
lyn chamberlin leadership



Building Genuine Connections

How to Craft Compelling Brand Stories



Hartford Foundation
FOR PUBLIC GIVING

Introduction



- Welcome
- About Me
- Today



Who I Am

- Brand Developer
- Marketer
- Entrepreneur
- Media Producer
- Coach



Agenda

- Nonprofit Branding
- Creating Your Stories
- Making Stories Work
- What's Your Story?
- Q + A



Nonprofit Brands

- Raise awareness
- Built on stories
- Increase loyalty and engagement
- Generate supporters, volunteers, grants, donations
- Media attention



Stories Power Brands



- We are all storytellers
- Make sense of ourselves and the world
- Develop community and culture
- Builds genuine connection
- People remember stories

-
- People or situations
 - Advance a cause
 - Reinforce core principles and beliefs
 - Inspire people to think/act differently
 - Share mission through compelling narratives
 - Intimately connect with stakeholder values

“ People may not remember what you said, but they will remember how you made them feel ”

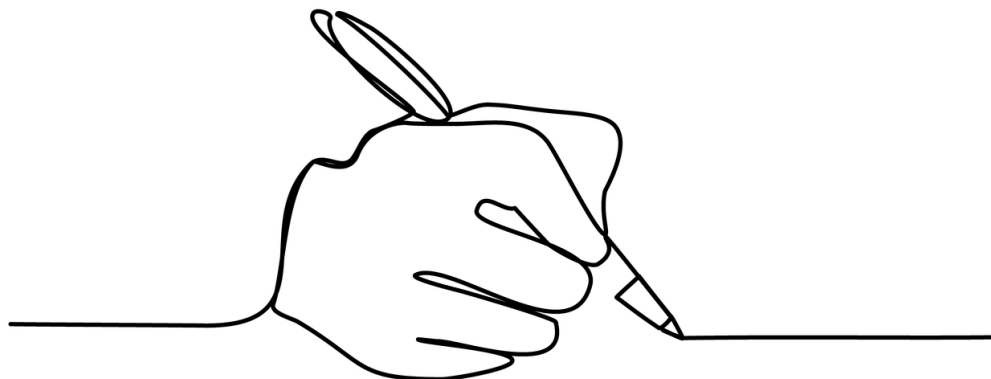
*The best
stories come
from the heart*

Story Power



-
- Relatable stories about real people
 - Helps people understand the work you do
 - Why you do it
 - Who it impacts
 - Why it matters

thoughts
questions...



Step 1: Focus on Your Audience



- Identify points of audience connection
- Who are you talking to? (Existing)
- Who do you want to be talking to? (Aspirational)
- Narrow the scope
- Can't talk to everyone

Step 2: Key Story Elements

- Who
- What
- When
- Where
- Why



What is Your Call-to-Action?

*“ What is it
that you want
people to do?”*

Calls to Action



-
- Motivate engagement
 - Create a sense of urgency
 - Provide direction on next step
 - Generate enthusiasm
 - Influence behavior
 - Reinforce mission

- Support
- Donate
- Act
- Change
- End
- Transform
- Get Involved





Hunger deprives our kids of more than just food

It's a simple fact: A child's chance for a bright tomorrow starts with getting enough food to eat today. In the United States, 9 million children may not know where to get their next meal.

Facts about child hunger in America

- More than 9 million children faced hunger in 2021. That's 1 in 8 kids at risk for hunger.
- **Black** and **Latino** children are more likely to face hunger than white children because of systemic racial injustice. According to the **USDA**, in 2021, 22% of Black children were food insecure, and 18.5% of Latino children were food insecure.
- Single-parent families are more likely to face hunger because they need to stretch their income further. In 2021, 24% of households headed by single moms were food insecure.

Emily's story



*Emily's a **teenage girl** with a lot on her mind, but **it's not what you think**. While most teens worry about grades, friends or sports, Emily worries about **where her next meal is coming from**. Her Dad works hard, but there often isn't enough to feed their family of four. Thankfully Emily's **local library offers free meals to kids in need**. There, she's found **a safe haven** where she can study, spend time with friends and get food to ensure she has the **energy to succeed**.*



-
- **Who** is your story about? (Emily)
 - **What** is your story about? (Not enough to eat)
 - **When** ongoing
 - **Where** local library free meals
 - **Why?** thanks to Feed America enough to eat

Red Cross Helping as Californians Recover from Storms



1 of 3 "I just missed patients so much," says Dr. Charlotte Jacobs about why she came out of retirement to volunteer at the American Red Cross shelter in San José. Dr. Jacobs is providing hands-on care to residents at the shelter opened in response to flooding in the

A Doctor's Story

“I just missed patients so much,” says Dr. Charlotte Jacobs about why she came out of retirement to volunteer at the American Red Cross shelter in San Jose. Dr. Jacobs is providing hands-on care to residents at the shelter opened in response to flooding in the area.



**American
Red Cross**

Your Stories Matter



- We are all storytellers
- You're not alone in struggling how to tell them
- Strive for emotional relevance
- Not just the facts

Finding Your Story



- Person or event
- Individual or community need
- Situation/ moment in time
- Locale
- Your solution(s)
- Your impact (result)
- Call to Action

Key Story Elements

- Who
- What
- When
- Where
- Why



Does Your Story?



- Make a difference
- Enable your mission come alive
- Come from the heart
- More than just facts
- (Hint: It's not about you)

Checklist



-
- Identify the problem
 - Describe your solution
 - Include a Call to Action

Create Your Story (10:00)

LC



Story Workshop



Social Media



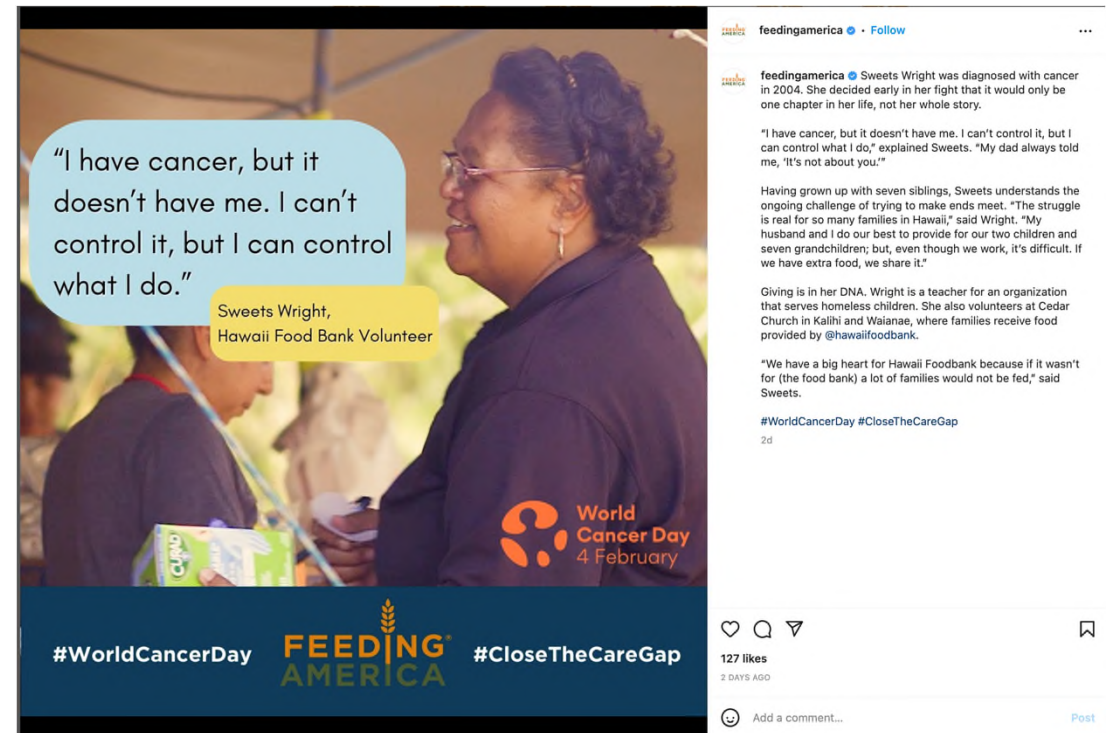
Instagram



Kimberly Harris founded Women's HQ, a nonprofit uplifting women of color who experienced domestic violence & sexual assault "I speak from experience. I was that girl in a shelter with no food in her stomach"
Kimberly advocated for nonprofit resources at the White House conference



11:24 AM · Feb 5, 2023 · 1,895 Views



Facebook

 **American Red Cross** ✓
6d · 🌐

"I've been donating since '72 when I got out of the service. Now, I donate blood for the sickle cell kids. They told me my blood has properties in it that help sickle cell anemia kids so that just makes me want to donate even more." ❤️💧

E-Rich Harrington proudly shows off 10 Red Cross pins that represent the 10 gallons of blood he's donated. He has distinct protein structures on his red blood cells that make his donation the most compatible blood to help patients with sickl... [See more](#)



 **American Red Cross** ✓
19h · 🌐

After a massive 7.4 magnitude earthquake hit Türkiye, international Red Cross teams have sprung into action to provide critical humanitarian aid to the communities affected. The quake caused major damage in both Türkiye and Syria, impacting areas with already vulnerable living situations and very harsh weather conditions. Here is a look at how international Red Cross teams have been helping:

📍 In Türkiye, the [Türk Kızılay International](#) has mobilized nearly 300 Red Crescent ... [See more](#)



Marketing Resources



- Doing more with less
- Limited capacity
- Budget restraints
- Small / one person team
- Volunteers

It Takes a Village



-
- Develop content strategy
 - Establish priorities
 - Nail your messages
 - Curate stories
 - Integrate
 - Use social media

Put Your Stories to Work

- Share

- Volunteers
- Donors
- Supporters
- Funders
- Reporters

- Add link to story on email signature
- Post to personal LinkedIn profile



Thank you!



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