



# Donor Communications: Using Stories That Add The "Wow" Factor

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#chimpchat

# Housekeeping

- Slides and recording emailed out and posted on [blog.chimp.net](http://blog.chimp.net)
- Ask questions as we go or via Twitter using #chimpchat
  - @wearechimp
  - @vanessachase
- Survey, feedback and follow up

# Contest Winner



PEER GIVING



**EVan Youth Unlimited**  
@EastVanYU



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We're excited to join this free webinar on fundraising & storytelling. Join us!  
[#chimpchat](#) [shar.es/1oLLXx](#) via  
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FAVORITE

1



6:29 PM - 10 Feb 2015







Over **35600 people** have given more than **\$64 million** through Chimp.  
Over **4070 Canadian charities** have benefited.

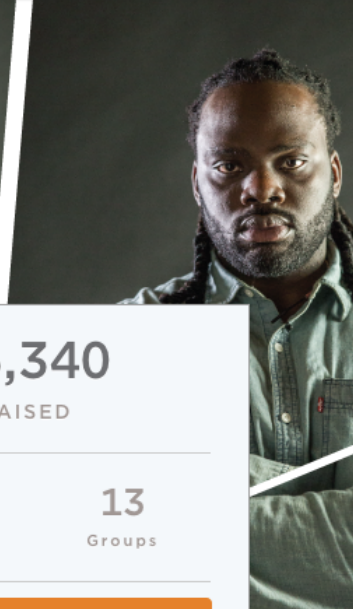


Français



**BC's TOUGHEST MEN**

Are you one of them?



## BC's Toughest Men

In a world where 80% of domestic violence is caused by men, this is a men's issue. Are you tough enough to take a stand?

BC's Toughest Men

→ GIVE TO THE CAMPAIGN

+ START A FUNDRAISING PAGE

[About fundraising with Giving Groups](#)

SPREAD THE WORD



<http://chim.pn/1yccTYs>

Learn more at [chimp.net/charities](http://chimp.net/charities). Contact [brady@chimp.net](mailto:brady@chimp.net).



## Social fundraising

- Project-based donations
- Unlimited fundraising pages
- Project-specific blogs
- Updates via email
- Social media integration



## Donor management

- Easy donation flow
- Instant tax receipts (Can & US)
- Receipt management
- Recurring donations
- Fully secure and PCI compliant
- Online donations tracker
- Process offline donations



## Administration

- Automated tax receipts (Can & US)
- Donor tracking
- Automated system emails
- Hosting service
- Multiple admin levels
- US donations management
- Multiple bank accounts (Can & US)



## Support

- 24-hour response time
- Real people to talk to
- How-to guides and videos
- Free charity & fundraising advice
- IT & strategy expertise
- Free training and onboarding



## Data & integration

- Detailed reports
- Google Analytics
- KISS Metrics
- Facebook
- CSV reports



## Design

- Responsive site design
- Editable themes
- Custom domain name
- Flexible content pages
- Custom CSS
- Custom HTML/JS areas
- Home page banners
- Custom navigation

**\$99/mo**

+2.99% per  
transaction



# Training Centre: Impact Zambia

Support a training centre that teaches men and women valuable life skills and leadership tools.

[Like](#) 42 [Tweet](#) 14 [Email](#) [Share](#) 9



Beginning as a simple sewing club, the life-changing vocational training in and around Itezhi-tezhi has provided sewing and business training to 110 women in partnership with Rotary International.

Donate

Start a Fundraiser

\$2,535

\$15,000

RAISED

GOAL

13

SUPPORTERS

0

DAYS LEFT

## Fundraisers



Equipping  
Entrepreneurs and Leaders in  
Itezhi-Tezhi \$1,635

Learn more at [peergiving.com](http://peergiving.com). Contact [brady@peergiving.com](mailto:brady@peergiving.com).

# Presenter

## Vanessa Chase

- President: The Storytelling Non-Profit
- Visit: [thestorytellingnonprofit.com](http://thestorytellingnonprofit.com)
- Follow: @vanessachase
- Attend: [bit.ly/storynpconf](http://bit.ly/storynpconf)



PEER GIVING



# WELCOME!



## DONOR COMMUNICATIONS

*Using Stories That Add The “Wow!” Factor*

*Presented by Vanessa Chase*



# MY STORY



## Vanessa Chase

President of TheStorytellingNonprofit.com  
Co-Founder of Stewardship School

**Speaker:** Association of Fundraising Professionals, Association of Donor Relations Professionals, Council for Advancement and Support of Education, Net Squared and BBCON

**Clients:** A Rocha Canada, Wagner Hills Farm Society, Hope for the Nations, Cancer Care Connection, BC Children's Hospital Foundation, SHARE Family and Community Services

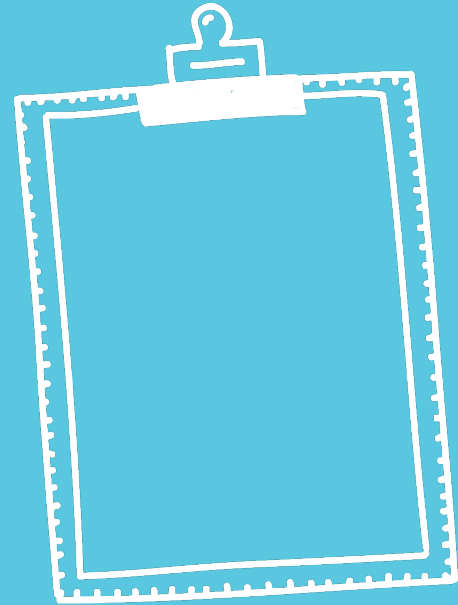
# DISCUSSION



*What problem are you struggling with  
that you hope to find some answers to  
during this webinar?*

# AGENDA

- Common challenges with relationship building
- The important role communications play
- Why stories must be a part of communications
- Opportunities for storytelling
- Examples of storytelling & donor communications





# EFFECTIVE DONOR COMMUNICATIONS



# STORIES & FUNDRAISING



*Is the communication about them?*

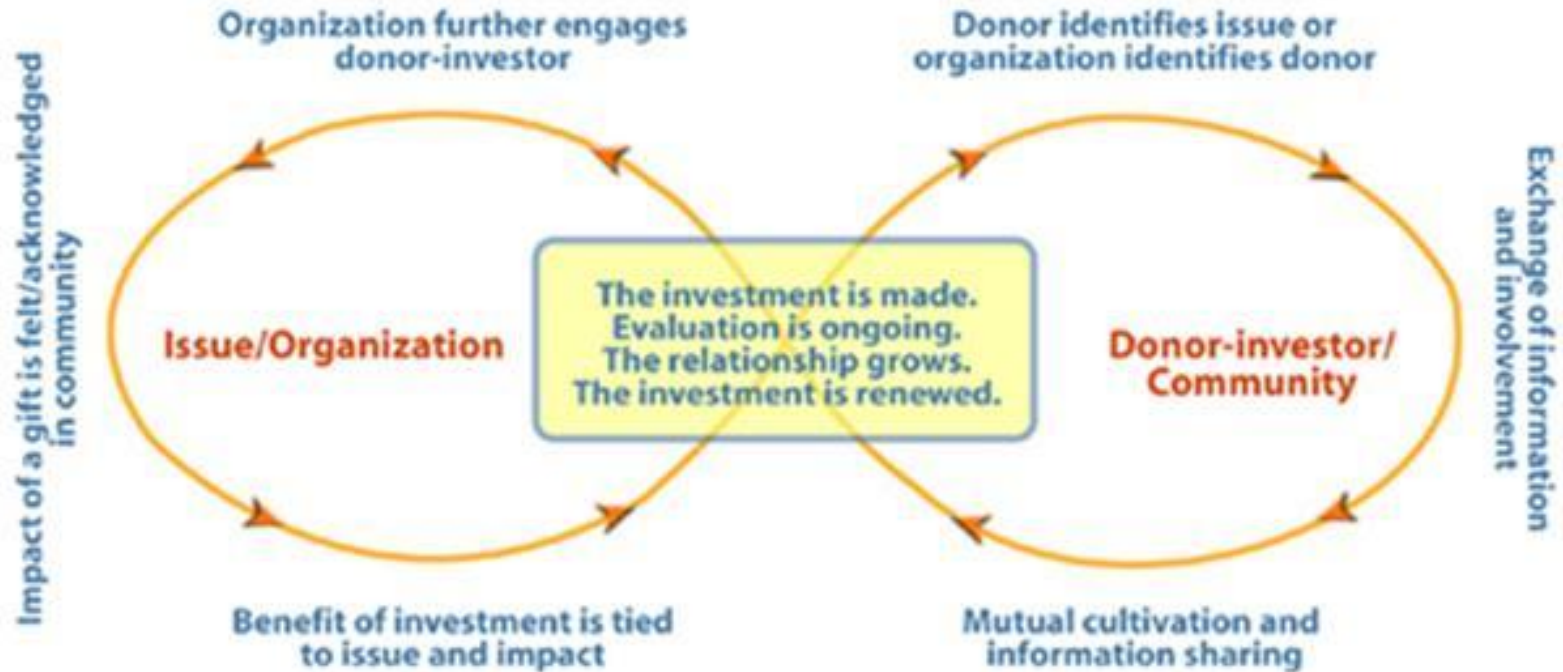


*Are you speaking from their perspective and their context?*



*Are you speaking in a way that resonates with the donor?*

# EFFECTIVE DONOR COMMUNICATIONS





Thanks for your donation to St. Jude.



Inbox x



hopecatalog@stjude.org

to vanessaechase ▾

Dec 5 (3 days ago) ☆



Dear Vanessa Chase,

## Thank you for helping the children of St. Jude

On behalf of St. Jude Children's Research Hospital, and especially on behalf of the children and their families, thank you for your generosity.

If you have any questions, please call us at [1-800-805-5856](tel:1-800-805-5856) or email us at [donors@stjude.org](mailto:donors@stjude.org).

### Your donation information:

Confirmation number:	2831152
Date:	December 05, 2014 7:16 PM
Payment method:	Credit card - Visa

# EFFECTIVE DONOR COMMUNICATIONS



*you're not able to connect in an impactful way*



*donors don't understand*



*donors stop caring*



*they feel disconnected, so they sever ties*

# THE DONOR KNOWLEDGE GAP

*The Donor*

*The Organization*



# THE DONOR KNOWLEDGE GAP

*The Donor*

*The Organization*

*Stories*



# STORIES AS SOLUTIONS

*Stories help bridge the Donor Knowledge Gap in two key ways:*

**1** *they provide context*

**2** *they emotionally connect your donors to the cause.*



# WHAT IS STORYTELLING

*Storytelling is the process of combining facts and narrative in order to communicate a message and an emotion to a target audience.*

# DISCUSSION



*What's been your experience with storytelling?*

*Good? Bad? Ugly?*

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# **Bringing Stories into Your Donor Communications**

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# **Thank You Letters**

# QUESTION



*What's the #1 mistake non-profits make  
in their thank you letters?*

Date

Donor Name  
Address Line 1  
Address Line 2  
City, State, Zip Code

Dear Donor Name,

On behalf of all of us at Cancer Care Connection, thank you for your support of our cancer coaching and information program. It is energizing to know that people like you care so much about the services provided to those who are affected by cancer.

Thanks to your generosity, we are able to **help people facing cancer to connect with information, resources and support when they need it most.** We know that our efforts are only possible because of the contributions we receive from generous donors like you and we thank you again for believing in and supporting our mission.

Please keep this written acknowledgment of your donation for your tax records.

Sincerely,

Janet F. Teixeira, M.S.S., L.C.S.W.  
Executive Director  
Cancer Care Connection

Please keep this written acknowledgment of your donation for your tax records.



Date

Donor Name  
Address Line 1  
Address Line 2  
City, State, Zip Code

Dear Donor Name,

When we received your gift, we were absolutely delighted! You are helping so many people who are affected by cancer and we are grateful that you decided to support them.

Our Cancer Resource Coaches are able to support countless people who call support line each year because of you. Who are the people that call Cancer Care Connection? They are cancer patients, cancer survivors, their friends and their family. Recently Carol, a Cancer Resource Coach, was able to help a young mother and her son who had been diagnosed with leukemia. They were facing immense emotional and financial hardships. Over the course of several counselling phone calls, Carol was able to help them find housing close to the hospital, emergency assistance for daily and basic needs as well as help her wade through the numerous options she was facing about her son's health care.

What many people don't realize is that being diagnosed with cancer is about so much more than medical decisions and treatment. It can take a big emotional and psychological toll.

Thanks to your generosity, people facing cancer are able to connect with information, resources and support when they need it most.

Happy Holidays from all of us at Cancer Care Connection.

Janet F. Teixeira, M.S.S., L.C.S.W.  
Executive Director  
Cancer Care Connection



# Newsletters



Rev. Glenn Cranfield  
President and CEO

*'Go out quickly into the streets and alleys of the town and bring in the poor, the crippled, the blind and the lame.'*

Luke 14:1b NIV

## Reaching out to the LEAST, LAST AND LOST

*You help bring hope to the streets*

Who knows what causes men and women to end up living on the streets? Drugs and other addictions, certainly...emotional and mental unbalances...fear and failures of one kind or another...abuse... abandonment—each person has a different story to tell.

The more troubling question is, what fear keeps so many of the homeless from taking advantage of the services freely offered to them? Especially when temperatures soar and it's hard to find a cool place to rest or cold water to drink. What happens to the broken men and women who, for whatever reason, remain isolated? How can we reach them with what they need—physically and spiritually?

We take the Mission to the streets! When the temperatures rise, Nashville Rescue Mission's Hot Patrol seeks out the homeless men and women on the streets, giving them cold water to drink, and offering them a ride to the Mission for help and hope.

I believe we are following in the steps of Christ...reaching out to the least, last and the lost of our community, offering hope and help to those who are hurting and fearful.

Your gifts to the Mission place you there with us and for this we are extremely grateful. Thank you for involving yourself in the lives of others...your care is being felt on the streets of Nashville.

## WATER WITH A MISSION : GIVE BOTTLED HOPE

Provide a drink of cold water to the homeless of Nashville by donating bottled water to Nashville Rescue Mission. Your donation provides relief and gives hope.

Donations can be dropped off at the Mission's Donation Center, 616 7th Ave S, Nashville, TN, Monday - Saturday, 7:00 a.m. to 7:00 p.m.

## Jessica RALSTON

MISSION IN MY WORDS

*"Homelessness can be a lot of different things. It's not necessarily sleeping on the streets."*



Homelessness could be someone sleeping in their car that has a job during the day but no home to go to. It could be someone who doesn't feel they can go home, spending lots of time at other people's houses. It could be living in a weekly rented hotel room. It can be a lot of different things, but it can happen to anyone.

I'm new to Nashville. I've spent the past ten years working in Charleston, West Virginia. It's much smaller than Nashville and homelessness isn't as big of an issue. But it still exists. I recall a story I did on a mom who was in a recovery program much like the one at the Mission. She had struggled with addiction and lived a very hard life on the streets. After going through recovery, she was reunited with her daughter and found a job. We ran into each other many months after the story aired. She was working and doing great. We became Facebook friends and I am still blessed when I see her post the great things that are happening in her life. I see hope.

Spending time with the folks at Nashville Rescue Mission only reinforced what I already knew about homelessness. Everyone has a story.

Before judging someone, we should stop and take a moment to hear their story. I've had the privilege of interviewing several of the men and women who have benefited from the Mission's Life Recovery Program. In

Looking back, I know now we could have ended up homeless.

Nashville Rescue Mission is one of the best-kept secrets in town. They are giving people hope. Hope for recovery. Hope for new life. After

*"After talking with one of the moms about her situation and how the Mission changed her life, I broke down in tears after the camera stopped rolling. I was so moved by her story."*

fact, I can remember the interviews we did during my first week in Nashville. After talking with one of the moms about her situation and how the Mission changed her life, I broke down in tears after the camera stopped rolling. I was so moved by her story.

Most people live not seeing how close they can come to being homeless. It never occurred to me as a kid growing up. I was raised by a single mom who worked two jobs to provide for my older brother and me.

hearing so many of the stories of life-change taking place at the Mission, I'm reminded over and over again, it can happen to anyone. There are so many people who need help. I'm so glad to work with an organization that is offering that help and hope to those in need.

JESSICA RALSTON, Emmy-award winning journalist Jessica Ralston can be seen weeknights as co-anchor of NewsChannel 5 at 5 and 10 p.m.



*"I think God brought me to Nashville Rescue Mission," says Sylvain.*

"I'd never been to the Mission and didn't know anything about the city. But after my bicycle broke down in Nashville, I didn't have the money to get a new bike. I'm so thankful someone pointed me to the Mission and said I could get a hot meal, take a shower and have a safe place to sleep."

GROWING UP in Montreal, Canada, Sylvain's life was anything but normal. "I lived in an orphanage," says Sylvain. "I don't have any family that I know of. I've been on my own since I was 14 years old, when I left the orphanage and started working." Since that time, Sylvain has traveled around

Canada and the United States, mostly by bicycle.

"I would find a job and work until I felt it was time to move on," recalls Sylvain. "In the early 80s I moved to British Columbia because I wanted to learn English. It took about six months to learn the language. I ended up staying there three years."

Sylvain isn't afraid of hard work, but he's never stayed in one place for long. "Moving from place to place, with no family makes it easy to move around," says Sylvain. "But it's hard to put down roots. I never married and don't have any children. So when the jobs dried up, I would move on."

FOLLOWING A DREAM to travel across the United States, Sylvain embarked upon a journey by bicycle that took him almost two months to complete, traveling from Canada to Panama City Beach. "It was a dream I had, and when the opportunity presented itself, I jumped at it," he says. "I ended up staying in Florida for three years. One day I just knew it was time to go, so I got on my bike and headed north."

When his bicycle broke down in Nashville and he discovered it was beyond repair, Sylvain started looking for shelter, a place to shower and food to eat. A kind stranger pointed him to Nashville Rescue Mission. "This isn't the first time I've stayed in a shelter," says Sylvain. "After Hurricane Katrina, I went to New Orleans for two months. I lived at a shelter and helped them rebuild the third floor of their building. After that I went back to Florida."



"I'M SO GLAD someone showed me the way to the Mission," says Sylvain. "Not only did I have my basic needs met, like food, clothing and shelter, but I made a lot of friends and learned so much in the process." Sylvain's stay at Nashville Rescue Mission lasted exactly 226 days.

"Sylvain is a perfect example of what we like to see with helping someone out of homelessness and into a home," says Jay McDougal, Case Manager at the Mission. "When he arrived, he immediately wanted to give back and started helping in our Guest Volunteer Program. When he wasn't volunteering at the Mission, he would get up at 5:00 a.m. and leave on foot to look for a job. He would walk over 30 miles round trip each day looking for a job."

IN LESS THAN a month, Sylvain found a job working with a moving company. It didn't take long for him to save up enough money to buy himself a new bicycle. This time, instead of hitting the road again, Sylvain decided to enroll in the Mission's Pathways to Work program—a program that allowed Sylvain the time and

*"I can't tell you how excited I was to move into my own apartment," says Sylvain. "I could not have done it without the help I received from Nashville Rescue Mission... I've been so blessed by this outpouring of generosity."*

opportunity to work, save money and make plans to move into his own place.

"I can't tell you how excited I was to move into my own apartment," says Sylvain. "I could not have done it without the help I received from the Mission. I was able to save money, get a new bicycle, find a job, have a safe place to sleep, food to eat, a place to shower... I've been so blessed by this outpouring of generosity."

Sylvain moved into his apartment in March. Since then, he's found a better job working security at Bridgestone Arena. He still rides his bicycle from his apartment in West Nashville to work and wherever he needs to go. From time to time he stops by the Mission to visit with friends and say hello.



"I'M SO GRATEFUL," says Sylvain. "I'm not sure what I would have done or where I would have gone had someone not pointed me to the Mission. Staying at the Mission was a wonderful experience for me. Nashville is starting to feel a little bit like home."

It is because of your generosity, Sylvain and others like him have found their way out of homelessness and into a home. Through your gifts, Nashville Rescue Mission has been able to offer case management to over 600 men each month. From January to May of this year, 58 men were able to leave the Mission and transition into independent housing. Another 22 were reunited with their families. Your gifts change lives every day. Thank you!

# QUESTION



*Why does your non-profit use social media?*



## Photos from the Central African Republic

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**UNICEF USA**

A boy and his bike at a UNICEF supported IDP site in Bossangoa — in Central African Republic.

February 25

Album: Photos from the  
Central African Republic -  
13 of 16

Shared with: Public



[Skip ahead to the photo gallery!](#)

Dear Friend,

"Enguial!"

That's how children in the Central African Republic say "Smile!"

Thanks to supporters like you, many thousands of children in the Central African Republic (CAR) are smiling today, as UNICEF provides them with nutritious food, clean water, education programs and so much more.

[You can see the power of your support at work in UNICEF's photos directly from the field in the Central African Republic. Take a look now – we promise you'll be smiling too.](#)



**Click for next photo!**

[View UNICEF's CAR photos on Facebook. You'll love #4!](#)

These smiling pictures remind me that there is so much hope in every crisis zone where UNICEF works – from the Central African Republic, to Central America, to Gaza. Once you've browsed the album, don't forget to share the smiles with friends and family on [Facebook](#).

Fondly,

A handwritten signature in black ink, reading "Caryl M. Stern".

Caryl M. Stern  
President & CEO

# STORYTELLING TIPS



*Start with your audience in mind*



*Decide on a key message*



*Vulnerability + emotional truth*



*Invite the donor into the story – a call to action*

# REVIEW



*Fundraising is about relationship building*



*Every communication affects that relationship*



*Stories improve communications and inspire audiences*



*Pick one communication and look for ways to incorporate a story*

# QUESTION



*What's one thing you've learned during this webinar that you want to implement?*

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# Questions?



# THE STORYTELLING NON-PROFIT VIRTUAL CONFERENCE

*February 23 to 27, 2015  
2 sessions per day. 60 minutes long.*

*Session 1 is at 10 am PST/12 pm CST/1 pm EST  
Session 2 is at 12 pm PST/2 pm CST/ 3 pm EST*

**Register at: [bit.ly/storynpconf](http://bit.ly/storynpconf)**





# THE STORYTELLING NON-PROFIT VIRTUAL CONFERENCE

- Taking Your Stories from Good To Great
- Strategies for Using Stories in Crowdfunding Campaigns
- Telling Stories in Email
- How Storytelling Helps Boards Overcome Their Fear of Fundraising
- Collecting and Organizing Your Stories

And More!

**Register at: [bit.ly/storynpconf](https://bit.ly/storynpconf)**



# Thank You!

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[\*storytellingnp/\*](https://www.pinterest.com/storytellingnp/)



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