USING STORIES TO RECRUIT SUPPORT & FUNDING
What’s the RFSWG Story?
Stories can inspire the support you need to be sustainable and achieve your mission.
Tell a story about your name.

What I appreciate about this story is....
What I like about how you told this story is....
What this story did for me is....

Thank your partner for his/her story & switch
Relationships matter.

By building relationships you invite your supporters to become your storytellers.

Be a curator for your constituent’s stories by reaching out, asking questions and being open to feedback.

Communication should not be one-sided but reciprocal.

@casey_hibbard, Stories that Sell
People will forget what you told them. They will forget what you did. But they will never forget how you made them feel.

-Maya Angelou
What is a Brand?

- Gut feeling
- Your Group Personality
- Sum of all the experiences
- Reputation

A collection of perceptions – what people say, feel and think.
Great brands build
Awareness, Credibility, and Funding
Image + Identity = Brand
Your Audience

Who are they?
What do they values about you?
What do they know about you?
How would they describe your group?
Market Research on Local Food Messaging

- Community Involved in Sustaining Agriculture
  - Buying locally grown food greatly contributes to the local economy.
  - When you buy locally grown food you are supporting your neighbor.
  - When you buy locally grown food you are helping to preserve the rural character of your region.
  - Locally grown food usually tastes better.
Image + Identity = Brand
What is your mission?
How do deliver your mission?
What would your bumper sticker say?
Common Indicators

Storytelling starts with *why*, not *what*. 
Nonprofit storytelling is using stories to wrap facts in an emotion that compels the audience to take action.

—Wilton Blake
FLAVORS of NORTHWEST IOWA
Let’s Make a Story Bank!

What’s the story of your group?
What’s a story from your region?
Skills & Homework

- Buy a camera.
- Recruit a local graphic designer.
- Find a videographer.
- Create a fact sheet about your issue with key statistics.
- Don’t do it alone. Use your working group to build your brand.
The 5 Deadly Sins of Nonprofit Storytelling

- Guilt.
- Shame.
- Moralizing.
- Pity.
- Self-righteousness.

Avoid using these themes when connecting with or trying to reach your audience. When stating your position, be sure to give all sides room to breathe and respond. When people understand an issue, they act.

@getstoried
Don’t “Storify” Without Purpose

When crafting your stories make sure they are:

- Focused: link your story to your organizational goals
- Positively charged: your story should be necessary to ensure a better future
- Crafted: well arranged/scaled/edited and polished
- Framed: situate your story within the larger community story; make it relevant! Don’t be an advocate “on the loose!”
- Practiced: maintain your story's focus.

@RohitBhargava, Likenomics
Put a Face on the Issue

- When sharing your stories remember that your audience will be connecting what you say to their own experiences. Be human. Be real. The more personal your story, the more universal it becomes.

@runt21