

A photograph of a diverse group of people at a conference or event. In the foreground, a woman with dark skin and long braids is smiling and looking towards the right. Behind her, several other people are visible, including a woman with blonde hair and a man with a beard. The background is slightly blurred, suggesting a large gathering.

PART ONE FUNDRAISING & COMMUNICATIONS: THE INTERSECTION

THURSDAY, APRIL 27TH, 12PM – 1PM | FACILITATORS: ROSEMARY OSTMANN AND LARA COHN

Jewish Community Council of Greater Coney Island's NonProfit HelpDesk

We focus on small and emerging nonprofits, offering

- Workshops
- Training
- Consulting

2,500 organizations have worked with us, benefiting from support in:

- financial management
- fundraising
- governance
- human resources
- management and operations
- marketing and social media
- strategic planning
- technology

www.jccgci.org/our-services/management-support-systems/the-nonprofit-helpdesk/

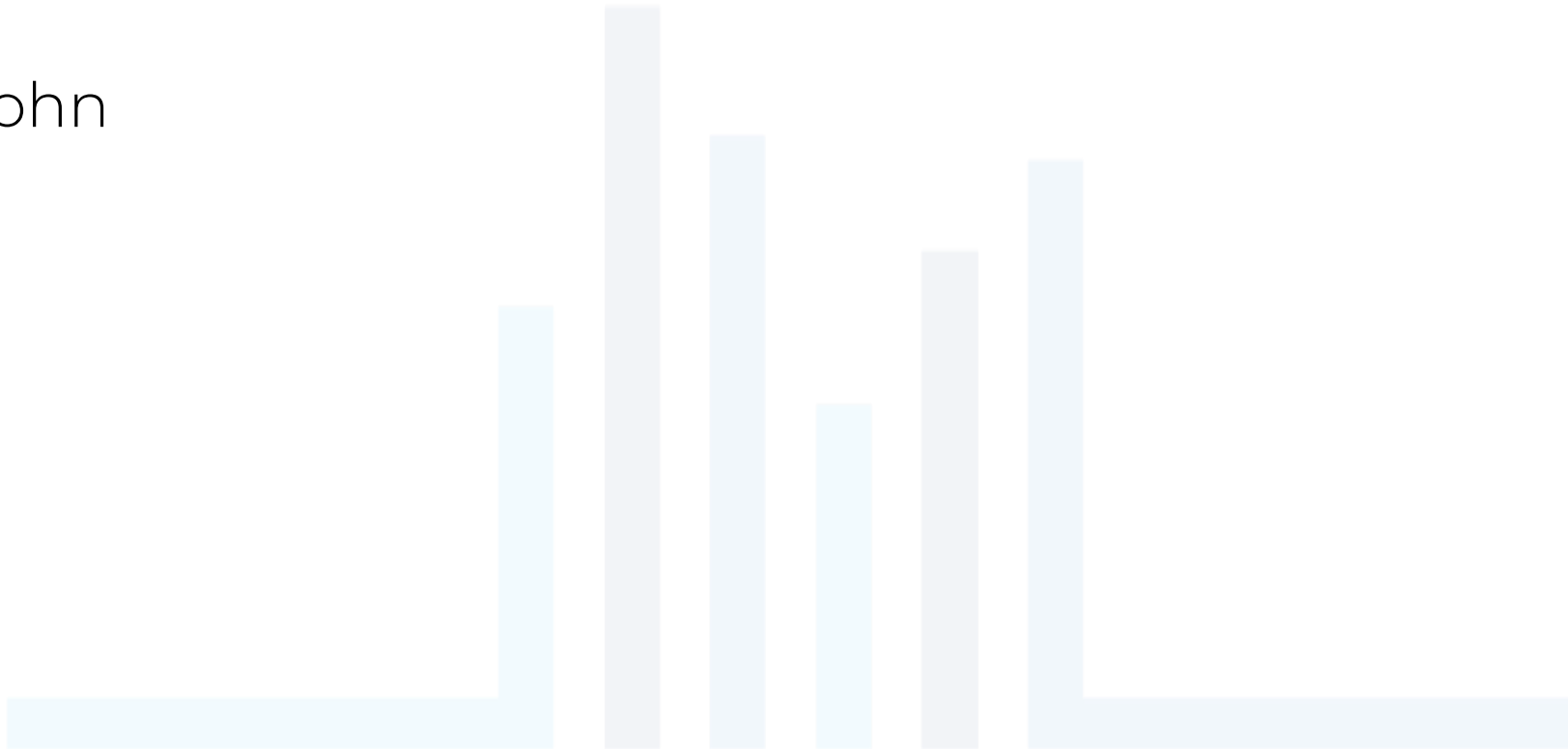


INTRODUCTIONS

WHO WE ARE

Rosemary Ostmann

Lara Cohn



LEVERAGING FUNDRAISING AND COMMUNICATIONS

Nonprofits can't survive without fundraising. But how do you make a case that leads to foundation or individual giving?

Effective storytelling not only builds awareness, but it aids in gaining new supporters and securing donations.

When development and communications work hand-in-hand, your organization can ensure it's telling the stories that matter most to your funders or prospects.

THE INTERSECTION

OBJECTIVES

In part one of this two-part webinar series, we'll discuss how to create an effective communications strategy that supports fundraising efforts.

- Tips and tools to educate stakeholders about your mission and accomplishments
- How to engage with human interest narratives
- How to communicate across every media channel using a Paid, Earned, Shared and Owned (PESO) model

POLL QUESTION

DOES YOUR ORGANIZATION CAPTURE AND SHARE STORIES OF THE REAL PEOPLE WHOSE LIVES YOU IMPACT?

WHY STORIES?

THE ART OF STORYTELLING

- Third-party validation
- Two-way exchange of ideas
- People act on editorial info
- News you can use
- Builds and protects reputation



NEWS VALUE

COMING UP WITH A HOOK

- Timeliness: Why now?
- Proximity: Is it in my backyard?
- Usefulness: Is it news I can use?
- Prominence: Is someone noteworthy involved?
- Impact: How many people does it affect?
- Novelty: Is it a first or counterintuitive?
- Controversy: Is there conflict or tension?
- Human Interest: Can you give a real life example?
- Trend-worthiness: How does it fit into a trend?



STORIES MATTER

THE NEUROSCIENCE OF GENEROSITY

Stories change attitudes, beliefs and behaviors.

Character-driven stories cause oxytocin synthesis, which triggers empathy and generosity.

When people trust us and feel we are safe to approach, they are more motivated to cooperate.

Research shows the amount of oxytocin our brains produce predicts how much we are willing to give.

STORIES MATTER

THE NEUROSCIENCE OF GENEROSITY

Paul Zak

Empathy, Neurochemistry,
and the Dramatic Arc

TELLING YOUR STORY

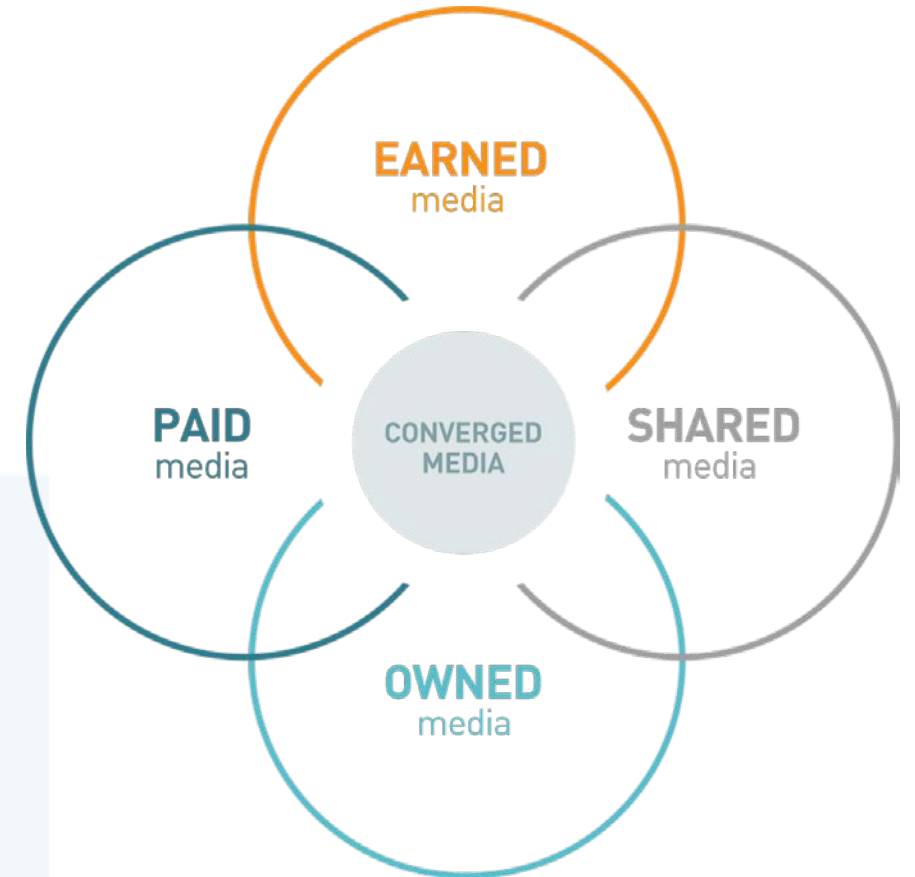
STEPS TO CRAFT AN ENGAGING TALE

- Rely on emotions
- Be memorable
- Embrace your vulnerability
- Rethink and rebuild your pitch

THE PESO MODEL

POWER OF CONVERGED MEDIA

- A good story is a good story
- The news cycle is shorter than ever
- Control what you can control
- Journalists look at owned and shared
- Younger demo starts with shared



POLL QUESTION

DO YOU TELL YOUR HUMAN INTEREST STORIES ACROSS ALL COMMUNICATIONS CHANNELS?

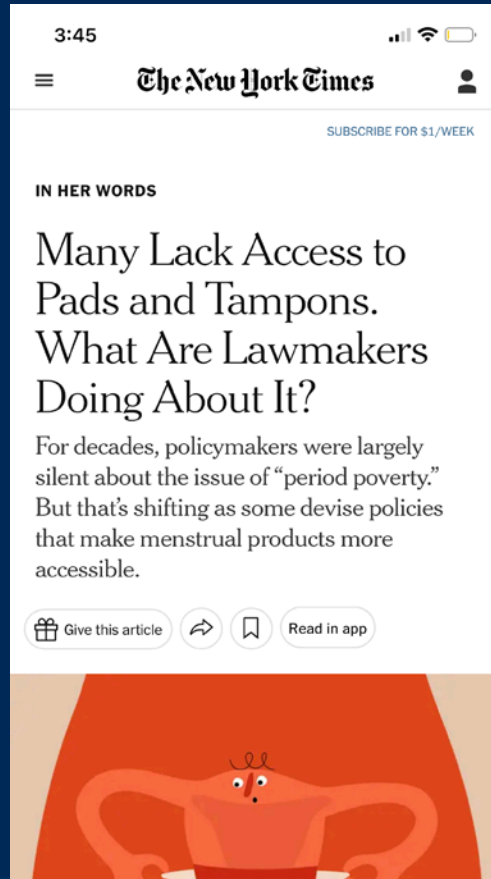
EXAMPLES

REAL-LIFE SUCCESS STORIES



EXAMPLES

REAL-LIFE SUCCESS STORIES



EXAMPLES

REAL-LIFE SUCCESS STORIES



EXAMPLES

REAL-LIFE SUCCESS STORIES



THE CITIZENS' VOICE

Show your support

Find links to order candles or t-shirts on The Graham Academy Facebook page at facebook.com/TheGrahamAcademyNEPA or call the school at 570-283-0641.

KINGSTON — Students released a bevy of blue balloons into the sky outside The Graham Academy lower school Tuesday to send a symbolic message.

Blue is the color that represents autism awareness, and April is World Autism Awareness Month. And the academy teachers and officials want everyone in the community to know why that's significant.

"They need a better tolerance of people who live with disabilities every day," said Carol McGrane, program director at The Graham Academy. "Recognizing people who have disabilities and respecting those disabilities is important in our kids' lives."



Josh Oculam TV
April 21 at 4:18 PM · 🌐

To also promote awareness, [The Graham Academy](#) is selling T-shirts and candles and the proceeds will go to the local challenger baseball league and the Wilkes-Barre Special needs park.



FOX56.COM | BY FOX56 WOLF TV

Graham Academy shares blue ribbons for Autism Awareness Month

Staff at Graham Academy and students from Wilkes University and King's College were out...

Graham Academy shares blue ribbons for Autism Awareness Month

Kingston, Luzerne Co. — Staff at [Graham Academy](#) and students from Wilkes University and King's College were out today putting blue ribbons around Wilkes-Barre and Kingston to promote autism awareness month.

To also promote awareness, they are selling T-shirts and candles and the proceeds will go to the local challenger baseball league and the Wilkes-Barre Special needs park.

They tell us Autism is a spectrum and has different signs and symptoms.

"It's important for people to understand what to be looking out for and to be understanding of that, you know, that this is something that they were born with and there's a lot of perseverance that comes with living with it and being successful," said Jim Prisk, Director of Operations at Graham Academy

[Click here to purchase candles.](#)

[Click here to purchase shirts.](#)



EXAMPLES

REAL-LIFE SUCCESS STORIES



NYC MEDIA

NEW YORK POST

news12
THE BRONX

FOX5
NEW YORK

SPECTRUM
NEWS NY
1

NEW YORKER OF THE WEEK

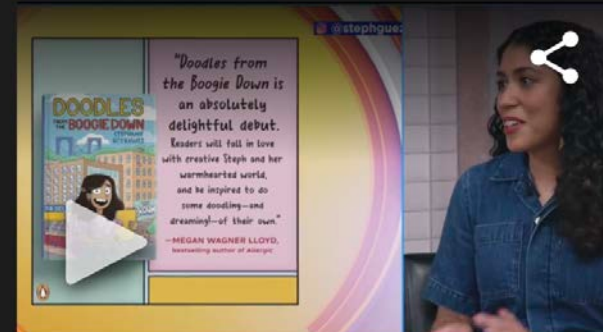


ENTER OF THE WEEK
Gail Middleton:
Bringing beauty
back to the
ocean sunrise
STATEN ISLAND | 2 DAYS AGO

PIX11
NEW YORK'S VERY OWN

Morning News ▾

NY Living ▾



NYer bringing representation to world of
illustration

WNYC

4 NEW YORK

NEW YORK LIVE · MARCH 16, 2023 10:06 AM

There Are "No Dogs Left Behind"

Lauren Scala gets the story on "No Dogs Left Behind," a group rescuing animals from all around the world.

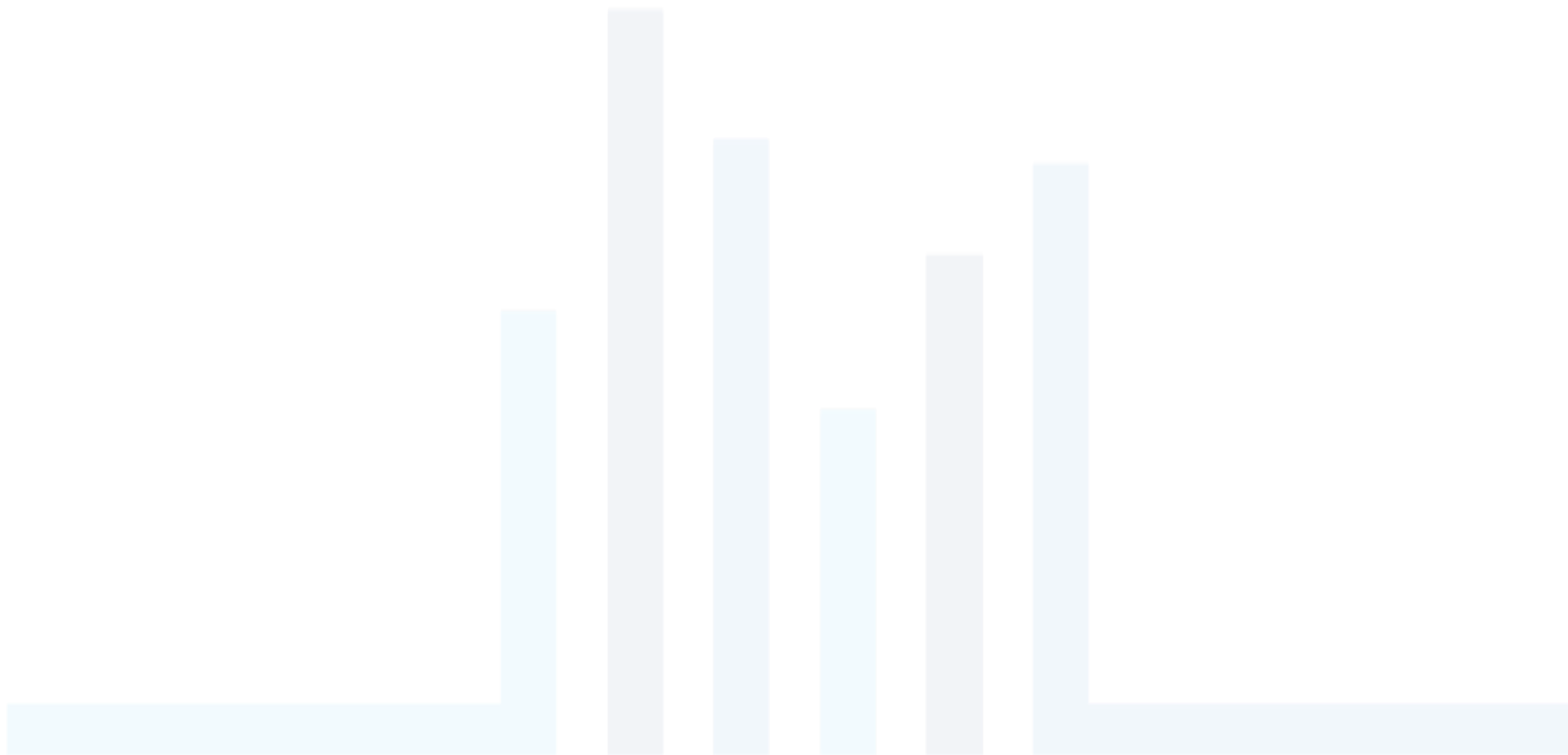
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NonProfit
HelpDesk

TAKEAWAYS AND TOOLS



Q&A



PART TWO: FUNDRAISING & COMMUNICATIONS

SHARE YOUR STORY – SHARK TANK STYLE



THANK YOU!

