Telling Powerful Stories, Engaging Your Community & Measuring Success

Gratitude

Who am I?
Nonprofit Educator & Consultant
USF & SSU professor
www.johnkenyon.org
**Working agreements**

I will...
- Give you my best
- Answer questions
- Take breaks
- End on time

*What else would be helpful for you?*

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**Participant Guidelines**

I ask you to...
- Demonstrate Respect
- Respect Confidentiality
- Include Everyone - Speak 1/x of the time
- Ask Questions, Share Knowledge
- Practice Self-Care
- Minimize Distractions

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**Agenda**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storytelling</td>
<td>9:40 - 10:45</td>
</tr>
<tr>
<td>- Break</td>
<td>10:45 - 11:00</td>
</tr>
<tr>
<td>Engagement &amp; Measuring Success</td>
<td>11:00 - noon</td>
</tr>
<tr>
<td>- Lunch</td>
<td>noon - 12:50</td>
</tr>
<tr>
<td>Group Work</td>
<td>12:50 - 2:00</td>
</tr>
<tr>
<td>- Break</td>
<td>2:00 - 2:15</td>
</tr>
<tr>
<td>Action Planning</td>
<td>2:15 - 3:50</td>
</tr>
<tr>
<td>Debrief, Closing</td>
<td>3:50 - 4:30</td>
</tr>
<tr>
<td>- Reception</td>
<td>4:30 - 5:30</td>
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[Image: Robert S. Donovan](link)
Survey - 97

Storytelling level - 49 Basic; 28 Experienced; 18 Novice

Primary Audiences - 46 Members; 25 Donors;
13 Policy Makers, rest other

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Stories, Engagement & Data

Tell Story

Measure

Call to Action

Using data to help adjust storytelling and engagement

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Connect 1

One person you don’t know

Name - Organization - Position

Share 1 thing you do well in the area of communications,
storytelling or engagement
Stories

Impactful
Compelling
Memorable

Connect us on a personal level

Why Storytelling?

Powerful tool to recruit people, raise money
and advocate for public policy

People want stories
It is easier for the brain to digest and remember stories
rather than data points or facts

Why Storytelling?

Expresses what is different about your work/focus from
other organizations.

Enables audience(s) to identify with organization

Provides a good reason why folks should act
**Motivates Action**

56% of individuals that support nonprofits online confirm that compelling storytelling is what motivates them to take action.

*Waggener Edstrom Communications*

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**Doubles Results**

The use of statistics raises an average of $1.14  
a story raises an average of $2.38  
a mix of the two raises an average of $1.43

*Jennifer Aaker  
Professor of Marketing, Stanford Graduate School of Business*
Improvements

Stories about people

Updated content

Images

Using data to help adjust storytelling and engagement

Story Elements

Provide SETTING - context

Describe PEOPLE affected by your organization

Define the PROBLEM your organization is looking to solve

Describe the SOLUTION you’re applying to solve the problem

Share the IMPACT of your organization’s solution on the person

Provide a CALL TO ACTION

Setting

People

ACTA NON VERBA

CAMP ANV SPOTLIGHT: CONNECTING TO ANCESTORS WITH AFIA WALKING TREE

In the horticulturally village of Ada Fante in Western community gardens, signage of thirty children oral, focused initially on a story being told by a local woman from my experience this spirit tree. The tall, erect woman told the tale of spirit at the Kwa Fante, a revered protector and messenger to the gods people of West Africa.
"The goal," Walking Tree reveals, "is to integrate African culture into this urban environment and reconnect the children — not just to planting but to our ancestors, and that when they planted, they did it in a way that was ritualistic. So we’re always doing spiritual things together, as part of the bigger picture."
Improvements

Provide a clear Call to Action

Give me an immediate, easy action to take

Recommendations - what related content might you recommend?

The River Otter Ecology Project

OTTER SPOTTER Citizen Science Project

Join Us...

YOUR VOICE COUNTS

You can influence your community when you speak about community planning issues with elected officials - email a letter to the editor of your newspaper or send your suggestions, comments, or concerns to your public official. Express your opinion!

MValleymountains.com

Contact Your Supervisor!
Individual Exercise

Storytelling Elements Worksheet

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Example

Take a Ride

Our Ranger, Richard Martin, will be on the premises all season. Let him know you are a member when you see him; he loves to stop and talk. Please feel absolutely free to call Richard if you or family and friends need a ride up to Volcano Lake or any other hard to get to location in the Basin. Call Richard at (916) 892-1472 or Levine (530) 289-0493. Our new ATV season 8 and was donated by a generous member. It rides so smoothly—perfect for getting old or young in between up to the lake.

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Example

Setting & People:
Volcano Lake - grandparent & grandchild

Problem:
Threats to Volcano Lake - access, pollution, dams, etc.

Solution:
Advocacy, clean up, improving access

Impact:
Thrilling ride, educational, memorable

Call to Action:
Help preserve access by making a donation

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Storytelling Elements

By Yourself

Using worksheet, list elements of a story about a person

Keep it Brief - 1 or 2 sentences

One is enough, do two if you have time

Feedback

Trade Worksheets

Review, provide feedback, ideas for improvements

What else do you want to know?
What connects you to the story?
What other call to action makes sense?

3 Improvements

Get Personal

Personal stories from staff, volunteers, members, etc.

Involv the Audience

Stories about your supporters, advocates, impact

Show vs. Tell
Don’t tell me I can help, show me how!
Get Personal

Get Personal

Involve the Audience

"WHY I GIVE!" : TESTIMONIALS BY OUR SUPPORTERS

Motivations:

Motivations:

Get Involved

Get Involved

John Kenyon

October 2015

johnkenyon.org
Involve the Audience

Isolate and Involve the Audience

Show vs Tell

I like my meals poison free.

Rat poison kills more than rats.

How You Can Help:

Your response is making a difference! We’re working for progress in helping to end the crisis of recurrent poison in California, but there’s still work to be done and we need your help. We want you all at the beginning, middle and end of the campaign.

NoMiceJustWays

Rats die. Humans benefit. It’s that simple. NoMiceJustWays is a protest of the whole school in Estados to a crisis there the highest being by healthy workers. Few Americans no RES is fully up the basics. To learn more, our website.

You can take action by spreading the word about the progress in California. Download some of our free materials today and pass them on!

For questions or information about volunteer opportunities, please email us at volunteer@nonmicejustways.org
Show vs Tell

How You Can Help
- Share your growing insights about the Food Shift
- Add your voice to the Food Shift movement
- Sign the pledge and let them know you are part of this change and making a big difference.

Sign up for our email list and monthly newsletter
- Omni wheat groats nutrition information tool to better understand food and health
- Take action in your community and make a difference! Tell us
- Host a Film Screening

In groups of two

Using worksheet, capture how you can:
- Get Personal
- Involve the Audience
- Show vs. Tell
POST Framework Worksheet

PEOPLE - Capacity; Audience(s)

OBJECTIVES - Measureable Outcome(s)

STRATEGY - How to Achieve Objectives

TOOLS - Best Fit for All the Above

Advisory Committee

The轴
Director of Development, Justice & Health Initiative

Sara Lee
Chairman, California Energy Commission

People: Capacity

People: Audience(s)

johnkenyon.org
Translate

For audiences

New Donors - Knowing specific impacts, Recognition
   Existing - Deeper levels of information about progress

Advocates - How Actions will lead to Policy Change

Volunteers - How we show Appreciation

Rural Focus

Hispanics accounted for 46% of rural population growth from 2000 - 2010

Information dissemination:
   Text messages and mobile internet
   Spanish language media
   Churches and community centers

TechSoup: 4 Tech Tools for Reaching Marginalized Communities
People

What is important to them?

Donors - Knowing specific impacts, Recognition
Advocates - Policy Change Progress
Volunteers - Appreciation

People

Capacity:
Who can help us create content?
Who has a great story to tell?
Who loves us? Who can we invite to help?

Audiences:
Top 3-4 active audiences - donors, advocates, allies
What is important to them?

Objectives

Your Priorities

Educate - Increase Understanding - Read/Listen
Motivate - Take Action - Register/Donate/Attend
Engage - Spread the Word - Like/Comment/Share
Objectives

Measureable, Time Limited

By December 1:
150 people visit our event web page
50 visits to a page with a personal story
Increase email list by 5%
10 comments (blog or social media) on 1 story
5 shares of a social media post

We Can Measure:

How many people we contacted (print + email)
How many clicked on the website link in our email
How many visited the website page
How many took the online action(s) we requested
Number of comments & shares of social media posts
How many people attended the ___ meeting who heard about it in print/via email/via social media

We Can Learn:

How effective were our emails in inciting action?
How user-friendly and clear was our website page
- did people visit and not take action?
How many people took an action?
What kind of social media posts get the most engagement?
How might we improve next time?
Three Objectives

What in what time period?

Website specific page visits
Email sign ups, email link clicks
Comments, shares on social media
Visits to specific website page linked from social media

Strategies

How to achieve our Objectives?

Engagement Strategies

More images representing the diversity of community
Teasers - 3 Tips to help save “______”
Positive, grateful, appreciative - specifics
Asking questions about your work, quiz on data points
Strategies

Engagement

More personal stories
More stories about staff, board, volunteers, donors
Clear call to single action, link to context
Ask for people’s opinions, ideas
Enticing “teasers”

Tools

Which Tool(s) best fit our
Capacity
Audiences
Objectives
Strategies

Traditional Media

Bilingual Families - Materials en Español & English

Offline:
- Spanish-language radio for Spanish speakers
- Newspapers for some Asian/Pacific Rim audiences
- Print for those without online access, older Americans
Social Media

Facebook still by far the most popular with adults online

Instagram is popular with younger (<30) Americans
(53% of internet using adults 18-29)

Linkedin is popular for professionals, recruiters

Pinterest is popular primarily with women
(42% of online women vs. 13% of online men)

Your Social Media

60% Useful Information, Tips
40% About You - events, fundraising, advocacy

Link back to website, not other channels

Link action requests to context info on your website

Avoid automated updates across channels
Try content scheduling tools like Buffer, Hootsuite

Consistent posting - 2x week - repost!

Measuring Success
Data Tools

- Google Analytics
- Email Reports
- Facebook Insights
- Twitter Analytics

Monthly 1-page Content Report

- 3 Most Popular Stories on our website
- 3 Most-clicked links in email/enews
- 3 Social media posts with highest engagement

  - What’s working? Can we do more of that?
  - What’s not working? Can we modify or stop doing it?
Learning Loop

Try ➔ Measure ➔ Improve ➔ Learn ➔ Reflect

Reflection

What is one thing I can do this week to improve our learning loop?

Review

Powerful Storytelling
   Stories about People
   Translate for Different Audiences
Engaging Communities
   Calls to Action
   Variety of Ways to Help, Interact
Measuring Success
   Try, Measure, Reflect, Learn, Improve - Repeat
Resources

List in Packet

2016 Nonprofit Technology Conference
March 23-25, 2016

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<td></td>
<td>Topic options - pick one</td>
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<td></td>
<td>Facilitated Discussion in small groups</td>
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<td>After break, return to main room at 2:15</td>
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<td>Using POST and other worksheets</td>
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<td>Draft an action plan</td>
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<td>Share with another org</td>
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<td>Return to Main Room to Debrief at 3:50</td>
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### Debrief Share

One big take-away or ah-ha moment

One action you’ll take, how you’ll measure success

Listen for someone who is doing something similar or something you want to try, connect with them at the reception