
STORYTELLING STRATEGIES

to Maximize Your Year-End Fundraising

AGENDA



- The Key to Year-End Giving Success
- Storytelling Strategies to Stand Out
- Storytelling Tools to Boost Year-End Visibility and Giving
- Storytelling Tools In Action



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POLL



Where does your **Year-End Giving** campaign stand?

1. Ready to go! In fact, we've launched it
2. Pieces in place. Still tying it together
3. Started planning, but a little behind schedule
4. There's still time to create a campaign, right?

A person's hand is shown writing in a spiral-bound notebook with a blue pencil. The notebook is open on a wooden desk. To the left of the notebook is a white ceramic cup and a pair of black-rimmed glasses. The background is softly blurred, showing green foliage. The entire image has a semi-transparent dark overlay.

HOW STORYTELLING BOOSTS YEAR-END GIVING RESULTS

Year-End Giving Is Still Going Strong

Year-End remains the **busiest** and **most crucial** time for nonprofits



10-12% of annual giving occurs on the last 3 days of the year



30% of annual giving occurs in December



28% of nonprofits raise 26-50% of their annual funds from Year-End Giving



Holiday season creates **increased competition**

Source: Nonprofits Source and Neon CRM

The Key to Year-End Giving Success

Unlock the potential in Year-End Giving by:

- Planning your strategy ahead of time
- Crafting authentic storytelling
- Sharing your story on all channels: website, email, social media, text message

59% of nonprofits make only 1-3 “touches” for their Year-End campaign

45% of nonprofits don’t have a digital strategy for Year-End Giving

Sources: Neon CRM and The Nonprofit Times



How Storytelling Lets Your Cause Shine

Authentic storytelling sets your mission apart and moves people to give

- Primary tool for human communication
- Deepens understanding of mission and impact
- Moves us to action through emotional connection
- Creates context and community
- Inspires supporters to spread the word of your good work
- Can turn one-time donors into lifelong advocates



Storytelling Strategies:

Tell Your Authentic Story



Storytelling Strategies:

Nail Your Structure



1

Connection



2

Character



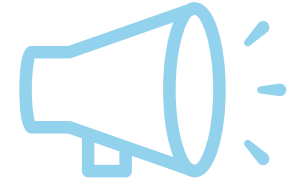
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Conflict



4

Resolution



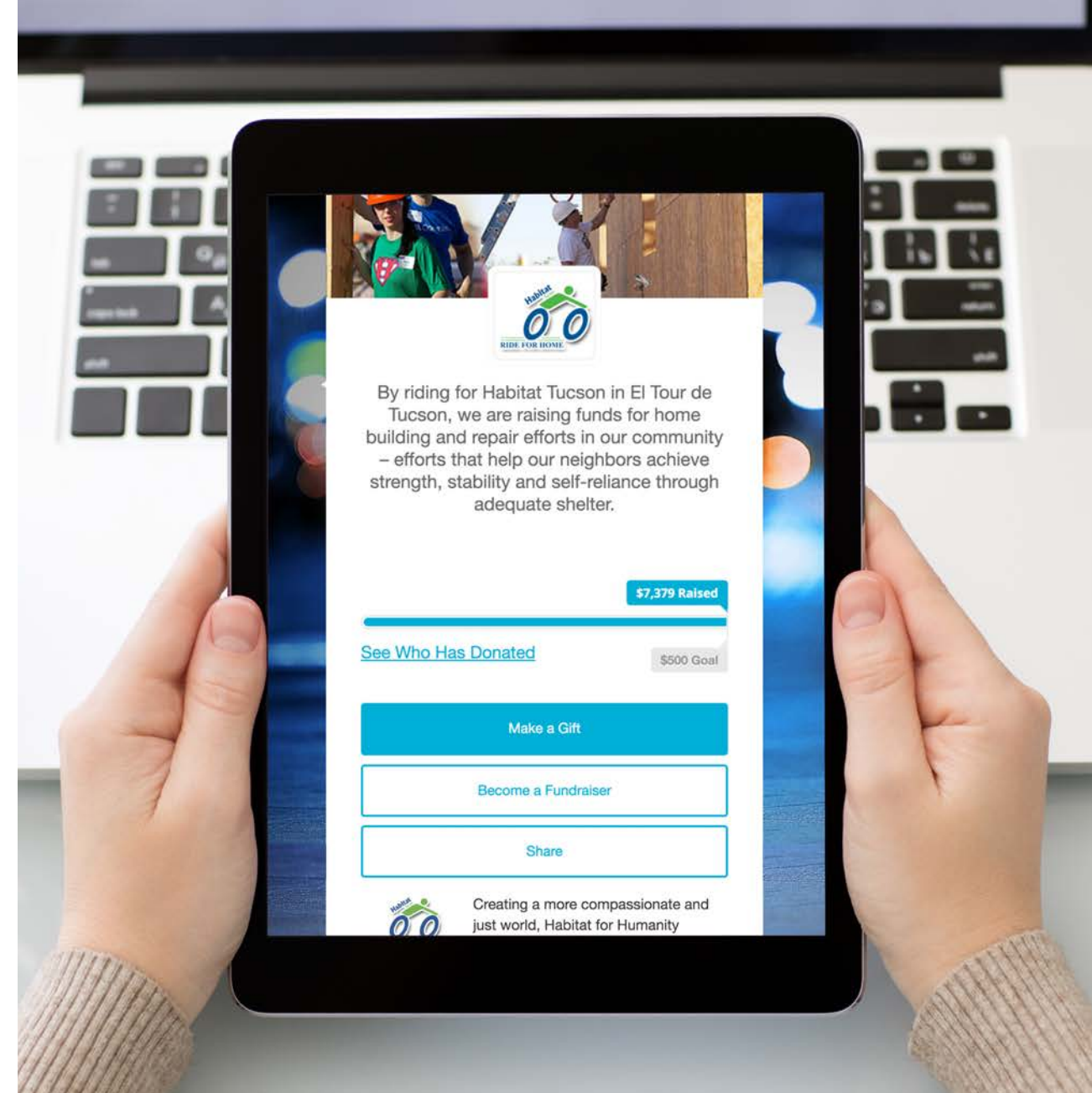
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Call-to-Action

Storytelling Strategies:

Nail Your Structure

- Think: less company recap, more Hollywood blockbuster
- Introduce your characters and their obstacles
- Propose a solution to the challenges your cause and org faces
- What does achieving your mission look like?
- Let donors know how they can play the hero

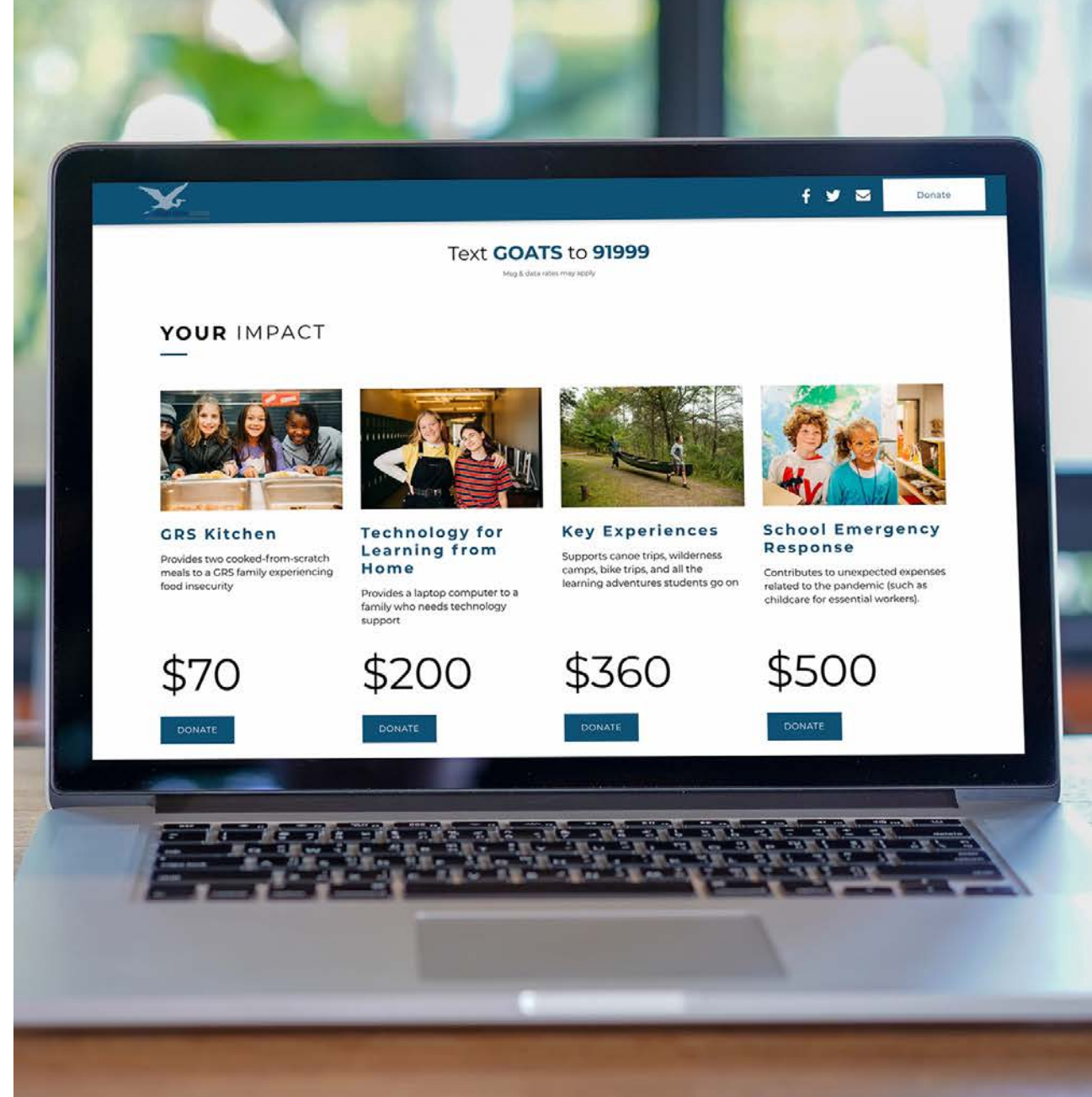


Storytelling Strategies:

Showcase Impact

- Allows donors to be part of the solution
- Provide specific metrics: what does \$25, \$50, \$150 provide for beneficiaries?
- Impact videos from staff, board, volunteers or beneficiaries
- Report how the money was spent, as accurately as possible
- Send a photo, video or email sharing a story of an individual their donation helped

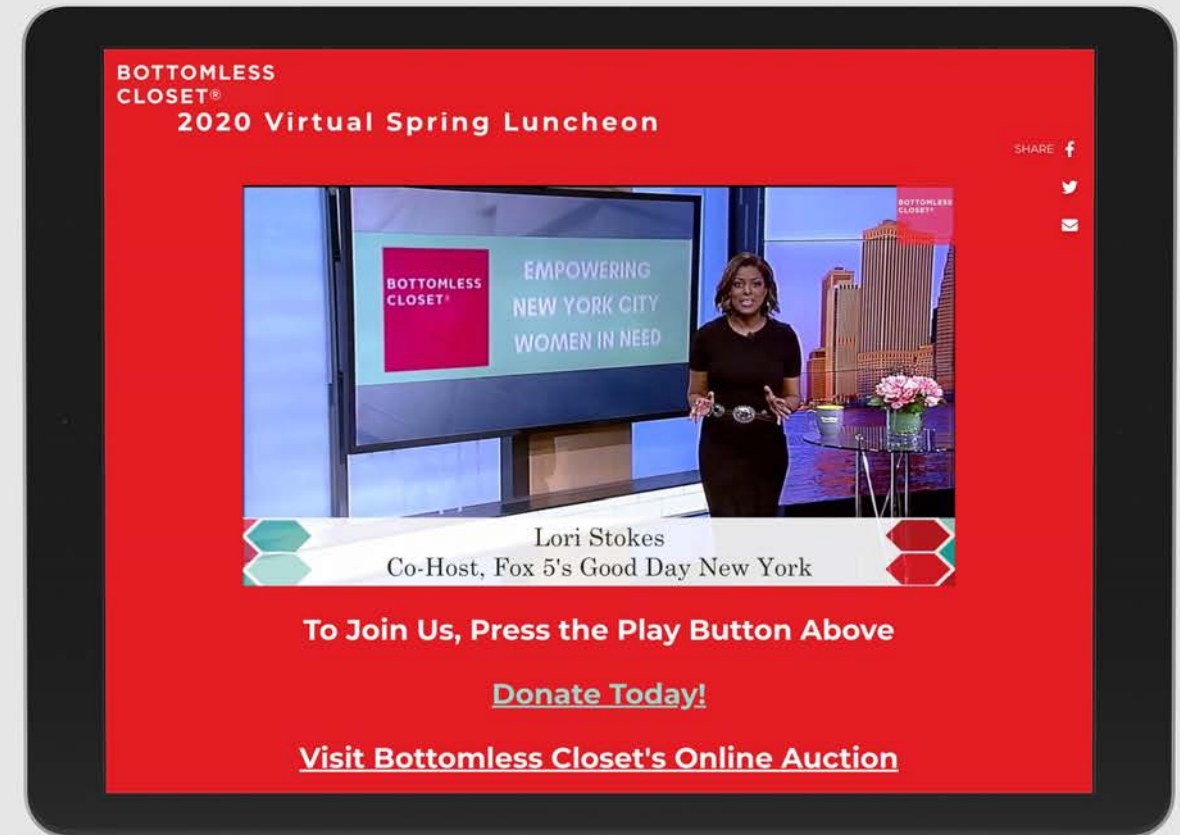
98% of people donate to a cause because of impact



Storytelling Strategies:

Don't Miss the Details

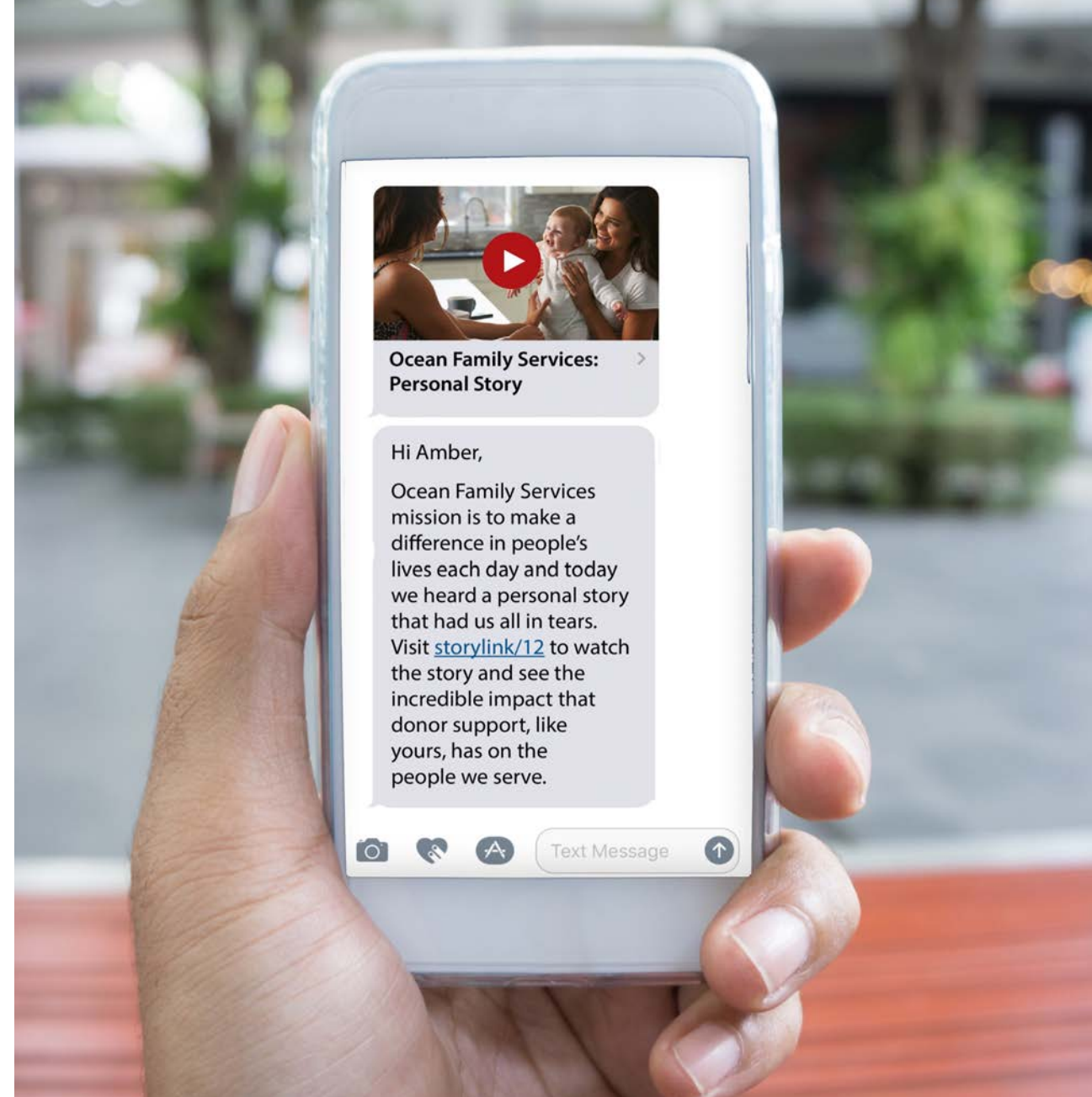
- Share your program mission and problem solved
- Share what is at stake
- Share what has changed/or will change
- Share ways to see changes and how to connect
- Share how your mission has and will continue to grow



Storytelling Strategies:

It's All in the Delivery

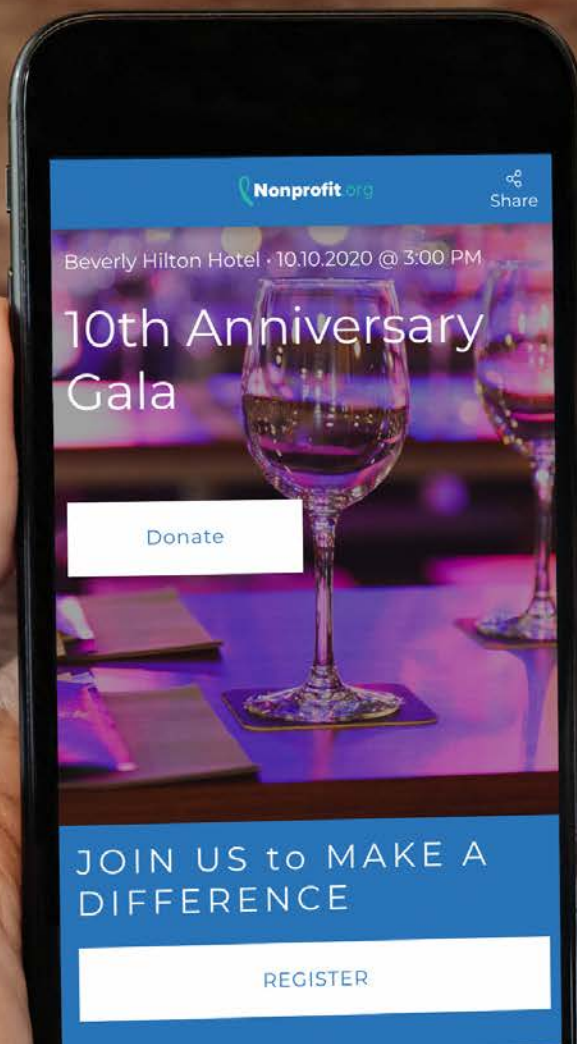
- **Your story:** can be any size to fit any format
- **Your story:** can be broken into smaller, bite sized communications
- **Your story:** doesn't have to be in order, but don't skip any components
- **Your story:** should include an authentic appeal



Now that we've explored some expert storytelling strategies, let's look at **how to use them to maximize your Year-End Giving results.**



STORYTELLING TOOLS TO BOOST YEAR-END VISIBILITY AND GIVING



Bonus: MobileCause's Event Page is **optimized for mobile** and increases campaign conversion rates

Storytelling for Year-End Tools: Event Page

All your storytelling and campaign details in one place

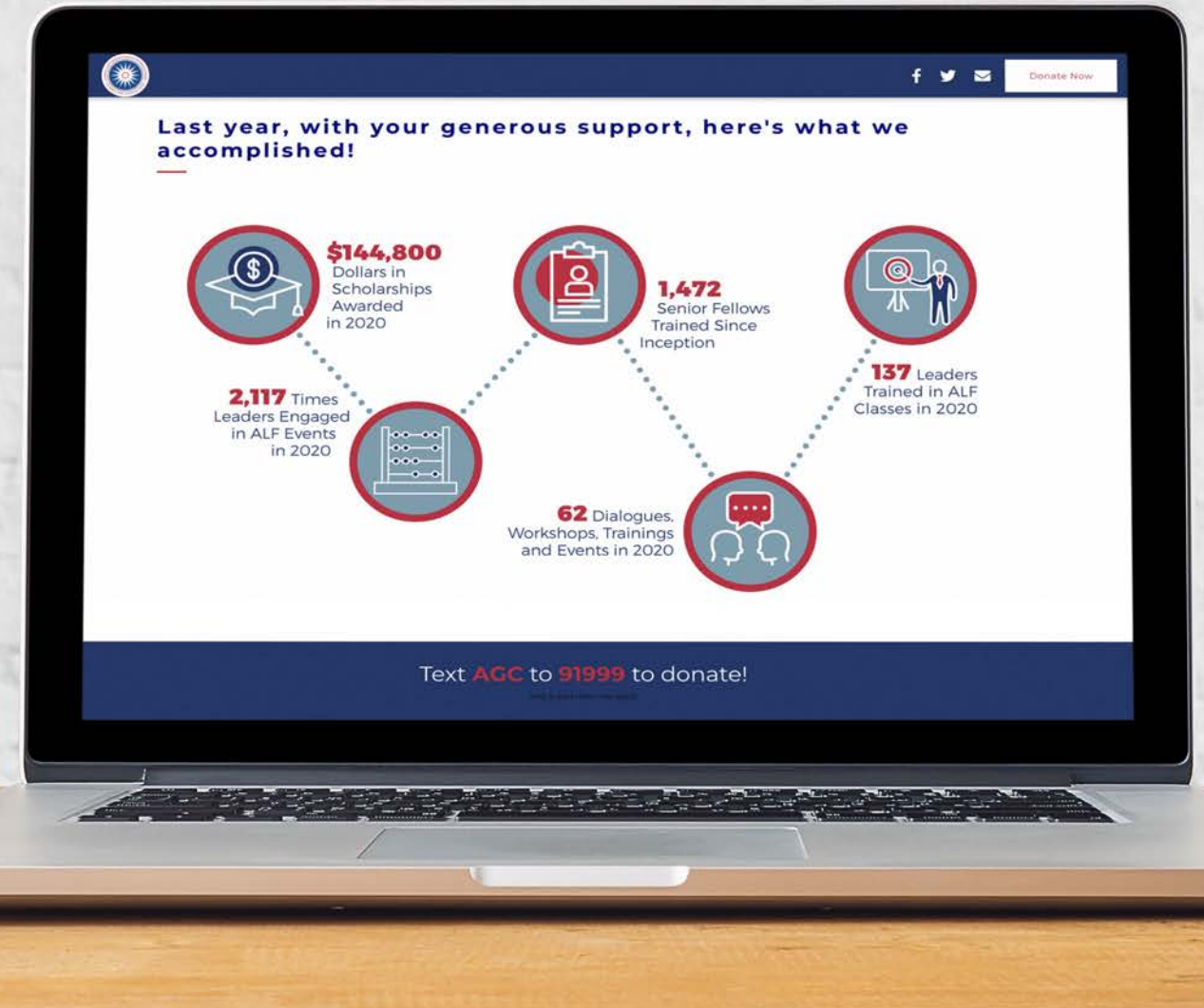
- Tells the story of your mission and organization
- Hero image draws audience into narrative
- Shares the difference donors can make through impact metrics
- Showcases livestream or pre-recorded videos
- Supports multiple calls-to-action: donate, volunteer, sign up

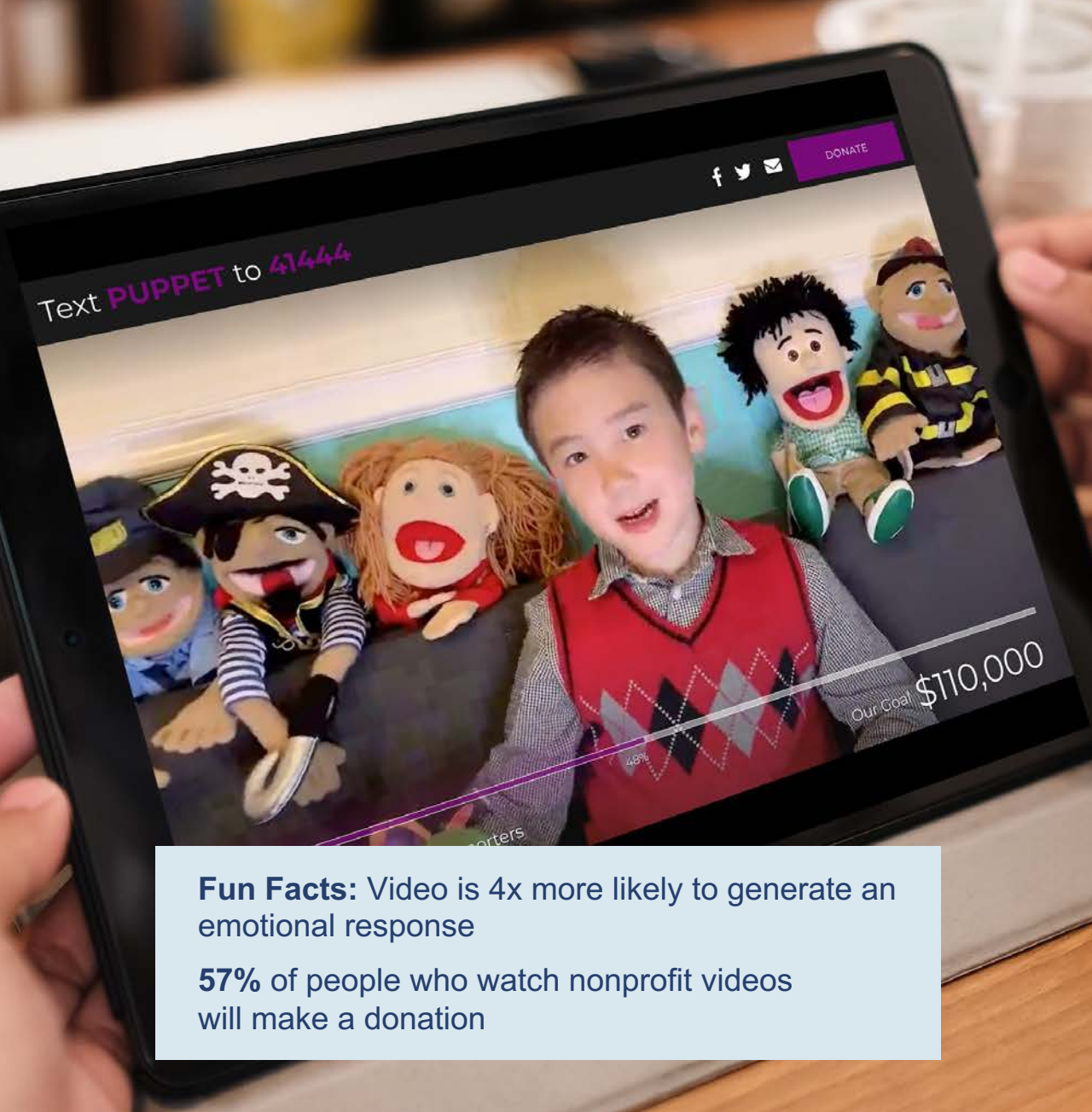
Event Page

Storytelling in Action:

The American Leadership Forum

- Showcased compelling imagery
- Personal video message from campaign chairs
- Progress circle and donor wall lets donors share in success/resolution
- Giving levels share specific impact metrics
- Shared impact infographic of last year's accomplishments





Fun Facts: Video is 4x more likely to generate an emotional response

57% of people who watch nonprofit videos will make a donation

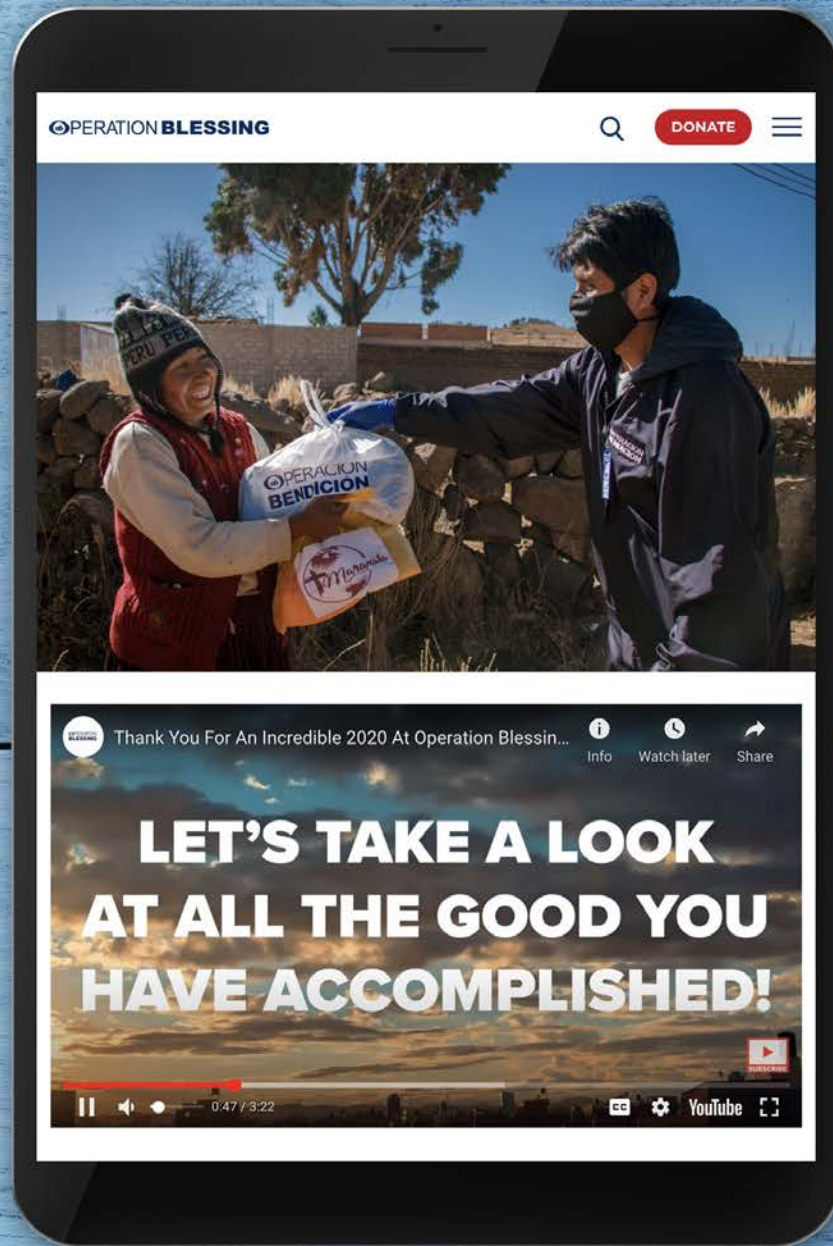
Storytelling for Year-End Tools:

Video and Livestream

Tell the story of your organization and beneficiaries with heartfelt videos

- Videos can show: 'behind the scenes,' 'day in the life,' or 'program in action'
- Livestreaming feels in-the-moment and creates personal connection
- Share your livestream or shorter videos on social media
- Add link to livestream or final event video in text messages and emails

Sources: Nonprofits Source and Brightcove



Video and Livestream Storytelling in Action: Operation Blessing

- Nails their main structure: Connection-Character-Conflict-Resolution-CTA
- Sets donor up as hero and partner: “look at what you have accomplished”
- Used compelling and emotional imagery
- Showed program in action
- Introduced beneficiaries’ journeys



Storytelling for Year-End Tools:

Text Message

This personal communication tool helps get your story seen and heard. Try sending:

- Milestones your nonprofit has reached
- Updates on beneficiaries, fundraising progress or specific Year-End initiatives
- Show how Year-End gifts are being used
- Remind donors of urgency during last few days of the year

98% of text messages are read

90% of texts are read within 3 minutes of being sent

Source: Gartner

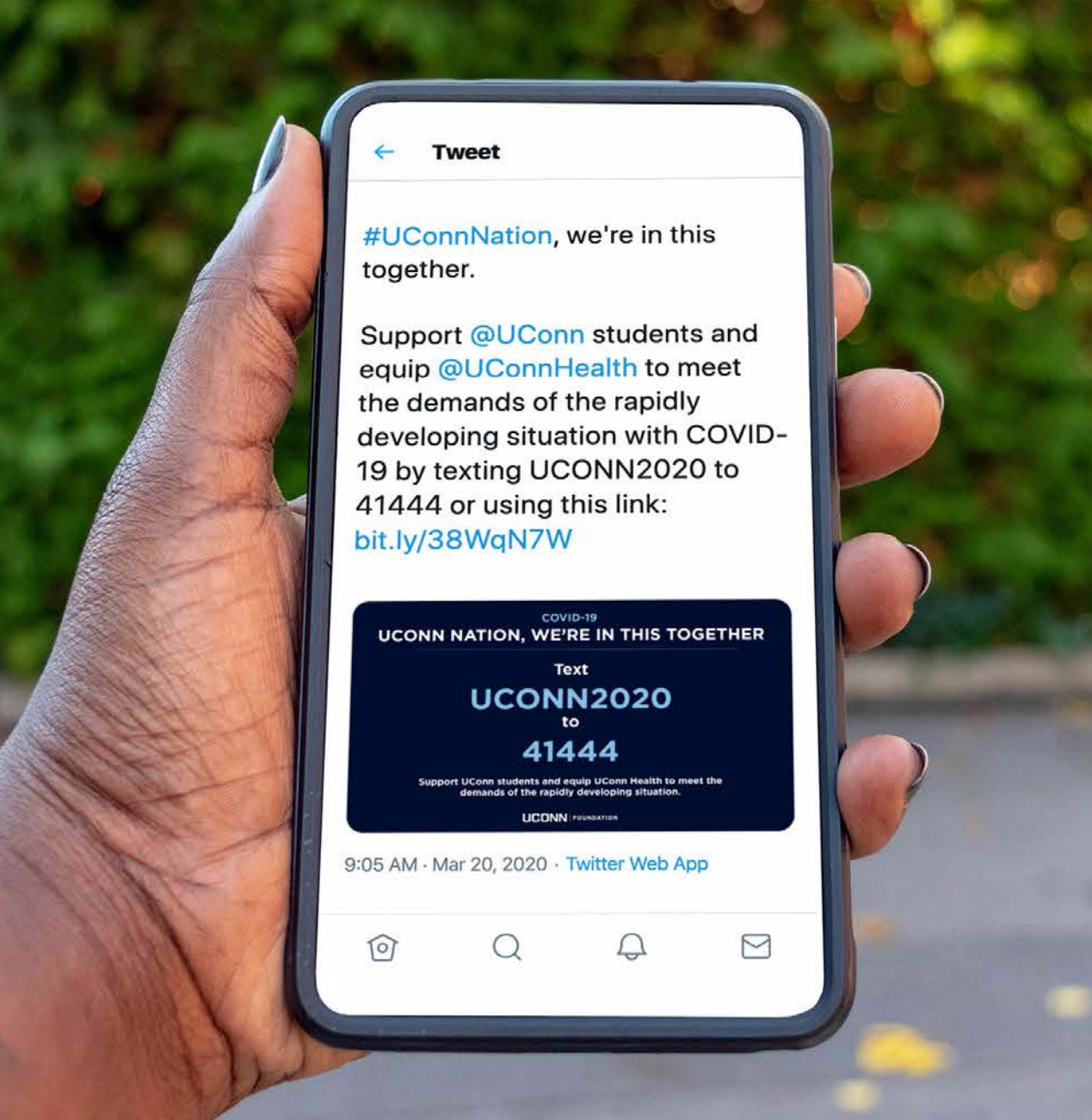


Hi Amber,

Ocean Family Services mission is to make a difference in people's lives each day and today we heard a personal story that had us all in tears. Visit [storylink/12](#) to watch the story and see the incredible impact that donor support, like yours, has on the people we serve.

Text Message Storytelling in Action: Ocean Family Services

- Makes it personal by using first name
- Introduces mission
- Shares a story that creates an emotional impact
- Uses video as a call-to-action and to inspire support



Storytelling for Year-End Tools:

Social Media

Share stories across social platforms in different ways:

- Use compelling and powerful imagery
- Add text that tells of the fight for your mission
- Tag donors, volunteers, board members and ambassadors
- Share fundraising progress
- Increase engagement with impact stats and hashtags

Fun Fact: Video on social media generates **1,200% more** shares than text and images combined

Source: Wordstream



All Against Abuse Retreat

October 24 at 9:40 AM · 🌐

"I was the mom who made cupcakes for the class party. I was the woman who smiled and said hello to you at the grocery store. I was that woman who lived next door to you. I was that woman who had the police called to her home more than once.

Learn her story of survival at <https://allagainstabuse.org/i-was-the-woman-next-door/>



Social Media Storytelling in Action: All Against Abuse Retreat

- Places beneficiary's journey front and center
- Puts a face and voice to their cause
- Creates a deep connection by using her own words
- Makes her story universal – this could be any woman, mom or neighbor



Posting Schedule for the Last Days

2+ posts/day **December 26-28**

5+ posts/day **December 29-31**



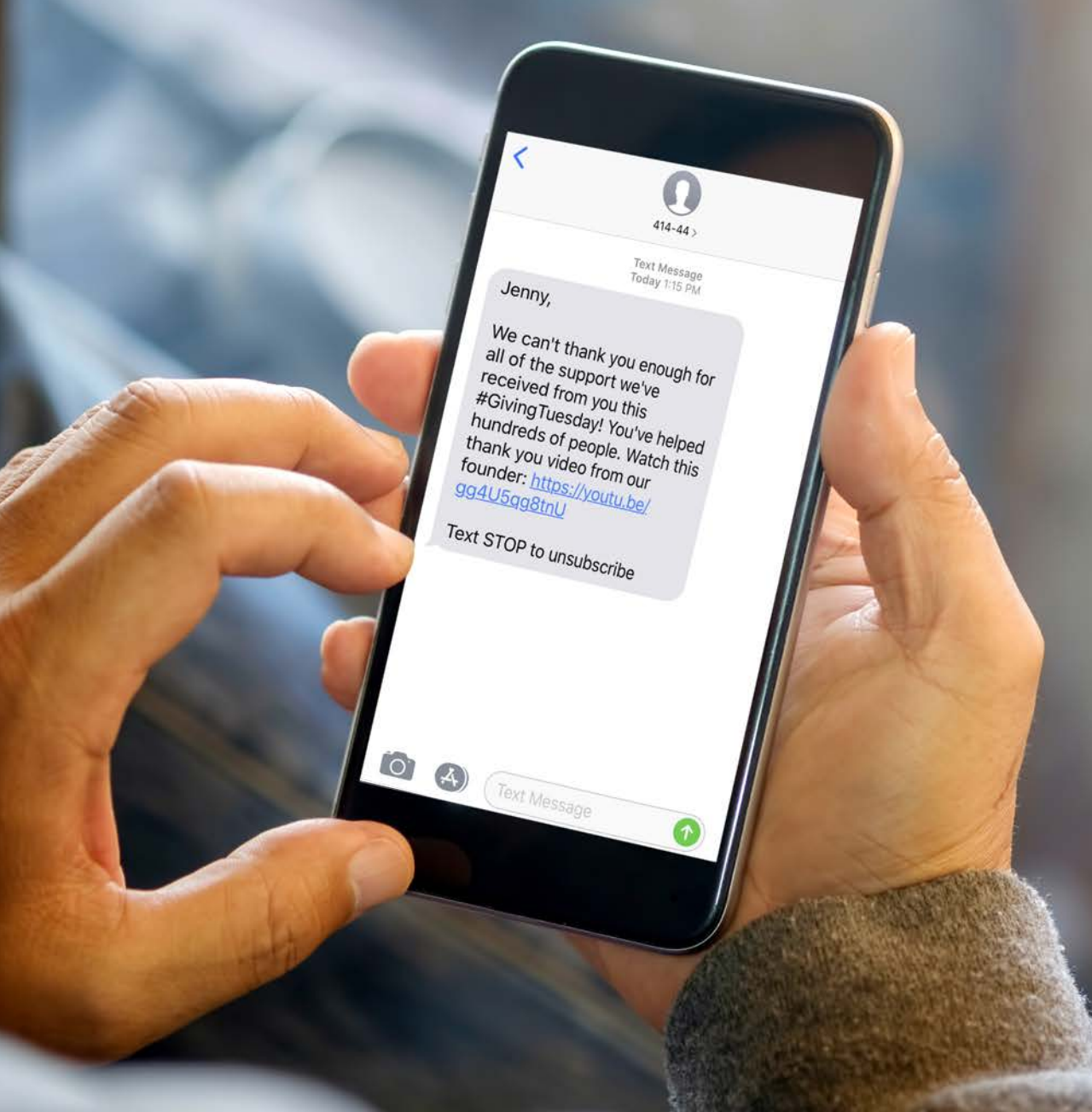
Social Media Strategies for Year-End Giving

- **Facebook:** info about your organization, updates on progress towards goals, videos of impact with text-to-donate keyword and shortcode, acknowledging and tagging donors
- **Instagram Stories:** updates on campaign, programs for 2022, how funds will be used, thank donors, express appreciation and gratitude for support
- **Instagram Feed:** photos of your program in action, year in review pictures, quotes and stats of your impact
- **Twitter:** photos of your work in action, polls, retweets and replies, infographics showcasing impact of donations



Social Media Storytelling in Action: Catskill Animal Sanctuary

- Introduces their character
- Tells specific story of their day-to-day life
- Endears their cause to donors
- Shares impact of giving



Storytelling for Year-End Tools:

Thank Yous and Follow Up

Thanking donors reinforces your connection and continues the story of your cause.

Your Thank You Should Be:

- ✓ Personal
- ✓ Timely
- ✓ Heartfelt and Genuine
- ✓ Demonstrate Impact of Giving
- ✓ Showcase Results from Campaign

First-time donors who receive a personal thank-you within 48 hours are four times more likely to give again.

Thank you to all of our partners who joined us in 2020. Because of partners like you we are able to continue sharing hope to moms around the world and cover more children in prayer. Together, we will be able to expand our podcast, continue providing resources and translations of our prayer booklets to support our moms across the globe. Thank you for helping to share hope and joining us!

momsinprayer.org



Thank You and Follow Up Storytelling in Action:

Moms in Prayer International

- Cultivates gratitude
- Showed how giving allows their story to continue
- Shared specific impact of giving during their Year-End campaign

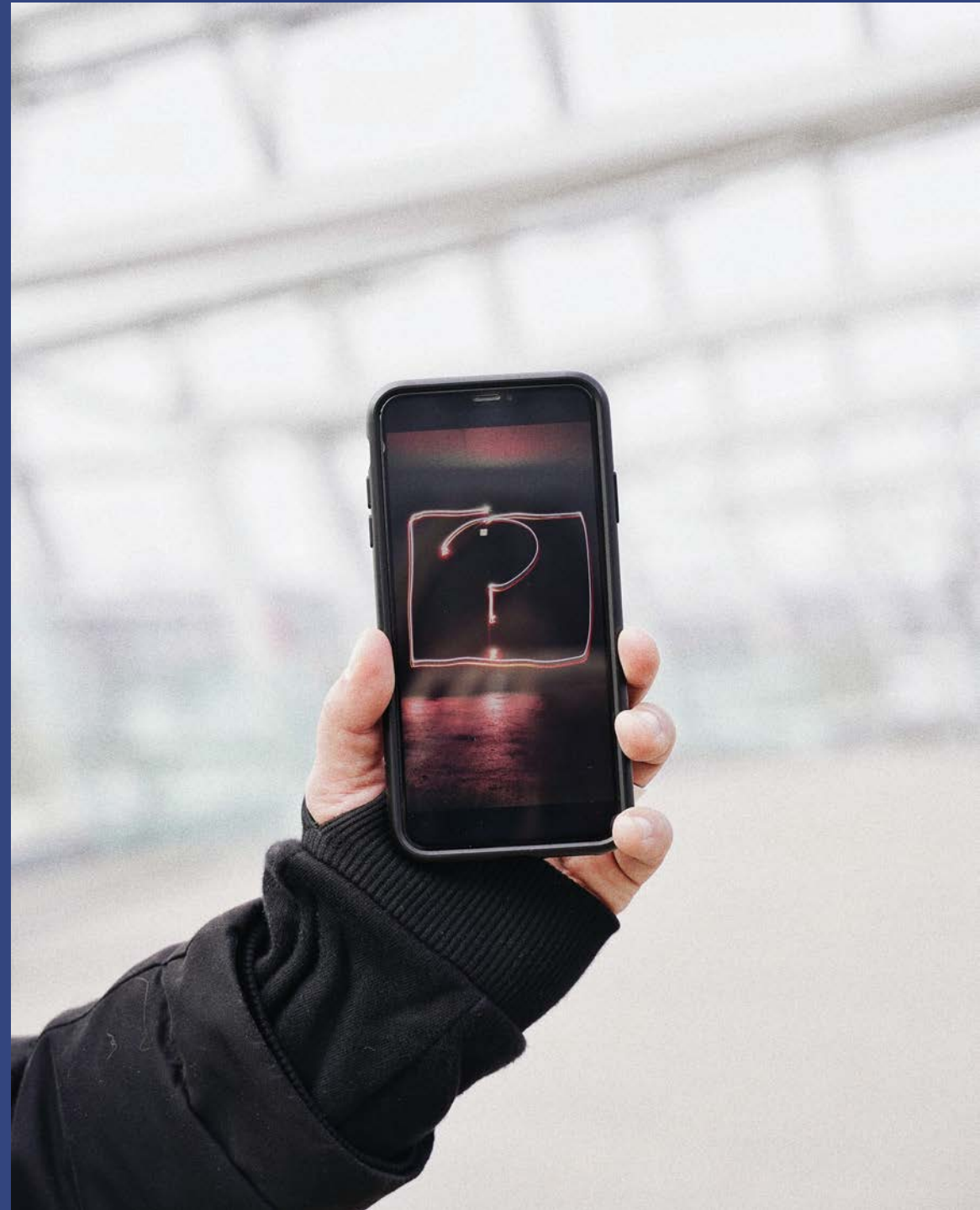
We hope you put these **storytelling principles and tools** into action to help motivate your audience and exceed your fundraising campaign goals.

QUESTIONS & ANSWERS



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Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



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Customer Support Team:
support@mobilecause.com