

“*When you tell people facts, they criticize.
When you tell them stories, they listen.*

– Alexander Schure (founder of Pixar)



HOW AUTHENTIC STORYTELLING CAN TRANSFORM YOUR NONPROFIT

Facts and numbers alone can never achieve the emotion of a great story. Great storytelling moves us. It influences us, educates us and connects us. When nonprofits showcase their hard work and passion using **authentic storytelling** their organization becomes less abstract and more personal, which will more naturally inspire supporters to take action.

AUTHENTIC STORYTELLING IS



EMOTIONAL



VULNERABLE



DETAILED



HEARTFELT

AUTHENTIC STORYTELLING CONNECTS DONORS TO

57%

YOUR MISSION

57% of donors give to a cause after watching a video about an organization's mission on social media

77%

THEIR PASSION

77% of adults believe everyone can make a difference by supporting causes

60%

COMBINED PURPOSE

60% of donors said they would donate up to 10% more if nonprofits could be more explicit about where their dollars are going



TIP!

Increase impact by weaving the story of your nonprofit and the cause it supports throughout all aspects of your multichannel strategy: backstory, mission statements, fundraising asks, mobile messaging, personalized thank yous and more.

► 5 WAYS AUTHENTIC STORYTELLING DRIVES DONATIONS & ENGAGEMENT

- 1 **Creates a deeper connection** with donors and their core values
- 2 **Casts your donor as the hero**, putting the fate of your mission in their hands
- 3 **Showcases your journey and dedication** which inspires donors to fight with equal passion
- 4 **Develops trust and loyalty** by letting donors know exactly how their support is making a difference
- 5 **Makes it personal** by putting a face, name and journey to your cause vs. an abstract concept



TIP!

Boost engagement (and vulnerability) by allowing donors a real inside look into your organization with exclusive “behind the scenes” storytelling.

GO BEYOND THE WRITTEN WORD TO TELL YOUR STORY

Campaigns with personal **videos raise 150% more** than those without videos. You can leverage the persuasiveness of authentic storytelling while boosting fundraising support by implementing video, both online and off.



Video is 4x more likely to generate an **emotional response**



Video posted on social media generates 1200% **more shares** than text and images combined



Video in email leads to 200-300% increase in **click through rates**



TIP!

Great stories are captivating when told well, no matter the production value. Focus more on the details of your story and less on the video quality.



“Storytelling is a process.”

– The Storytelling Nonprofit by Vanessa Chase Lockshin

Allow your authentic content to evolve over time to showcase the progress (and hurdles) along your journey to make a difference in the world.