

fundrazr



# Drive more contributions through storytelling

How an effective story can fire up your campaign



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# Hello!



Host: Kemble Barrett-Crossan  
Presenter: Shannon Reeb

# Agenda

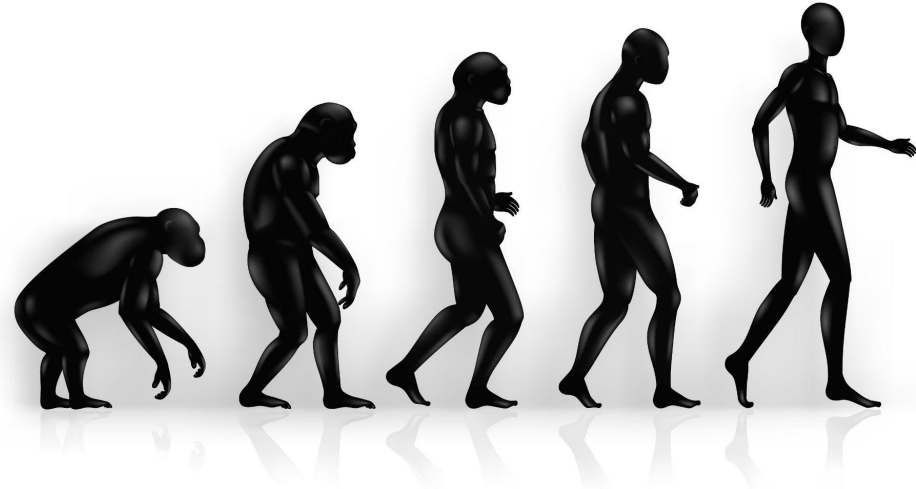
- Why is your campaign story so critical?
- The '7 components of a campaign story'
- Tips on the creative process
- Q&A

1.

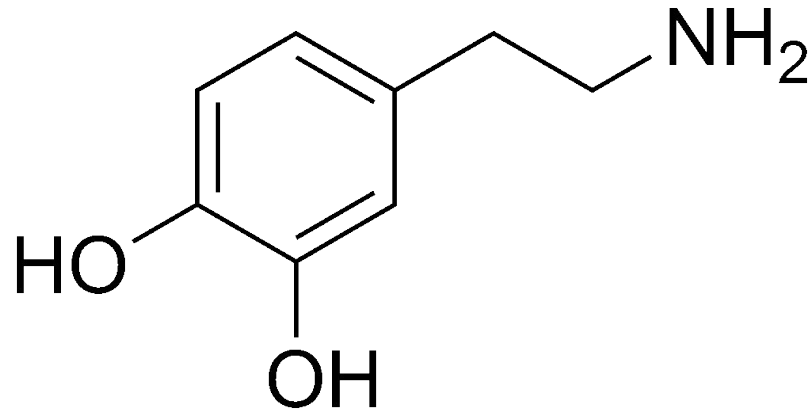
Why is a campaign's story so critical?

Let's start at the  
beginning...

Waaaaaaaay back to  
beginning...



# DOPAMINE



# Back to the present...

What does that mean for digital fundraising?

- 1) Donations to drive the solution to a specific problem
- 2) Brand recognition and loyalty to aid with future donations



2.

# The 7 components of a campaign story



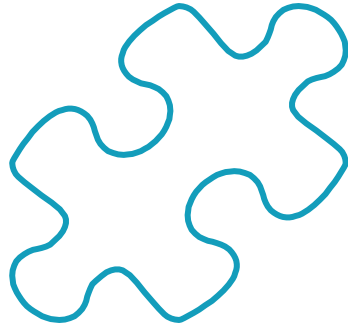


# 1. Agreeable opening statement or rhetorical question



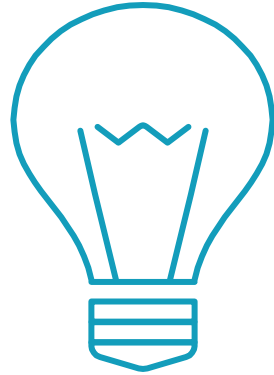
**Example:** *Where would we be without man's best friend? Dogs are an important part of human culture. They're our companions, our confidants, sometimes even our eyes and ears.*

## 2. Clearly state the problem you are trying to solve.



**Example:** *Hundreds of stray dogs roam the streets of New York City. Some have never known a home. These animals are not only lonely, exposed to the elements, and hungry – they spread disease, pests, and parasites to humans.*

### 3. Clearly describe your solution to the problem.



**Example:** *Our shelter is determined to take in and match every dog we can with their ideal owner. We have an app that will match dog and owner personality profiles to ensure each dog finds a forever home. It's like online dating for meeting your perfect dog!*

## 4. Identify the gap between the problem and your solution.



**Example:** *Before our dogs are adopted, we ensure they are **READY** to be adopted. That means they've been spayed/neutered and had their shots, but some may require extra vet treatment, specialized training to reduce or fix reactive behaviour, plus a bath and haircut!*

## 5. Describe how the donor is the Hero of your story and can help you save the world while trying to utilize 'Units of Impact'.



**Example:** *Our dogs need champions! Your contribution will change an animal's life for the better, by taking him off the street and into a home where he'll be happy, healthy, comfortable, and loved. Here is a wish-list of items needed:*

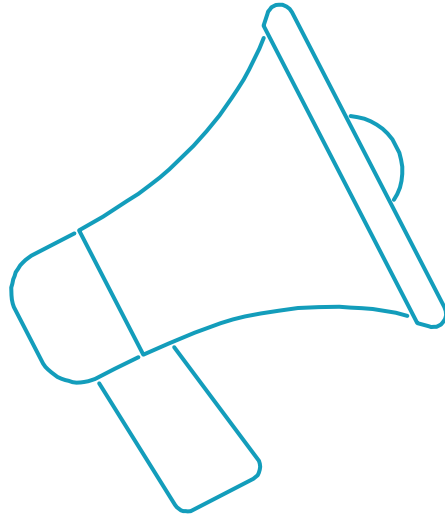
- *\$10 donation = treats for a week of training*
- *\$50 = a grooming session*
- *\$150 = one session with a professional trainer*
- *\$500 = full adoption fees for one very special needs dog who requires a specific type of home*

## 6. Lay out your quid pro quo



**Example:** *When you choose a dog to donate to, you will have the exclusive chance to follow along in his or her progress. We will update you with how they are progressing in their training, even giving you tips on how you can stop YOUR beloved pup's less-than-desirable behaviours.*

## 7. Call to action



**Example:** *How can you help??*

- 1. Donate** - *hit that 'Contribute' button and change a pup's life today!*
- 2. Share** - *your impact is in so much more than what you can give... it's in who you inspire as well! Share this campaign out to your friends and family to maximize your impact. The pups thank you!*

3.

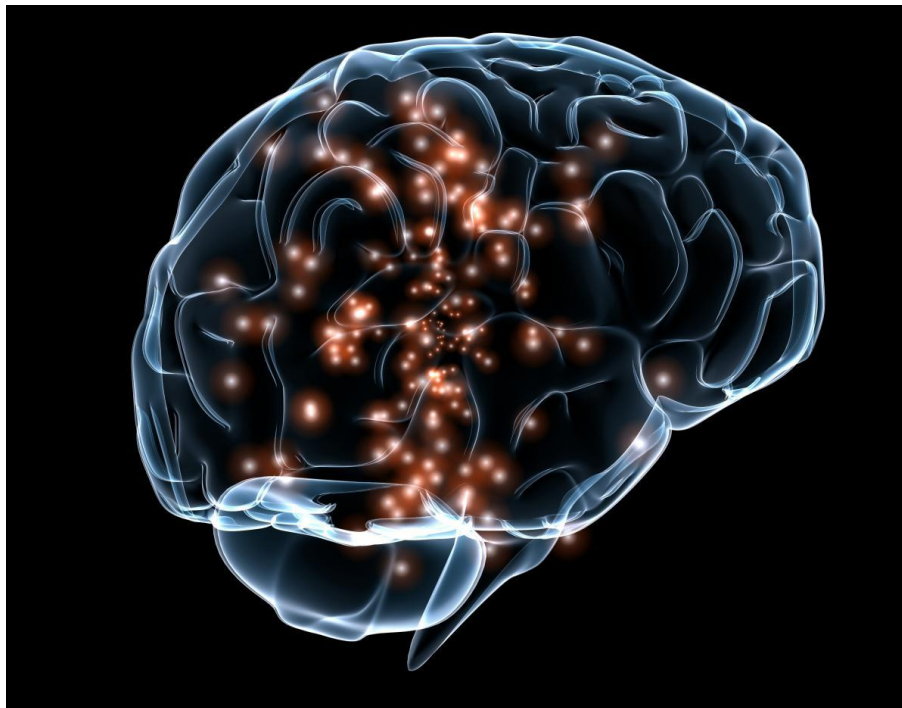
# Guide to the creative process



# Use a template.

connectionpoint	fundrazr
<b>Campaign Story Writing Worksheet</b>	
<p><b>Opening line: an agreeable statement or rhetorical question.</b> Something simple, eye-catching, and will make the reader think "YUP!".</p> <p>A favourite example is from a campaign helping children with anxiety over the pandemic:</p> <p><i>Over the past year, the mental health of each-and-every one of us, has been challenged.</i></p>	
<p><b>Problem statement.</b> Clearly outline the problem your organization is trying to solve.</p>	
<p><b>Solution.</b> What products/services does your organization provide as solution to the problem?</p>	
<p><b>Identify the gap between problem and solution.</b> Try to think beyond the funds. For example: Dogs need to be groomed and see a vet before they can be adopted. Or perhaps there's a specific number of individuals you are looking to help (i.e. our problem is homelessness, our solution is a new shelter and beds, but the gap is we have X number of people</p>	

# Brainstorm



## First draft



## Edit for clarity



# Have someone ELSE edit for grammar and spelling



# Add in picture and video



## Need help?

- 1) Type **SOS** into the chat box. We'll help you work it out...
- 2) Join the Fundraiser Hub!



- 6 toolkits to help through the entire fundraising process
- Weekly 'Ask me anything' with our team
- Live webinars
- Discussion forums for chatting with peers
- Tons more!

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**FUNDRAISER HUB**  
by fundrazr

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ECNL



# Recap

- Why is your campaign story so critical?
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# Thanks!

Questions?