), is also indelibly linked to the '90s and '00s pre-digital movie era when stars, not superheroes, still ruled the box office. Times have changed; her breakthrough film, 1990's "Pretty Woman," is now a Broadway musical. Roberts recently had the out-of-body experience attending it alongside Barbara Marshall, wife of the film's late director Garry Marshall.

"I wasn't prepared for how profoundly it made me miss Garry," she said, choking up.

"I wasn't prepared for how all of the

around a corner and then how is it not sorted suddenly? How is it not fair?" she says, noting a few advancements that hit home for her and her family: equal pay for women surfers and Manchester United launching a women's team. "Things like this give me hope that our business can keep making strides, because every year that it's 'the year of the woman,' you kind of go: Again? Let's just have it always be the year of the artists. If we have to keep spotlighting the gender of this and the gender of that, we're kind of blowing it."

Lately, Roberts has been trying some new things. She joined Instagram in June. "Homecoming" is her first foray into a TV series. Roberts insisted Sam Esmail ("Mr. Robot") direct all the episodes and that all

Lucas wasn't on that list," Peter Hedges said by phone. "Before I could even share that list with her she said: 'Lucas needs to play this part.' I said, 'One, I don't think he's available, and, two, I don't think he would ever want to do a film with me.' Once she signed on, she began a very persuasive and I think classy campaign. She made effort to let him know that she thought he should do the film with her."

It is, alas, hard to say no to Julia Roberts. The actress later invited Lucas to her Malibu home where she says he became part of the family, hanging out and taking her kids to the beach. Making "Ben Is Back" was for her less about channeling her own parental nightmares than fostering a relationship with her fictional son.

"Spending time with Lucas meant that I had heart-space with him, and that is what I called upon and relied upon for the movie," says Roberts. "Separation is important. Especially in the middle of the night when you're playing a scene over and over again, you just have to have so much clarity about that jumping off point. I think that helps it be super clear and fair. I don't want to drag my kids through this crap."

Like much of Roberts' best recent work, including "Wonder" and "August: Osage County" (for which she received an Oscar nomination), "Ben Is Back" revolves around family, both on and off screen. While her next film, "Little Bee," is a drama, too, Roberts hasn't turned away from romantic comedies for good.

"It's just two delicious things put together," says Roberts. "It's like spending months wrapping a present for people. They're really hard to make well, so I don't begrudge their absence because I'd rather not see a bunch of really bad ones."

But "Ben Is Back" and "Homecoming" have allowed Roberts to expand on the dramatic work she did with Steven Soderbergh ("Erin Brockovich") and Mike Nichols ("Closer," "Charlie Wilson's War"), who once said of the actress: "Her face is made by God to express thought and feeling."

Raise[®] 2021

QUESTIONS?

- Now's my time to hear from you!



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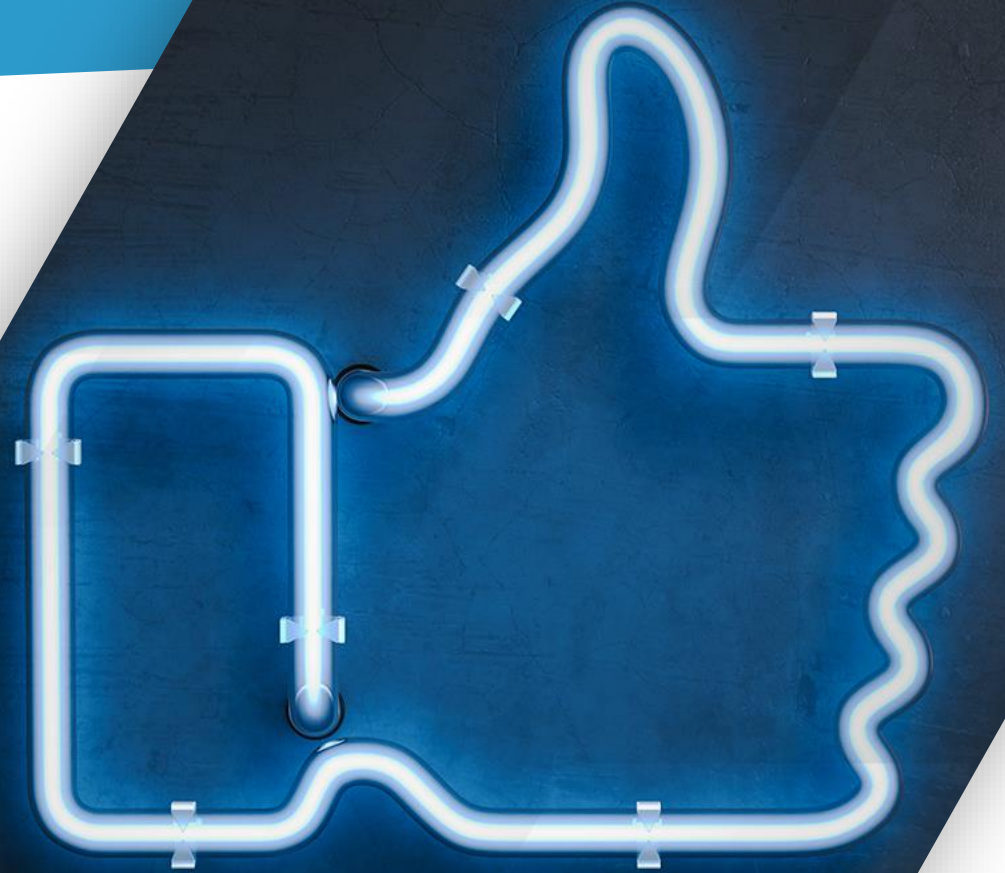
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2021