

Storytelling for Impact

Presented by Kiersten Hill
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Nebraska's
First B Corp™





Kiersten Hill

Director of Nonprofit Solutions

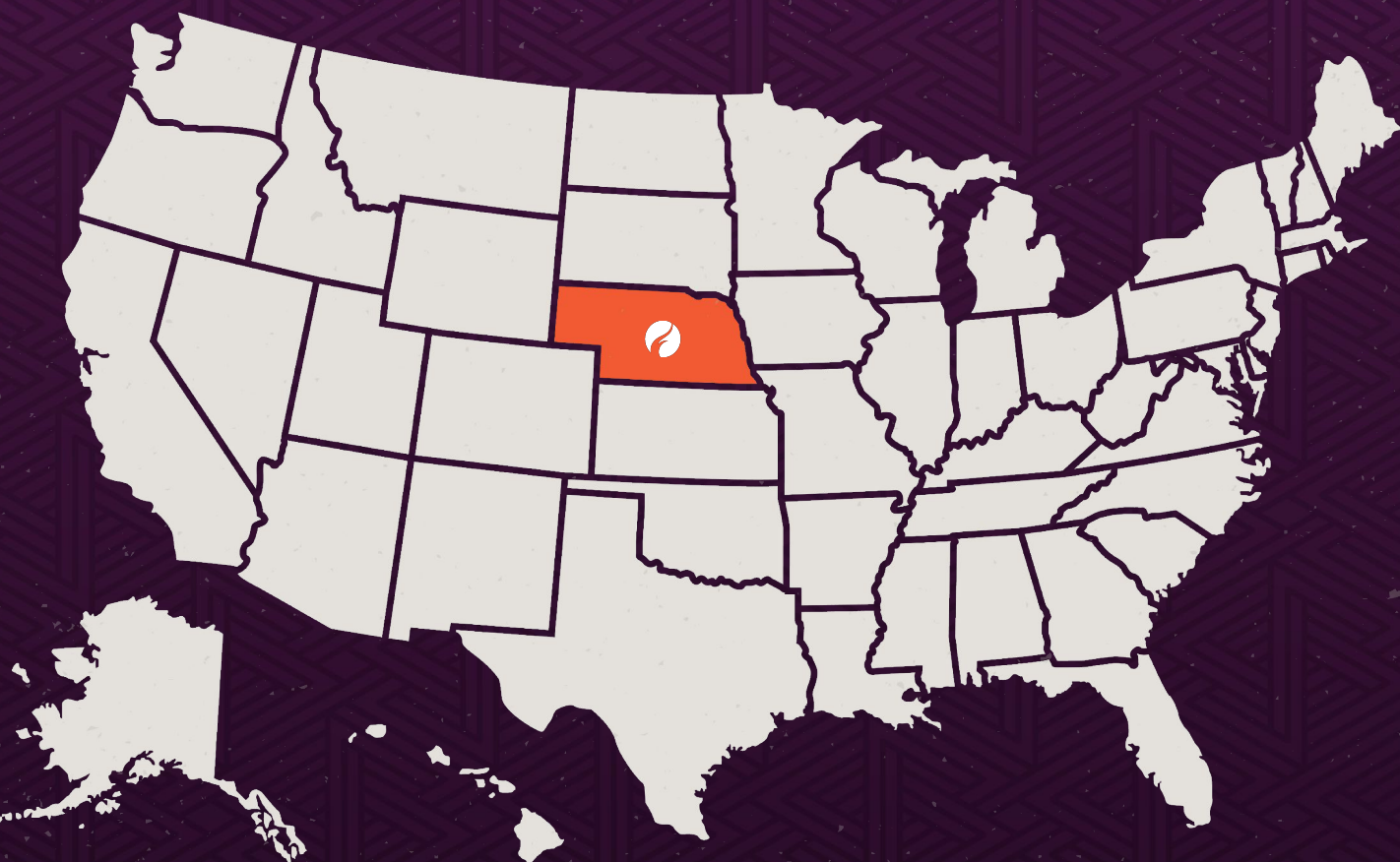
 877.447.8941

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Firespring provides strategic guidance activated through creative solutions in marketing, printing and technology to help businesses and nonprofits prosper.

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WE LEVERAGE OUR

**PEOPLE,
PRODUCTS
& PROFIT**

→ TO DO

**MORE
GOOD**

1% of

our profits

(top-line revenue
donated to NPOs)

2% of

our products

(in-kind products
and services)

3% of

our people

(volunteer 1 day
per month)

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Storytelling for Impact

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If you're posting today:
#poweredbypurpose
@firespring

- What is Storytelling & Why It's Important.
- 7 Benefits of Nonprofit Storytelling.
- Creating Your Brand Voice & Tone.
- 7 Elements of Great Stories.
- Storytelling in Action.
- 12 Ways to Up Your Storytelling Game.
- Action Steps | Q&A





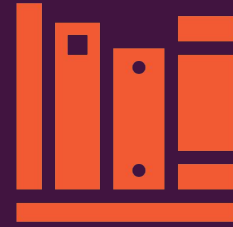
What is storytelling?

The art of sharing narratives to engage your audience, deliver messages, information and knowledge in a subtle, yet entertaining, way.



7 Benefits

of Nonprofit Storytelling



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7 Benefits of Nonprofit Storytelling



1

Shares your truth.

“The average American family of four uses 400 gallons of water per day. Helen’s family was divvying up 10 gallons.”

Charity Water

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STORIES FROM THE FIELD

What Helen Taught Us

She told us that clean water made her feel beautiful then. Her story is even more beautiful today.



by Tyler Riemer & Beki Watts



When [we first met Helen in 2009](#), her community had just received a hand pump in the middle of their village.

For decades, Helen had spent most of her days walking and waiting to collect water. It was such a time-consuming process that she could only manage to bring home two Jerry Cans per day.



7 Benefits of Nonprofit Storytelling



2

Establishes relationships
and draws people in.

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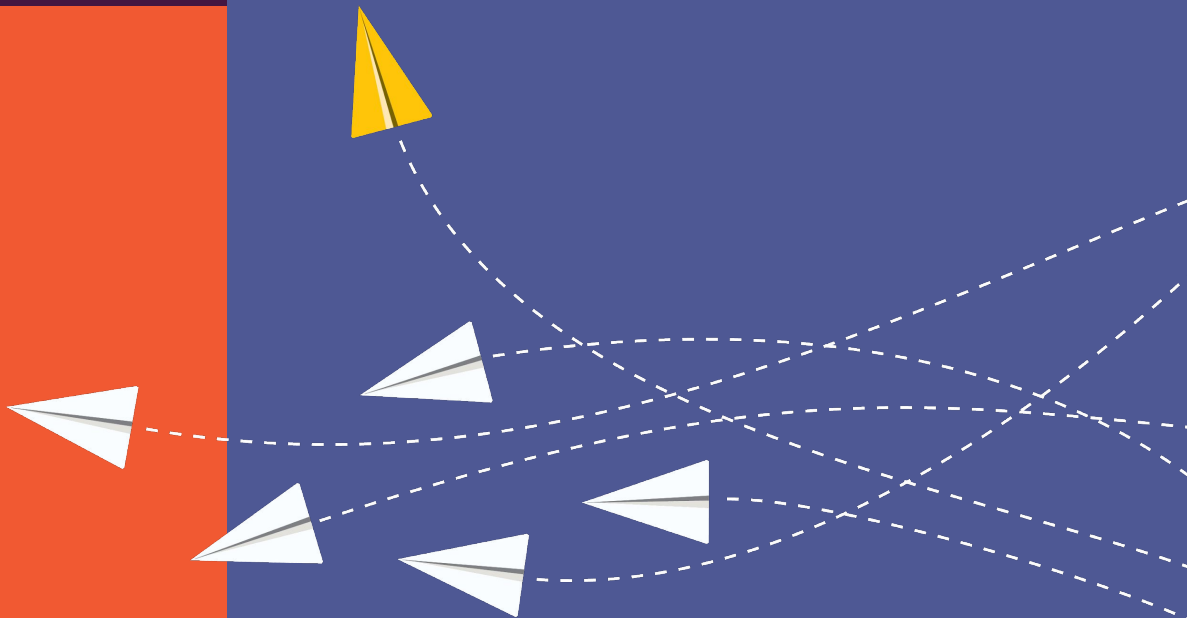
7 Benefits

of Nonprofit Storytelling



3

Sets you apart.



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7 Benefits of Nonprofit Storytelling



4

Drives action.

- ✓ Raise funds
- ✓ Increase conversion
- ✓ Educate
- ✓ Build trust
- ✓ Say thank you
- ✓ Grow following
- ✓ Subscribe
- ✓ Volunteer
- ✓ Register

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Hunger Blog » Responding To Hurricanes On The Gulf Coast And In The Southeast

Responding to hurricanes on the Gulf Coast and in the Southeast

October 29, 2020
by Paul Morello

What's Happening?

In just over two months, the Gulf Coast and the Southeast have been devastated by four powerful hurricanes.

The most recent storm, Hurricane Zeta, moved across the Southeast on Thursday, October 29, leaving behind a trail of damage. Two million homes and businesses were left without power after destructive winds and rain.



Making a difficult situation even worse, many of the impacted communities were rebuilding from Hurricane Delta earlier this month, Hurricane Sally in September, and Hurricane Laura that made landfall in late August. These storms caused record flooding and led to thousands being evacuated from their homes.

How are Feeding America and local food banks responding?

Feeding America is working with food banks in Louisiana, Alabama, Florida, Texas, and Arkansas to mobilize our disaster response to ensure people impacted by all four hurricanes have the food and resources they need.

At this time, food banks in the impacted areas are working to provide necessary food to their communities. As the extent of damage and need becomes clearer, Feeding America and local food banks will continue providing meals and additional resources to support our neighbors in need.

In the wake of all the natural disasters this year, Feeding America continues to work closely with a network of national emergency response organizations such as the FEMA National Response Coordination Center, National Voluntary Organizations Active in Disaster, and the American Red Cross, as well as member food banks and local emergency officials.

How can I help?

- **Donate to Feeding America's Disaster Response Fund.** While our neighbors along the Gulf Coast and the Southeast were already dealing with a challenging time, Hurricanes Zeta, Delta, Sally, and Laura have further upended the lives of millions of people. Ensure local food banks can respond in the wake of the storm by [supporting Feeding America's disaster response fund](#).
- **Donate to food banks in the impacted area.** Donating funds is the most efficient way to support affected food banks as they respond to the need after a disaster. From purchasing extra food to putting gas in trucks, a monetary donation goes a long way at the local level. [Find local food banks and donate.](#)
- **Follow affected food banks on social media.** Local food banks will know what they need most to respond to in their community. Whether that's food, funds, or volunteers – watch their social channels to learn the best way to make a local impact.

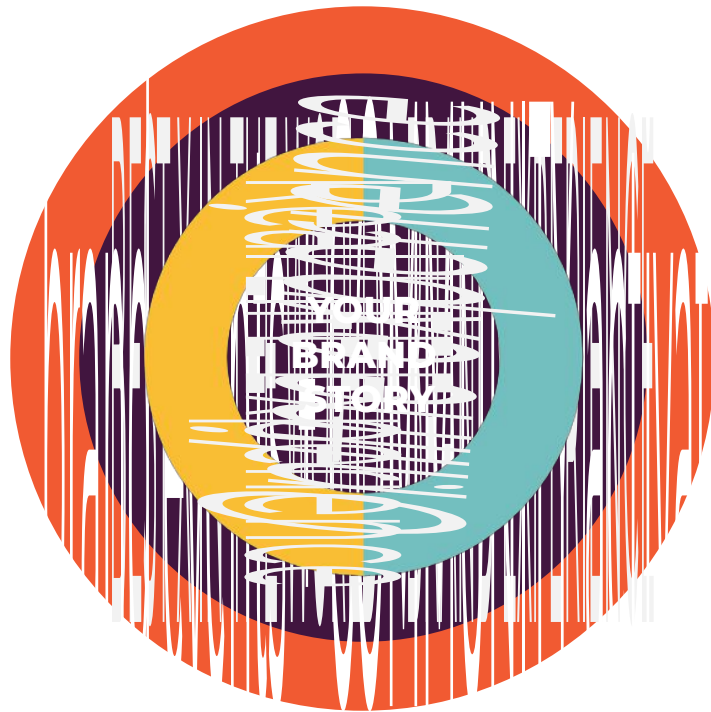




5

Informs everything.

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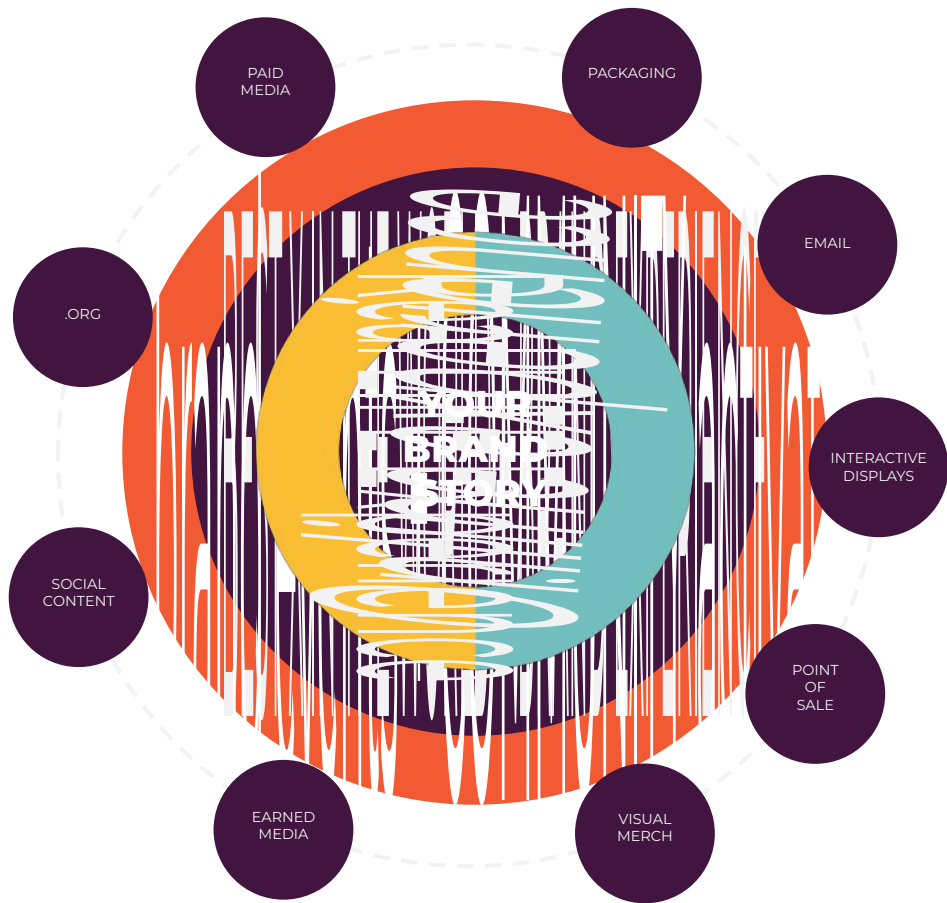
7 Benefits of Nonprofit Storytelling



6

Extends reach.

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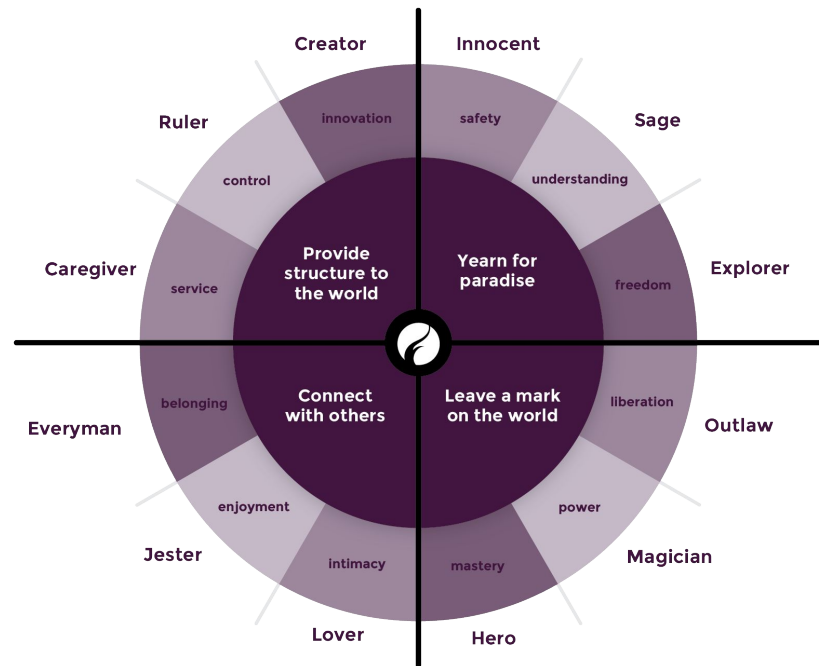


7

Builds your personality:

- ✓ What do you do?
- ✓ What does it take to do it well?
- ✓ What do you want to be known for?

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Defining Your Brand Personality

Voice

Your brand personality described in an adjective (e.g., lively, positive, cynical, professional, bold, serious, youthful, whimsical, spiritual, rebellious, etc.)

Tone

A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.

You have **one** brand voice and **many** tones that refine that voice. Voice is your mission statement. Tone is the application of that mission.



Defining Your Brand Personality



An illustration of a red and white plaid bag with a yellow and brown strap, spilling several green and white dollar bills. The background is a teal color with a faint, repeating pattern of white circles and lines.

Economic Impact of Storytelling

Storytelling is **22x** more memorable than facts. *(Forbes)*

56% of nonprofit followers on mobile and social networks take further action, primarily making a donation, after reading a compelling story published by a nonprofit

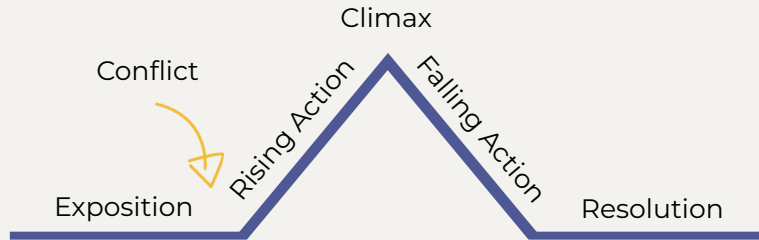
(Mansfield, H. Mobile for good: A how-to fundraising guide for nonprofits)

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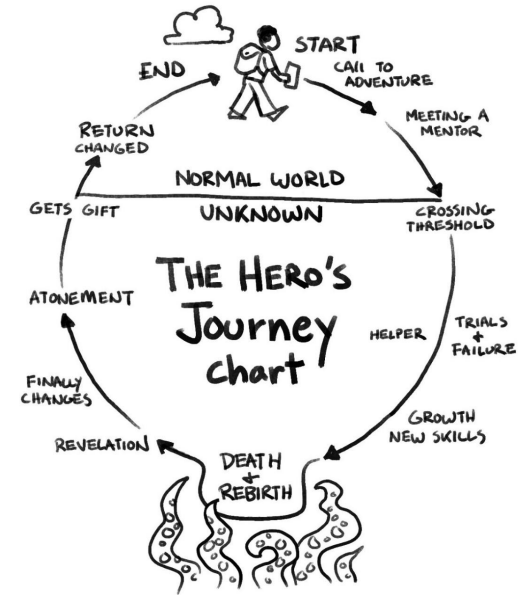


2 Main Story Structures*

Freytag Pyramid



The Hero's Journey



Source: Joseph Campbell

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7 Elements of a Great Story



1

7 Elements of a Great Story



The Hook

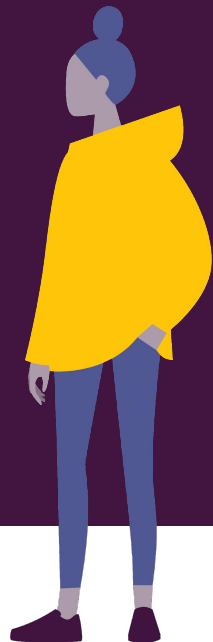
- ✓ Needs to capture your audience's attention in the first few seconds

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2

7 Elements of a Great Story



The Protagonist

- ✓ An individual (not a group) who helps your audience relate to your story
- ✓ Affected by the cause or problem
- ✓ Use personas to give this character depth



3

7 Elements of a Great Story



The Emotion

- ✓ Makes them feel something
- ✓ Appeals to your audience
- ✓ Compels them to engage



4

7 Elements of a Great Story



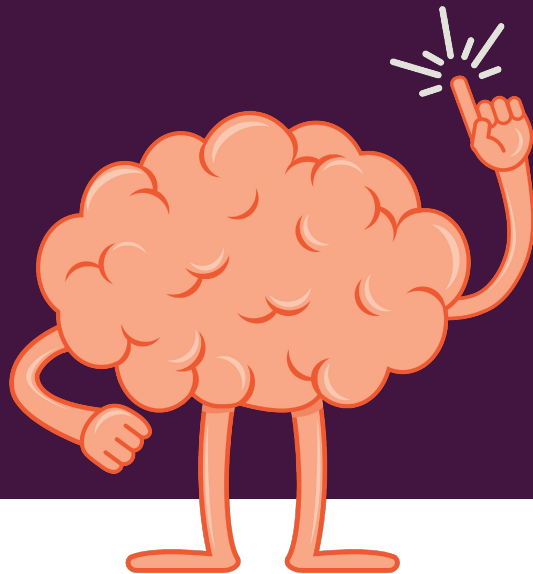
The Villain

- ✓ What is the problem?
- ✓ Who or what is causing it?



5

7 Elements of a Great Story



The Logic

- ✓ Why does this issue matter?
- ✓ What happens if you don't solve the problem?



6

7 Elements of a Great Story



The Guide

- ✓ How does your mission provide a solution that solves the problem?

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7

7 Elements of a Great Story



The Hero

- ✓ Your supporter or audience
- ✓ A call to action that brings your audience into the story to create a desired impact

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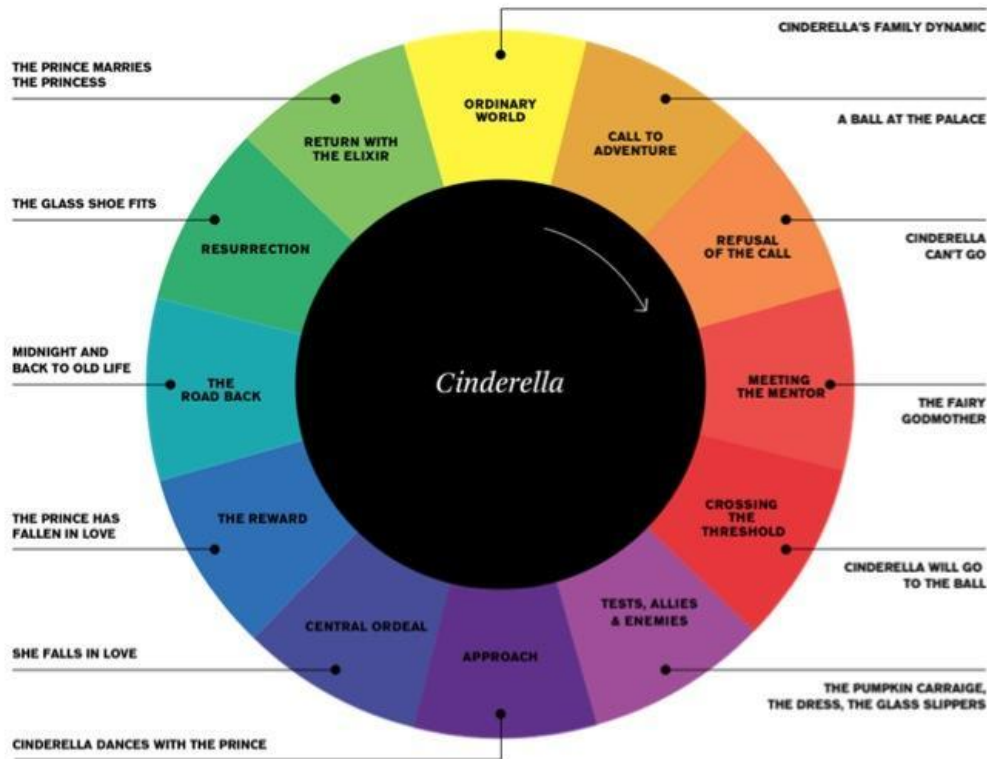


Telling Your Story

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The Hero's Journey



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Keep it Simple

The StoryBrand Framework



BRANDSCRIPT
SCRIPT

At _____ we know that you want to be (a/an) _____

_____. In order to do that, you need _____ . The

problem is _____ which makes you feel _____

_____. We believe _____

We understand _____ which is why we _____

Here's how we do it: 1. _____ 2. _____

_____ 3. _____

So, _____ . And in the meantime, _____

_____ . So you can stop _____ and instead

_____ .

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One-Liner to Bring it Together

Hint: A second-grader should be able to understand and remember it.

1	The Problem	Main pain point you solve
2	The Solution	What you do to solve it
3	The Result	What positive experience will occur as a result

In Action

“There are thousands of people in our area without access to affordable housing. At Habitat for Humanity, we help local families with home construction or repair to ensure access to safe, sustainable and affordable housing. When families have homes, they’re safer, happier, healthier and better able to be a thriving part of our community.”



Where to Find Stories



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1

Your Founding

2

People You Serve

3

Your Donors & Funders

4

Your Volunteers

5

Your Staff & Board

6

Your Sponsors & Vendors

7

Your Community



Where do people prefer to see stories?



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1

The brand's website, blog or e-newsletter

2

Website advertising

3

Social media advertising

4

Social media account

5

Shared by a friend

6

A blog they read

7

Messaging app

Source: Headstream



BLOG

EMAIL
OPT IN

DONATE

YOUTUBE CHANNEL

VOLUNTEER

Most nonprofits send
visitors away to engage
instead of keeping them
on the website.

PHOTO
GALLERY

EVENT
REGISTRATION

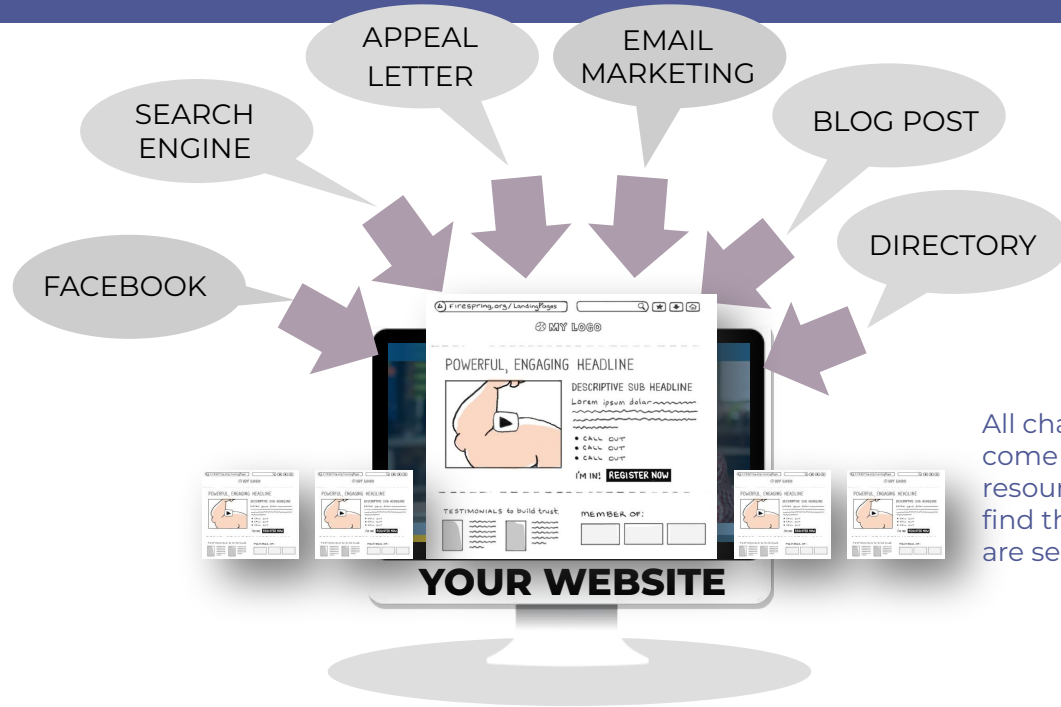
ANSWER OUR SURVEY

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TELLING YOUR STORY

Your Website



All channels of your story should come from your website. This is the resource for all your supporters to find the story and information they are searching for.



Your Website

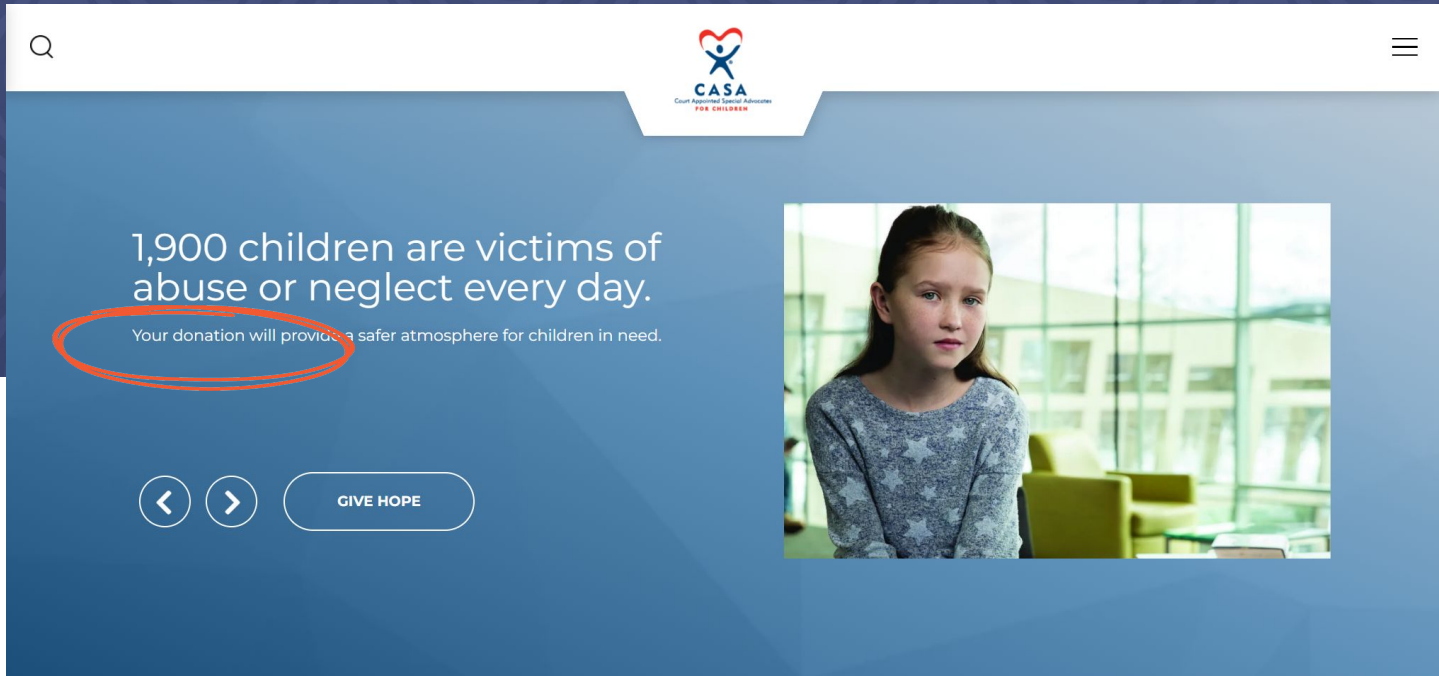
1	Spotlights	Rotating images on your website homepage that feature a call to action. Can be easily edited through a content management system.
2	Blogging	Tell your story in a designated feed featured within your website. Invite your community to participate as guest writers.
3	Landing Pages	The most powerful tool on your site. A page for donors to land with no navigation and a singular call to action.
4	News & Events	Keep constituents in the know and make sure they have time to plan their support for you and spread the word to their network.

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TELLING YOUR STORY

Website



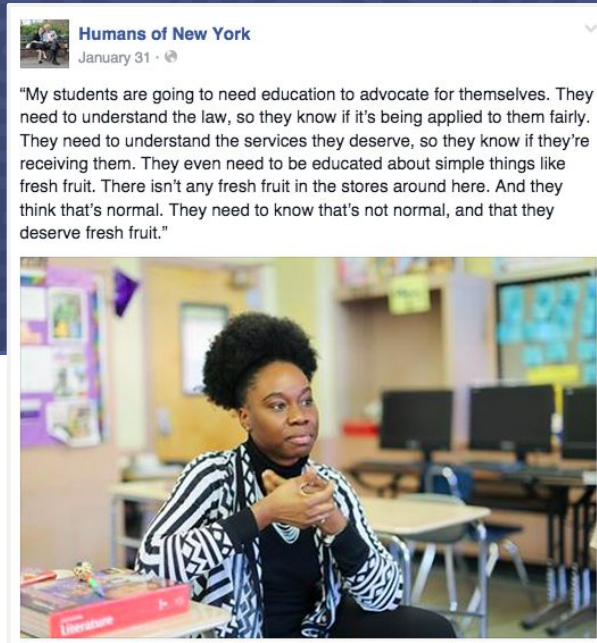
Stats & Stories

CASA



TELLING YOUR STORY

Facebook



Single Post Stories

Humans of New York

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TELLING YOUR STORY

Facebook



Leverage influencer marketing where you can. Bernie Sanders' sweatshirt and t-shirt sales raised several million dollars benefiting Vermont Meals on Wheels program.



Look for influencers among:

- ✓ Existing supporters
- ✓ Leaders already involved in your cause
- ✓ Existing followers
- ✓ Board members

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Single Post Stories

Lincoln City Libraries



TELLING YOUR STORY

Facebook

Illustrate different parts of your story, characters, places and activities associated with your purpose.

Capital Humane Society

Tails & Trails Pet Festival 2023

Following Grid view Feed View

1 Post · 79 Items · 1 Contributor · 3

Jennie Cole-Mossman and 41 others 3 shares

Like Comment Share

Write a comment...

The screenshot shows a Facebook post from the Capital Humane Society. The post is titled "Tails & Trails Pet Festival 2023" and is categorized as "Following". It features a grid of 18 photographs showing various scenes from the festival, including people interacting with dogs, dogs playing, and people walking dogs. The post has 1 Like, 1 Comment, and 3 Shares. The interface includes options for "Following", "Grid view", and "Feed View". At the bottom of the post, there is a comment section with the text "Write a comment..." and icons for commenting, liking, and sharing.

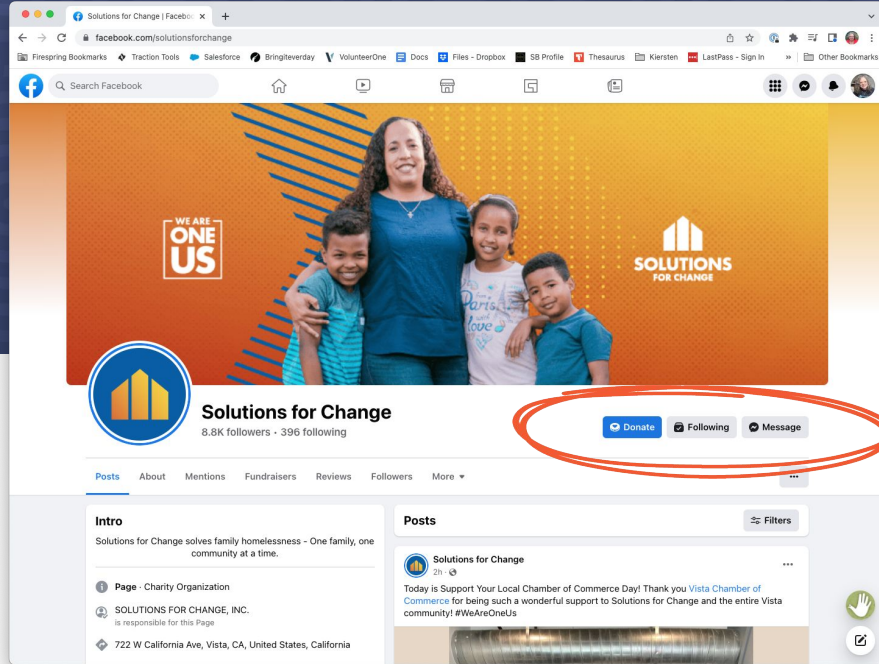
Encourage engagement like 'Tag yourself!' can increase your reach.

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TELLING YOUR STORY

Facebook



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Add a Call to Action

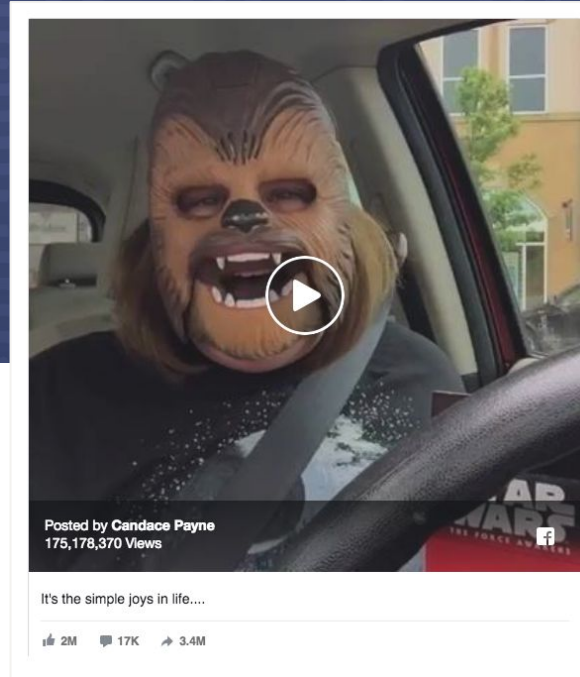
Solutions for Change



TELLING YOUR STORY

Facebook

"Chewbacca Mom" was the most watched Facebook Live in 2016



Setup: Introduction of the video where she describes her trip to Kohl's

Confrontation: Build-up as she unboxes the Chewbacca mask

Resolution: Climax where she laughs uncontrollably



Live Videos
Candace Payne

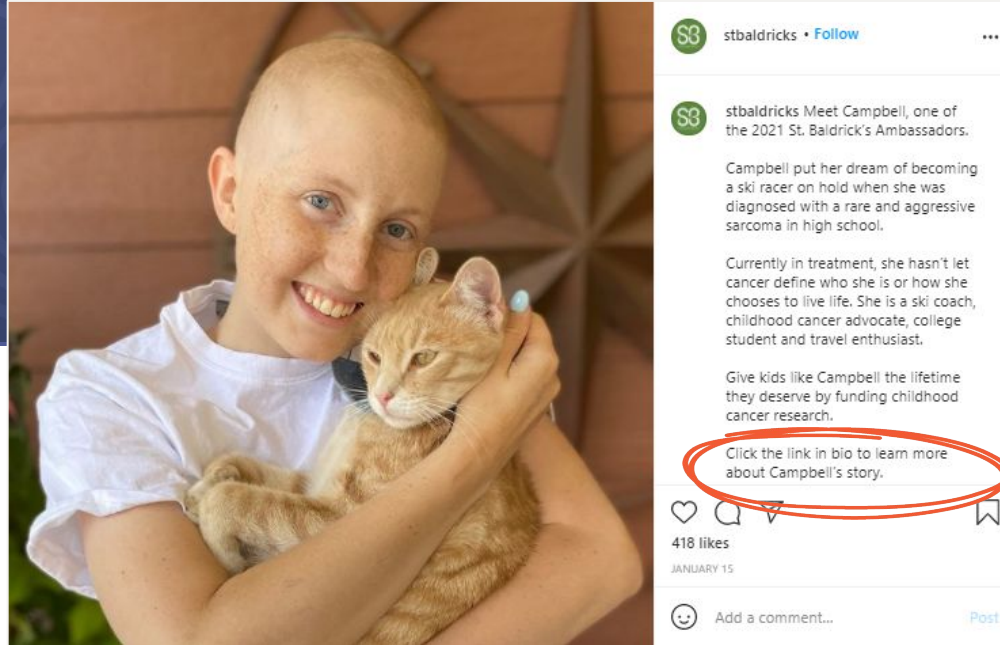


TELLING YOUR STORY

Instagram

Use calls to action with “link in bio.”

Encourage engagement with polls.



Great format for short and long form stories.

“See More”: Swipe up available for 10k followers + or verified accounts



Posts & Stories

St. Baldrick's Foundation



Annual Report

Opening Doors to Education



Tumaini Tutor School in 2021



Tumaini Tutor School provides free education supplementing public school for 200 orphaned students six days a week. Our retention and pass rates continue to exceed national averages:

- 90% student retention rate (7% moved, 2% child labor, 1% pregnancy)
- 100% of Grade 7 students passed their "Primary School Leaving Exam" to enter Secondary School
- 100% of Secondary School Graduates passed their Final National Exams



The Tumaini Nutrition Program provided over 11,000 meals of eggs, porridge, fruit, and bread, purchased from Health & Hope Women's Business Groups. Meals helped impact typical hunger and pandemic induced food insecurity.



Tumaini Tutor now has 10 computers and internet access! 100 students grades 5 and up are now happily enrolled in online keyboarding class. Learning computer skills is rare in public schools. As Tanzania develops, Tumaini students will have an advantage on the job market.



STORY SPOTLIGHT

Uniform Lending Library

A uniform and proper footwear are required to attend public school in Tanzania. This becomes a barrier to education for vulnerable students who lack access to resources. Families often have to choose between buying shoes and the school uniform. So, we came up with a solution: Create a Uniform Lending Library!

In 2021 donors raised funds to establish a sustainable Uniform Library. This will enable all Tumaini students to attend public school in 2022 and beyond, borrowing as they grow. Additionally, sourcing local materials and hiring tradespeople to make the clothing and shoes provides income for 10 families, boosting the local economy.

"Without a uniform I could not join school. When I saw students pass on their walk to school, I felt ashamed. I wanted to hide. I want education more than anything. Now I can go to school proud and freely. Thank you for my uniform."

"At school uniform check my brother and I shifted places with students in line, hiding our feet without proper school shoes so we would not be sent home. Now we will enjoy inspection, with our school shoes we will dance freely for all to see!"

"I feel proud. I am like a royal now! Before, my skirt was not right and I was sent home. I love school. I love my strong beautiful skirt. Thank you!"



MORE STELLAR STATS FROM THE HEALTH & HOPE FOUNDATION IN 2021



4 post-secondary sponsorships

were awarded to students who are studying medicine, nursing, teaching, and mechanics.



10 teachers

were given financial support and teaching supplies.



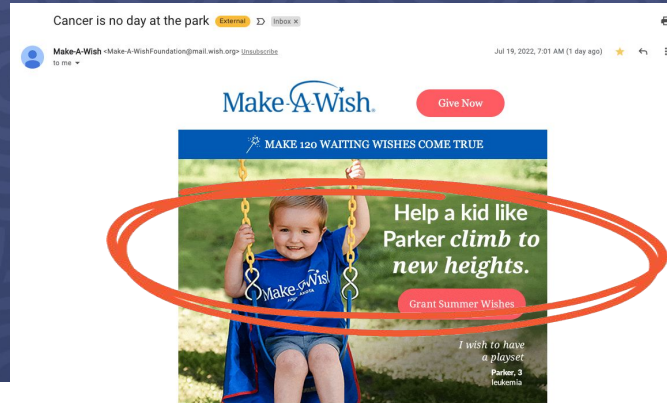
27 children

were provided scholarships to attend public school.



TELLING YOUR STORY

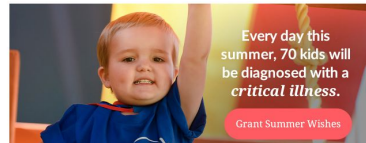
Email



Cancer completely changed Parker's life. "When he got diagnosed with leukemia, we couldn't let him play at the public parks with all the germs," says Parker's mom. **That heartbreaking day when the doctor said "your child has cancer" seemed like the end of hope for Parker.**

One year later, [people like you came into his life](#) to make his wish come true. Now he's playing, climbing and laughing on his very own playset.

More kids like Parker are waiting for hope. [We need you to grant their wishes this summer.](#)



Invite & Images

Make-A-Wish



12 Ways to Up Your Storytelling Game

1

Get something worth writing about.

7

Tap into the experts.

2

Keep the main point the main point.

8

Use powerful images.

3

Find real-life anecdotes that tap into emotions.

9

Compel people to act, then tell them what to do.

4

Ask your social networks to share.

10

Create a plan to follow up.

5

Use one story several ways.

11

Proofread everything.

6

Interview the people involved.

12

Make storytelling a part of your nonprofit's culture.

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“Every staff member of a nonprofit should know a story of someone helped by the organization. Our brains are wired to tell ourselves a story, so that we feel something, so that we can make a decision.”

Lori L. Jacobwith

Master Storyteller
Founder of Ignited Fundraising



Action Steps

- 1 Discover your brand **VOICE** and implement **TONE**.
- 2 Select a couple **PROTAGONISTS** for your stories.
- 3 Document your **FOUNDING** along the Hero's Journey.
- 4 **INTERVIEW** 5 individuals you serve asking **OPEN ENDED** questions.
- 5 Utilize your **CONTENT MANAGEMENT SYSTEM** to make your website a storytelling hub.
- 6 Use **SOCIAL MEDIA** to share your stories.
- 7 Keep learning! Attend more **WEBINARS** from Firespring.

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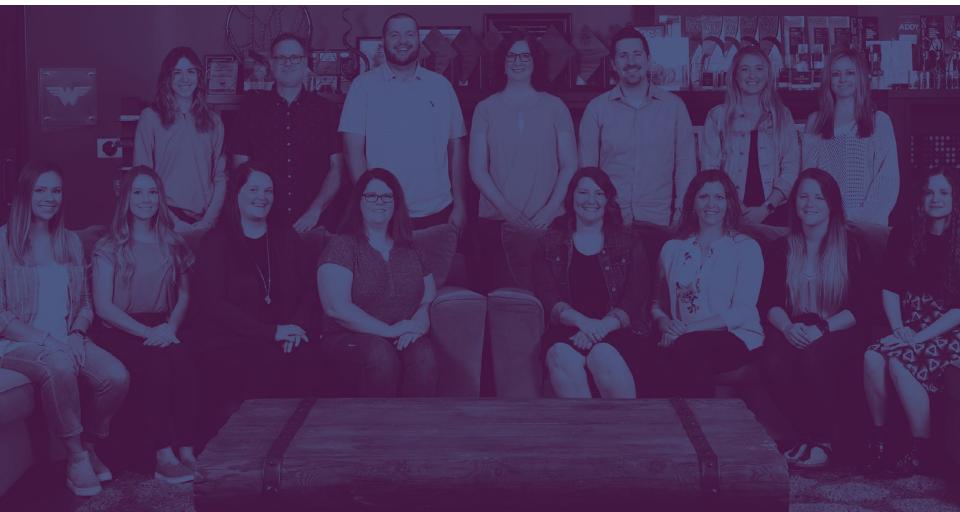


Feeling buried?

Let your website do the heavy lifting and dig you out.



Your mission management system



THE TOOLS YOU NEED IN ONE CENTRAL PLACE

- ✓ LEGENDARY SUPPORT & TRAINING
- ✓ CONTENT MANAGEMENT SYSTEM
- ✓ MOBILE FRIENDLY WEB DESIGNS
- ✓ FUNDRAISING CAMPAIGNS (WITH RECURRING DONATIONS)
- ✓ BLOG TOOLS & NEWSFEEDS
- ✓ TURNKEY LANDING PAGES
- ✓ STOCK PHOTOGRAPHY LIBRARY
- ✓ SEARCH ENGINE OPTIMIZATION
- ✓ EMAIL MARKETING AUTOMATION
- ✓ EVENT REGISTRATION
- ✓ ECOMMERCE
- ✓ COMMUNICATION PORTALS

(FOR YOUR STAFF, BOARD, MEMBERS, DONORS)



Nonprofit Websites

Marketing

Printing

Strategic Guidance

- Custom website design
- Search engine optimization
- Search engine marketing
- Social media posts & optimization
- Impact strategy

- Engagement campaigns
- Landing page development
- Email marketing automation
- Branding & creative services
- Strategic marketing campaigns

Yes, all under **one** roof.





More ideas

Do one thing at a time

The brain is a sequential processor, unable to do more than one thing at a time. Businesses and schools are notorious for multitasking, but research clearly shows that it reduces productivity and increases mistakes. Try creating an interruption-free zone each day—turn off your email, phone, and social media sites—and download software that blocks your access to certain websites for a certain amount of time that you specify.

Divide presentations into 10-minute segments

Remember my students who said they got bored in lectures? The 10-minute rule, which I have known for many years, provides a guide to creating presentations that people can pay attention to. Here's the model: I had only about 600 seconds to give a lecture, for which I was named the Hoechst Lecturer in Psychiatry (Teacher of the Year (awarded at one of the largest annual meetings in psychiatry)).

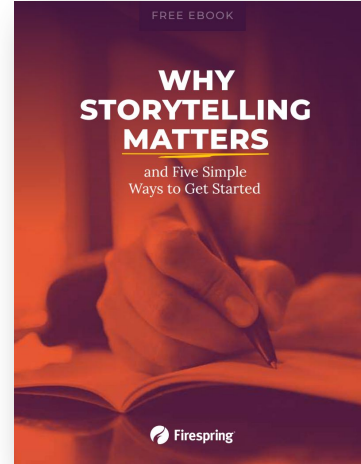
I decided that every lecture I'd ever give would be divided into 10-minute segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always a general concept, and always explainable in one minute. The brain likes hierarchy, and the brain naturally leads to explaining information in an archaic fashion. Give the general idea first, before diving into details, and you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other five minutes

in the segment to provide a detailed description of that single general concept. The trick was to ensure that each detail could be easily explained to the general concept with minimal intellectual effort. I would also make sure to explicitly explain the link. This is like the link between the general concept and the specific details. In addition to walking through the details, I sprinkled "aha" moments throughout the hour.

After 30 minutes had elapsed, I had to stop. Why did I construct my lecture this way? I had only about 600 seconds to give a lecture, for which I was named the Hoechst Lecturer in Psychiatry (Teacher of the Year (awarded at one of the largest annual meetings in psychiatry)).

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Constituents with Your
Website



Convert Supporters with
Powerful Landing Pages



Events in a Digital Age: How
to Maximize Offline Events
in an Online World



Overcoming the Overhead
Myth: Making a Website
Within Your Budget



Be Found: The Secrets of
SEO for Nonprofits



5 Secrets of Email Marketing
Geniuses



Online Fundraising Best
Practices For Nonprofits



The Power of Blogging
& Thought Leadership



Social Media 101 &
Social Media 102



It's a New World: How to
Cultivate Your Community
Online



Storytelling for Impact on
Your Website



Mobile Marketing Tips for
Each Generation



How to Get the Most Out of
Your Nonprofit Website



An Inside Look at Firespring
Nonprofit Websites



Get Your Board to Help You
Fundraise, Even if They
Don't Wanna!



How to Avoid Fundraising's
Quiet Killer: Donor Attrition



Guest Webinars Featuring
Consultants, Influencers, and
Fundraising Coaches in
the Nonprofit Field



Online Tools Every Nonprofit
Needs to Simplify Their Life




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