



Storytelling for Fundraising

- Why is storytelling important?
 - The Neuroscience of Decision-Making
 - Emotional not rational
- Hardwired to Learn from Stories
 - Fables, Parables
 - More emotional content = better recall
 - Learn, remember, change



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Storytelling for Fundraising

- 1:1 Connection
 - “I can make a difference!”
 - The “take away”
 - The heart of the story- Title, focus
 - News versus storytelling- Make people cry!



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Storytelling for Fundraising

- Go with the flow
 - Let the story explain what you do
 - Let its purpose dictate its length
 - Beginning writers- limit to 750 words
 - Let the subject help you- quotes!
 - Set measurable goals



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Storytelling for Fundraising

- What makes a Good Story
 - Something has to happen
 - Likable person/people-heroes!
 - Drama or uncertainty
 - Something was achieved or overcome



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Storytelling for Fundraising

- What's the Emotion?
 - Joyful
 - Hopeful
 - Inspired
 - Happy
- Research shows people don't give \$\$ to negative emotions





Storytelling for Fundraising

- Charity Storybook website
- Social media
- Your own e-blasts
- Your newsletter





Storytelling for Fundraising

- Elements:
 - Lede(lead)
 - Description
 - Quotes
 - Information
 - Anecdotes
 - Background
 - Conclusion- emotion or future



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Storytelling for Fundraising

- Lead
 - Don't start with information
 - Pull people in
 - Get them to care, want to read story
 - Establish mood
 - Intrigue reader
 - RARELY start with a question



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Storytelling for Fundraising

Leads

- NO who what where why how
- Hook
- Set the scene
- Anecdotal- a one or two sentence story
- Descriptive- paint a picture
- Short words/phrases with no explanation



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Storytelling for Fundraising

- Interviewing Tips

- Use open-ended questions- NO yes/no
- Ask simple, straightforward questions
- Don't ask leading questions
- Work through the silence
- Don't show off
- Use follow-up questions
- Face-to-face interviews
- Listen!!!!



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Storytelling for Fundraising

- Structure
 - Title- One sentence- what is the story about?
 - Beginning- lead
 - Middle-quotes, background, information
 - End- strongest emotional quote OR view of the future



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Storytelling for Fundraising

- Writing tips
 - Descriptions
 - Verbs
 - Adjectives
 - Leave lists for sidebars



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Storytelling for Fundraising

- Possible Writing Prompts
 - How did you spend your Gives grant?



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