



NONPROFIT WEBSITE STORYTELLING

NonProfit HelpDesk

Dec. 5, 2023

with

Boris Kievsky of dotOrgStrategy



TODAY'S PLAN

Agenda
& Introduction

The Journey
from Avatar to
Hero

Hollywood and
the HeroPage
Framework

Questions/
Wrap Up

HI, I'M BORIS

- Nonprofit Strategy Advisor
- Digital Storyteller
- Website Developer
- NYU Adjunct Faculty
- Recovering Actor/Filmmaker
- Relapsed Geek
- Chief Storyteller and Nerd for Good



WHERE DO WE BEGIN?

Reverse-engineering the Impact Funnel

YOUR GOALS DEPEND ON YOUR MISSION

You might be trying to:

- Empower the disenfranchised
- Improve quality of life
- Educate people on a subject
- Bring arts to communities
- Influence political change
- (Re)connect people to their faith
- Etc...

Whatever your mission, your impact is measured in lives changed or causes furthered.



GOALS = OUTPUTS -> OUTCOMES

What goals do you have for...

- Your organization?
- Your website?
- Your social media?

What outputs do you need to get your outcomes?

- What are the actions you need taken?
- Who will take them?



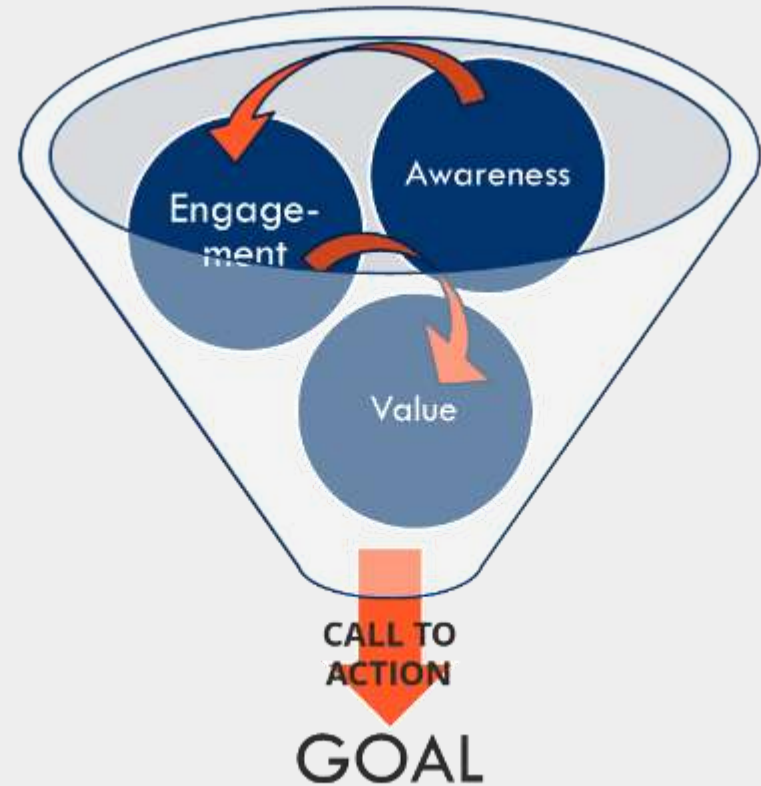
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REVERSE-ENGINEERING YOUR (WEBSITE) IMPACT STRATEGY

1. What do we want to achieve? ————— **Mission**
 2. What do we need done? ————— **Goals**
 3. Who will do it? ————— **Avatars**
 4. Where will we engage with them?
 5. Why should they do it?
 6. How (+ where) will we ask them to do it?
- } **Story!**



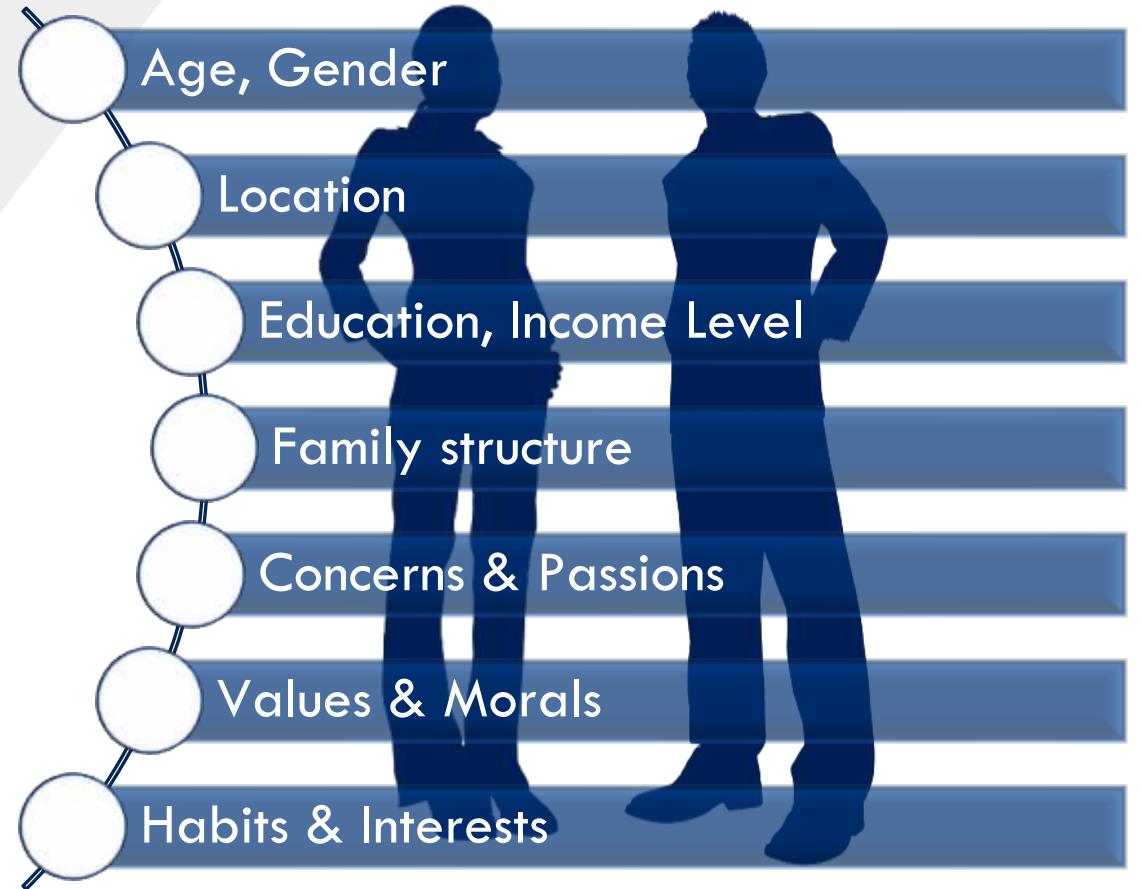
AVATARS: A QUICK RECAP

From the Big Screen to Your Computer Screen

TARGET AVATAR (HERO) PROFILES

Create a profile (or “avatar”) of your ideal heroes.

- Identify every trait possible that they have in common, as clearly as you can
 - Demographics
 - Psychographics

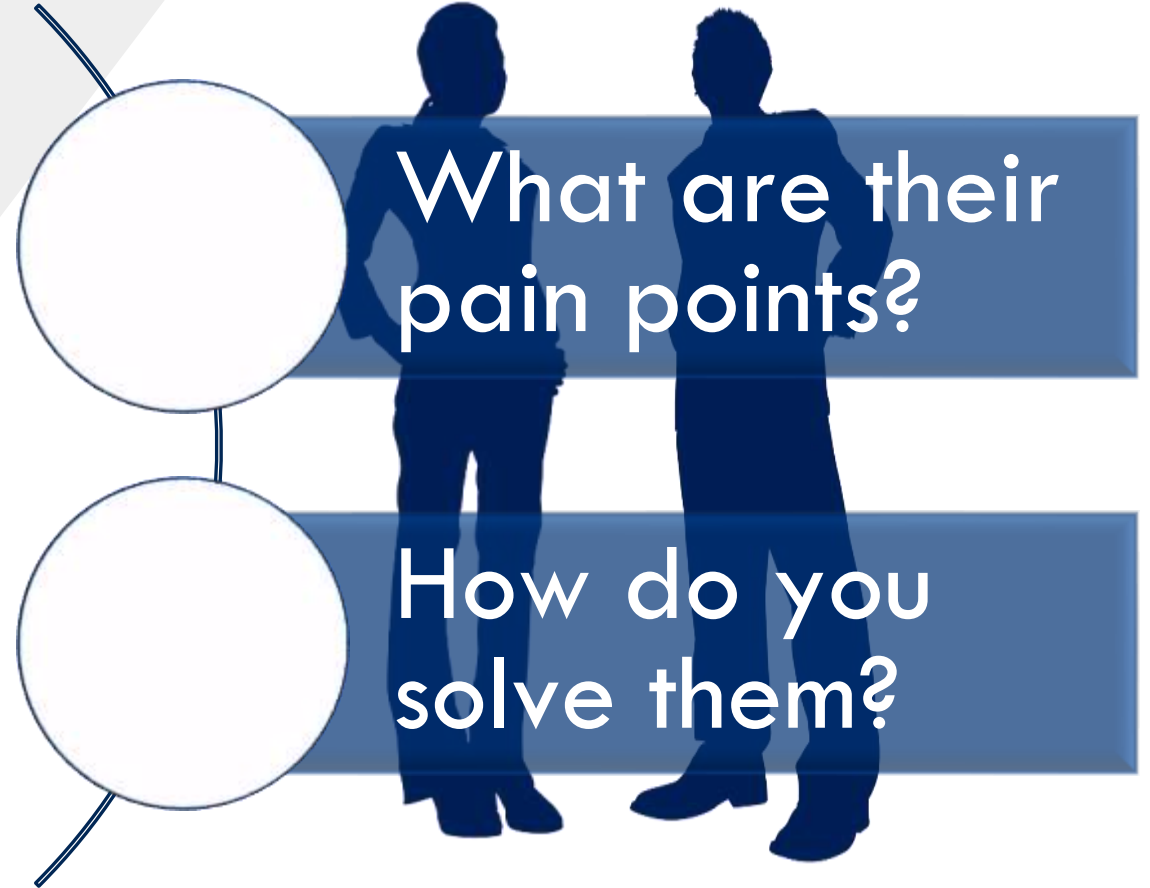


AVATAR PROFILE CONT'D – THE MOST IMPORTANT PART

Q: Why should they expend their resources on you?

A: Because you help them solve a problem that they can't solve on their own.

Give this avatar a name and a face!



WHAT'S YOUR ROLE?



Your Target Avatar

Your Program or Organization

Your RESULTS

You empower “ordinary” people with potential to become the heroes of their own stories.

WHAT'S YOUR ROLE?



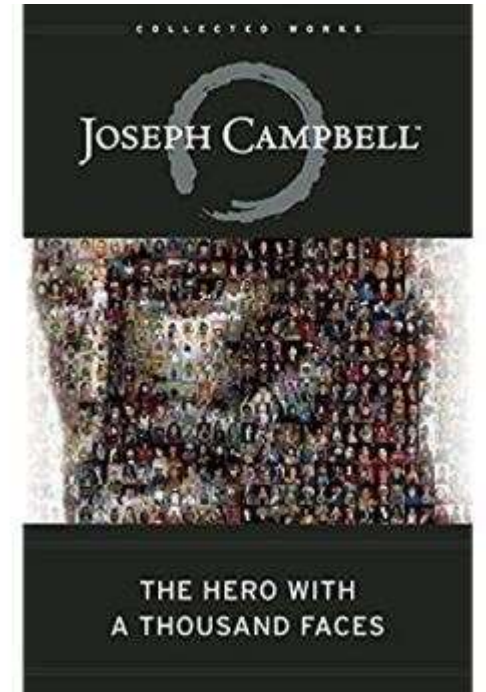
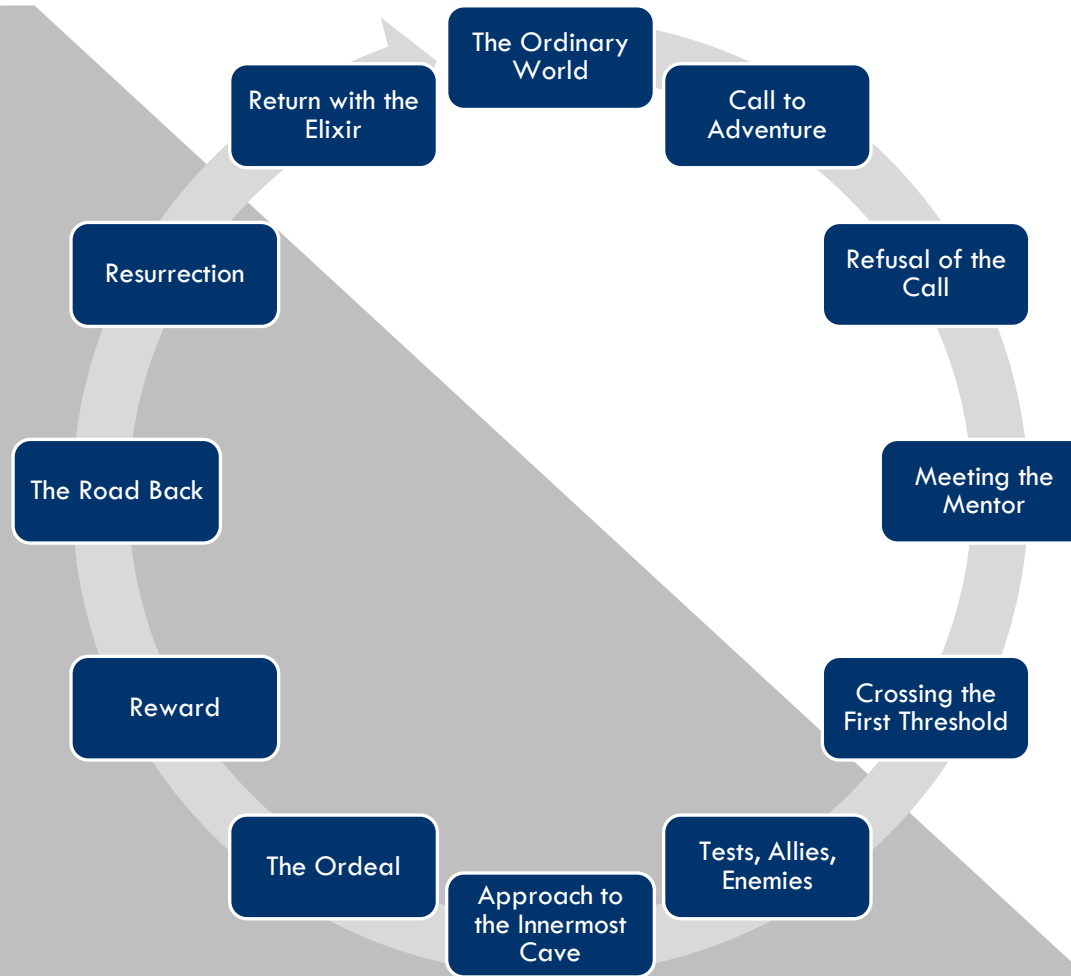
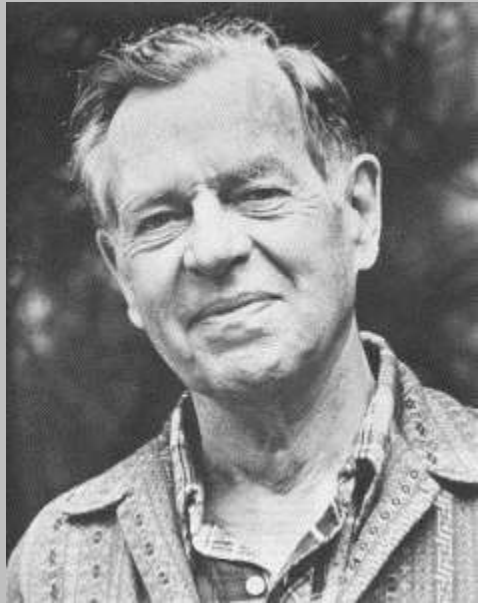
Your Target Avatar

Your Program or Organization

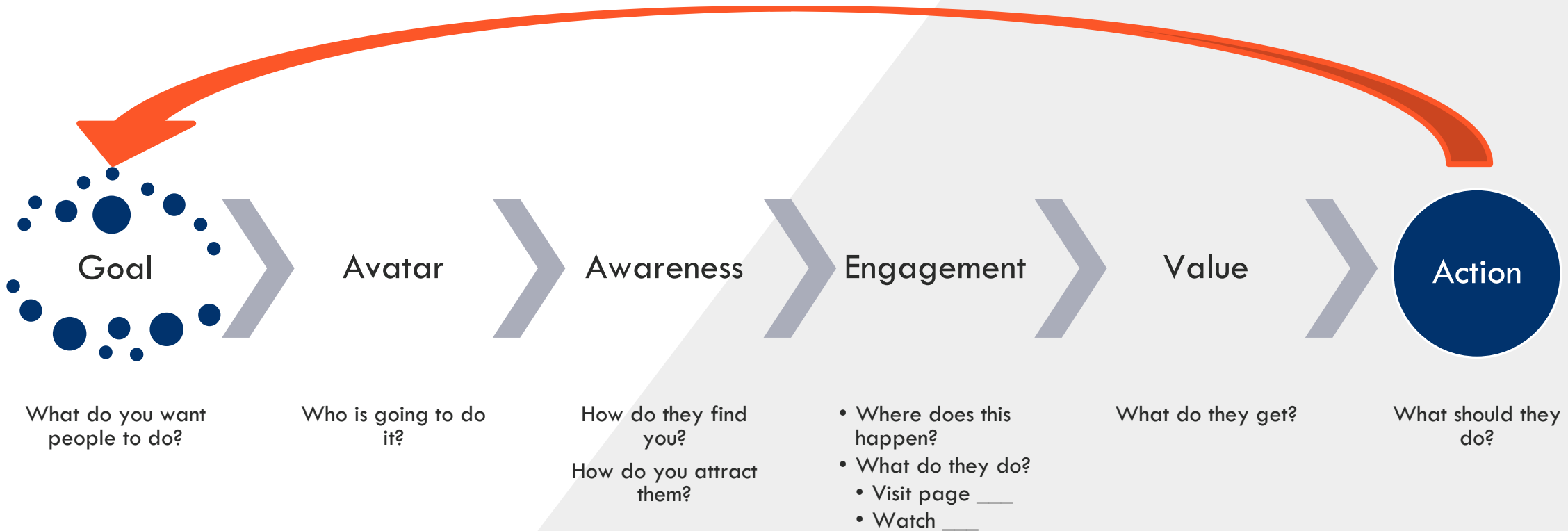
Your RESULTS

You empower “ordinary” people with potential to become the heroes of their own stories.

THE HERO'S JOURNEY CYCLE



AN AVATAR'S HERO'S JOURNEY



WHAT CAN YOU ASK FOR?

- Go to your rallies/parties/volunteer days
- Share your content
- Sign a petition
- Donate to support your work
- ...



WHAT'S A "CALL TO ACTION?"



ESSENTIAL WEBSITE CONTENT

MOST IMPORTANT CONTENT

- Who are you?
- What do you do?
 - And where do you do it?
- How can “I” join you?
 - How can I apply?
 - How can I help? (Volunteer, donate, share)
- Where can I reach you?
 - Form, phone, email, social, physical
- Why should I trust you?
 - Awards, social proof, financials



PAGES (OR SECTIONS) IN YOUR NAVIGATION

- Home
- About Us
 - Our Team
 - Our Mission
- Program(s)
- Get Involved
- Contact Us
- Donate



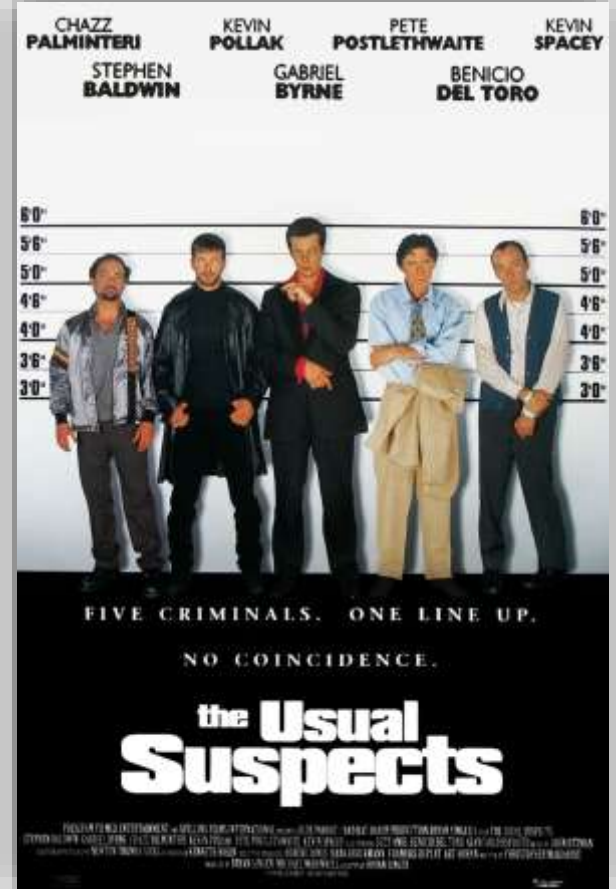
SECTION 1
YOUR STORY
POSTER

5 ELEMENTS YOUR HEROES HAVE TO SEE
WITHIN 10 SECONDS

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WHAT IS A POSTER?



POP QUIZ

What makes a great poster?



A POSTER'S PURPOSE

3. Catapult the journey



Get them to take the first/next step, investing their time to learn more

2. Captivate interest



Spark a story in their minds that they can relate to

1. Capture attention

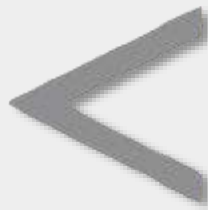


Get people to take notice

1. VISUAL: ESTABLISH YOUR WORLD

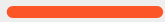


2. TITLE: The Symbol of Your Brand

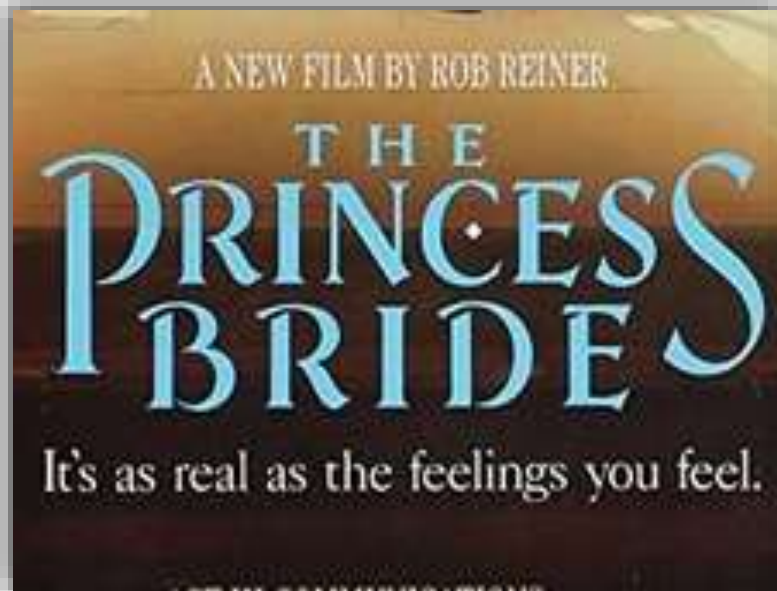


PENCILS OF
PROMISE

The text 'PENCILS OF PROMISE' is written in a bold, yellow, sans-serif font. 'PENCILS OF' is on the top line and 'PROMISE' is on the bottom line. The text has a slight drop shadow.



3. TAGLINE: Frame Your Title and Set a Tone



It's as real as the feelings you feel.

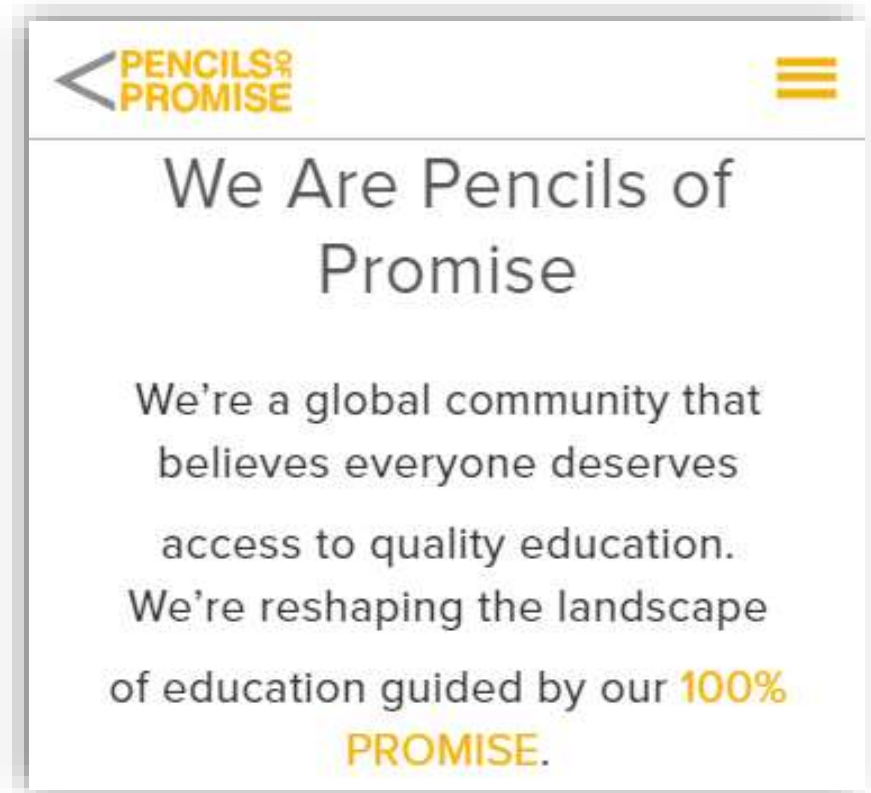
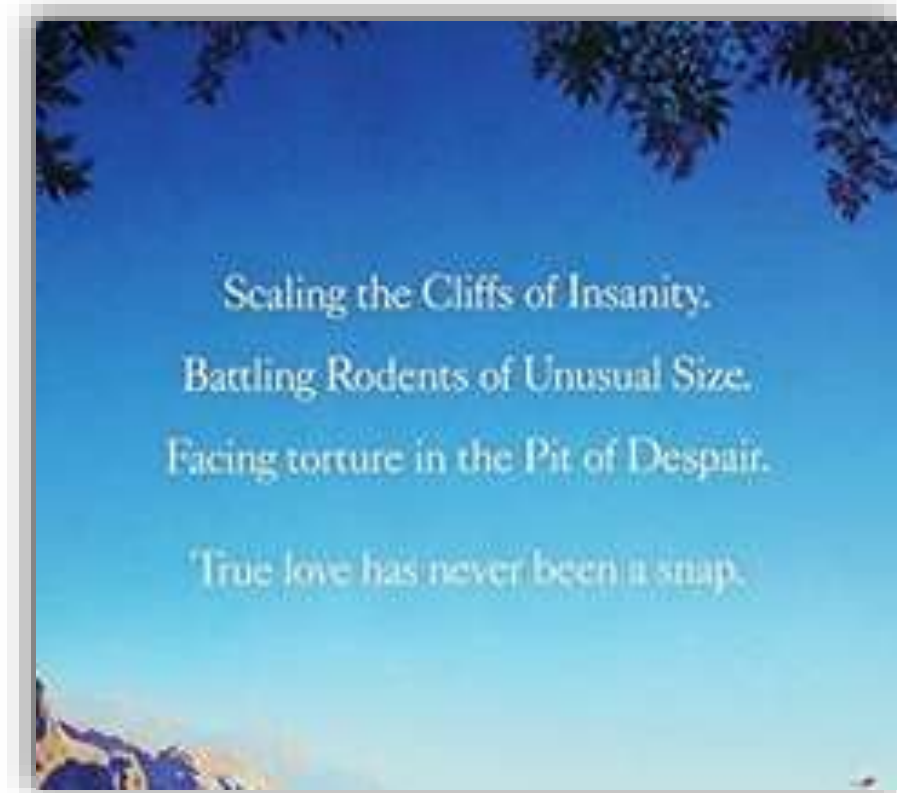


Building Schools from the Inside Out



**Five Criminals. One Line Up.
No Coincidence.**

4. LOGLINE: Foreshadowing the Journey



5. CALLS TO ACTION

- Take a step (Scroll down)
- Jump in (go to a program)
- Explore further
- Donate?

DON'T ask for their hand in marriage before your first date.

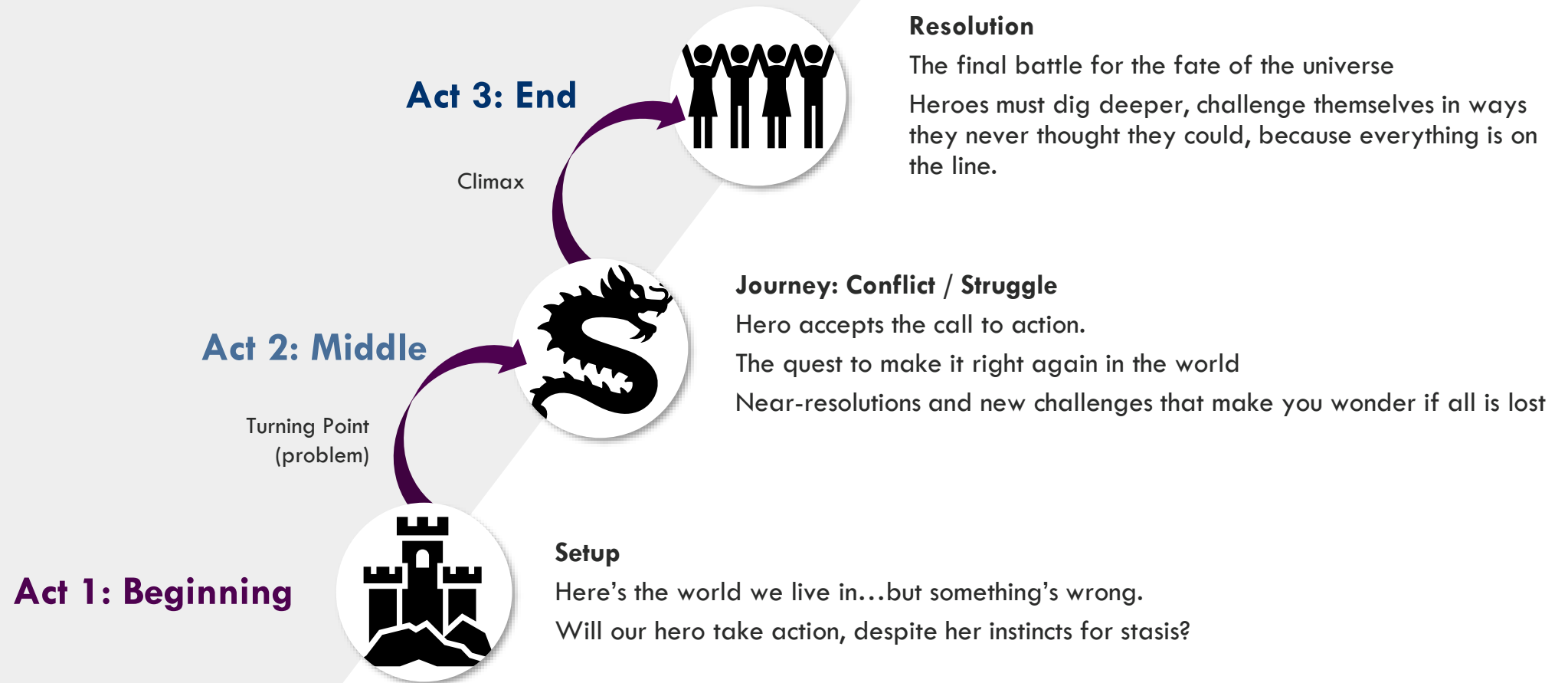


SECTION 2
**BEGINNING YOUR
HERO'S JOURNEY**
(ACT I OF YOUR STORY)

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THE HOLLYWOOD STORY FORMULA



1. WHAT'S WRONG?

- Why do we need to do anything?
- Why does your organization exist?



PENCILS PROMISE



250 Million Children Lack Basic Reading, Writing & Math Skills.[®]

Education is the most powerful tool we can use to change the world. Education reduces poverty, empowers women and helps prevent disease.

[GIVE EDUCATION](#) [LEARN MORE →](#)

2. WHAT'S AT STAKE?

- What happens if things stay the way they are?
- How might it get worse?



The screenshot shows a website banner for Pencils Promise. At the top left is the Pencils Promise logo, and at the top right is a hamburger menu icon. The main image is a close-up of a young boy in an orange shirt, looking down and writing with a blue pen on a piece of paper. Below the image, the text reads: "250 Million Children Lack Basic Reading, Writing & Math Skills." followed by a registered trademark symbol. Underneath that, a smaller line of text states: "Education is the most powerful tool we can use to change the world. Education reduces poverty, empowers women and helps prevent disease." At the bottom, there are two buttons: a green button labeled "GIVE EDUCATION" and a white button labeled "LEARN MORE" with a right-pointing arrow.

PENCILS PROMISE

250 Million Children Lack Basic Reading, Writing & Math Skills.®

Education is the most powerful tool we can use to change the world. Education reduces poverty, empowers women and helps prevent disease.

GIVE EDUCATION LEARN MORE →

3. WHO CAN HELP? (WHO ARE THE HEROES?)

- Beneficiaries
- Volunteers
- Donors



4. WHO/WHAT ARE THE VILLAINS?

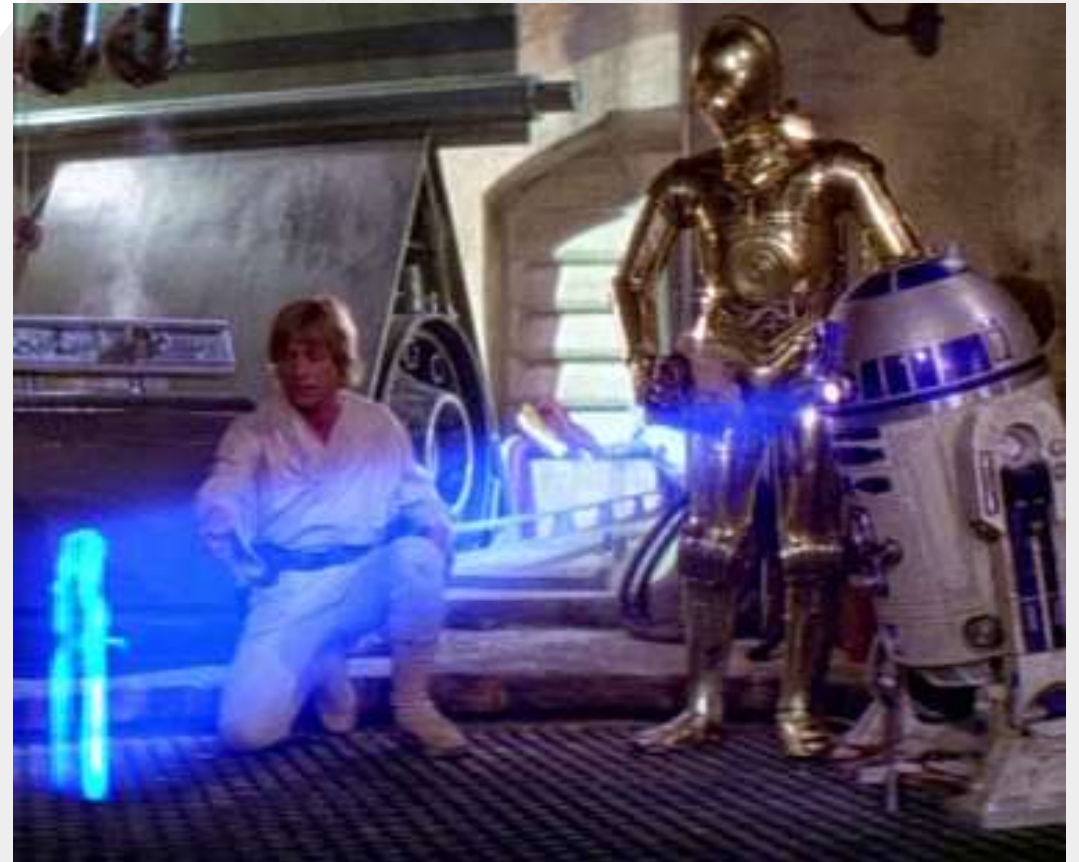
- Inequity
- Insecurity
- Disease
- Avarice
- Politics
- Nature
- Extremism
- Time



5. CALL TO ACTION: WHAT DO YOU WANT ME TO DO?

What's the simplest thing I can do to start my journey?

- Learn more about your mission
- Learn more about your programs
- Download something
- Show my support





“

A JOURNEY OF A
THOUSAND MILES
BEGINS WITH A
SINGLE STEP.

”

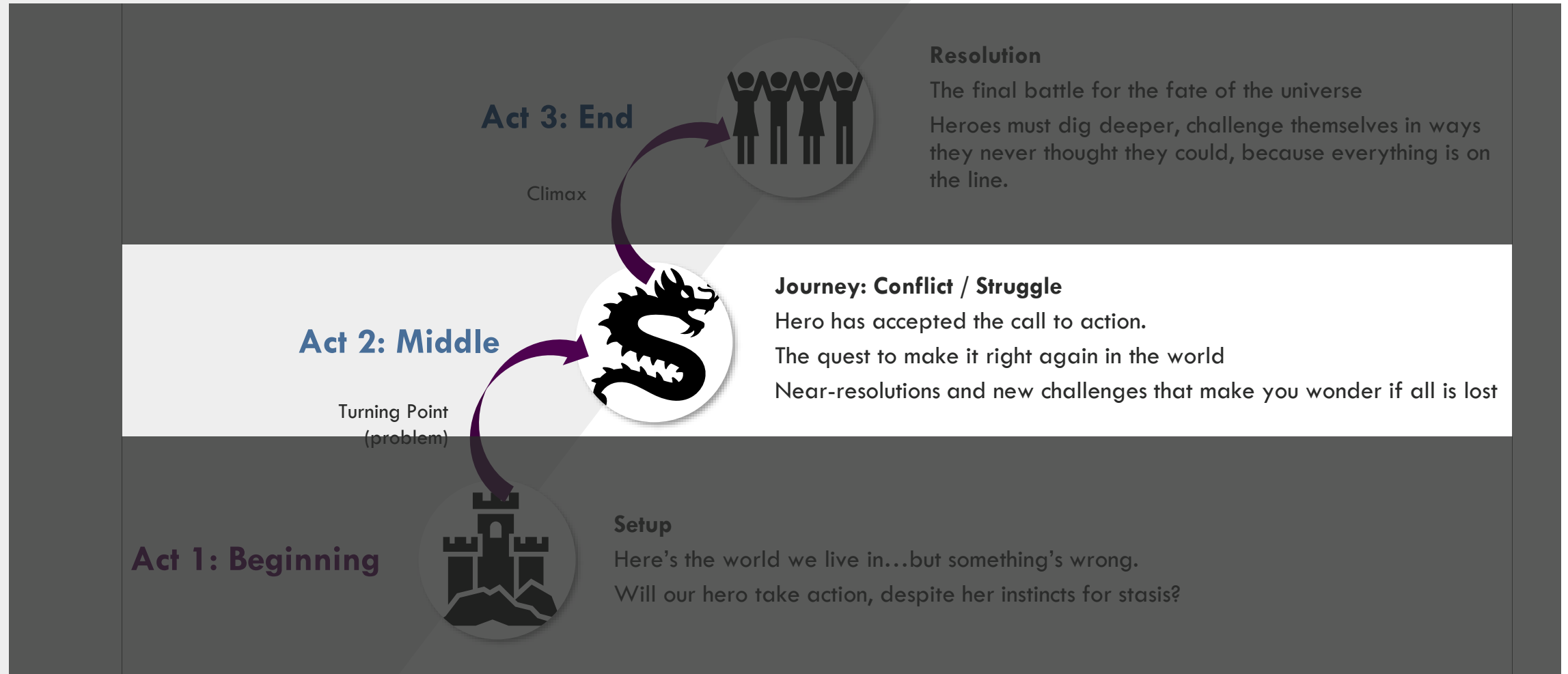
— Lao Tzu
Tao Te Ching

SECTION 3
**THE JOURNEY TO
SUCCESS**
(ACT II OF YOUR STORY)

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THE HOLLYWOOD STORY FORMULA



WHOSE JOURNEY IS IT?

- Your world... but not your adventure
- Your avatar needs to feel agency in the quest
- Your role is to guide them along to success... whichever way they want to get there!




WHAT ROADS CAN I TAKE?

- What are my options to make the world better?
- Your Programs and Offers
 - Your events
 - Your services
 - Your authoritative knowledge

Our Solution

Through our programs in Ghana, Guatemala and Laos, we're changing what a learning experience can be for a child anywhere in the world.



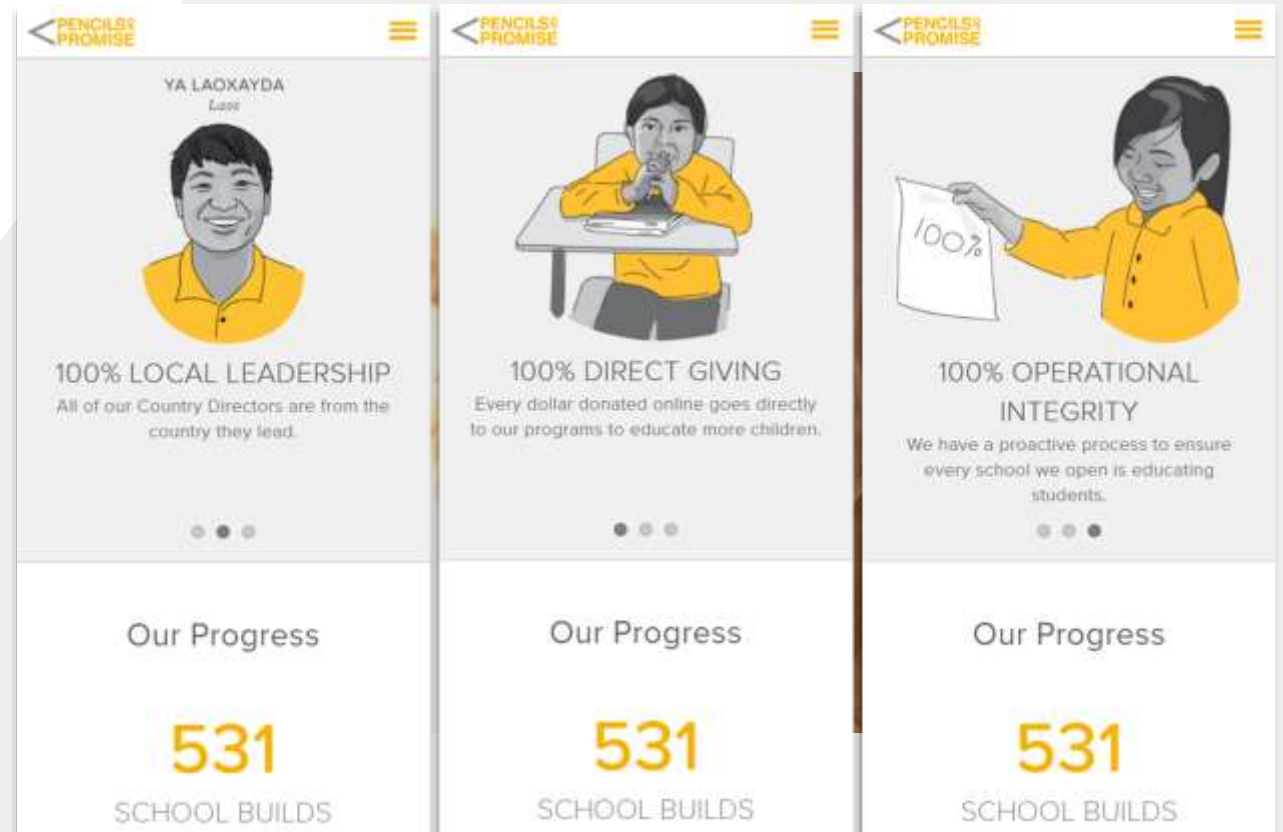
SCHOOL
BUILDS

TEACHER
SUPPORT

SEE ALL OUR PROGRAMS →

WHY GO WITH YOU?

- How are you going to help me succeed?
- What obstacles are you going to help me overcome?
 - ROUSes
 - Fire Spurts



HOW DO I KNOW WE CAN SUCCEED TOGETHER?

Our Community



JALPA

Running, biking and selling lemonade with her family to educate kids around the world.



START YOUR CAMPAIGN

Get creative as you fundraise for education.



COURTNEY

Fundraising for a school build, through athletic events & babysitting, and raising awareness about the importance of education for all.



ERIC

Requesting donations in place of birthday gifts to improve literacy outcomes across the globe.

CALL TO ACTION



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Running, biking and selling lemonade with her family to educate kids around the world.



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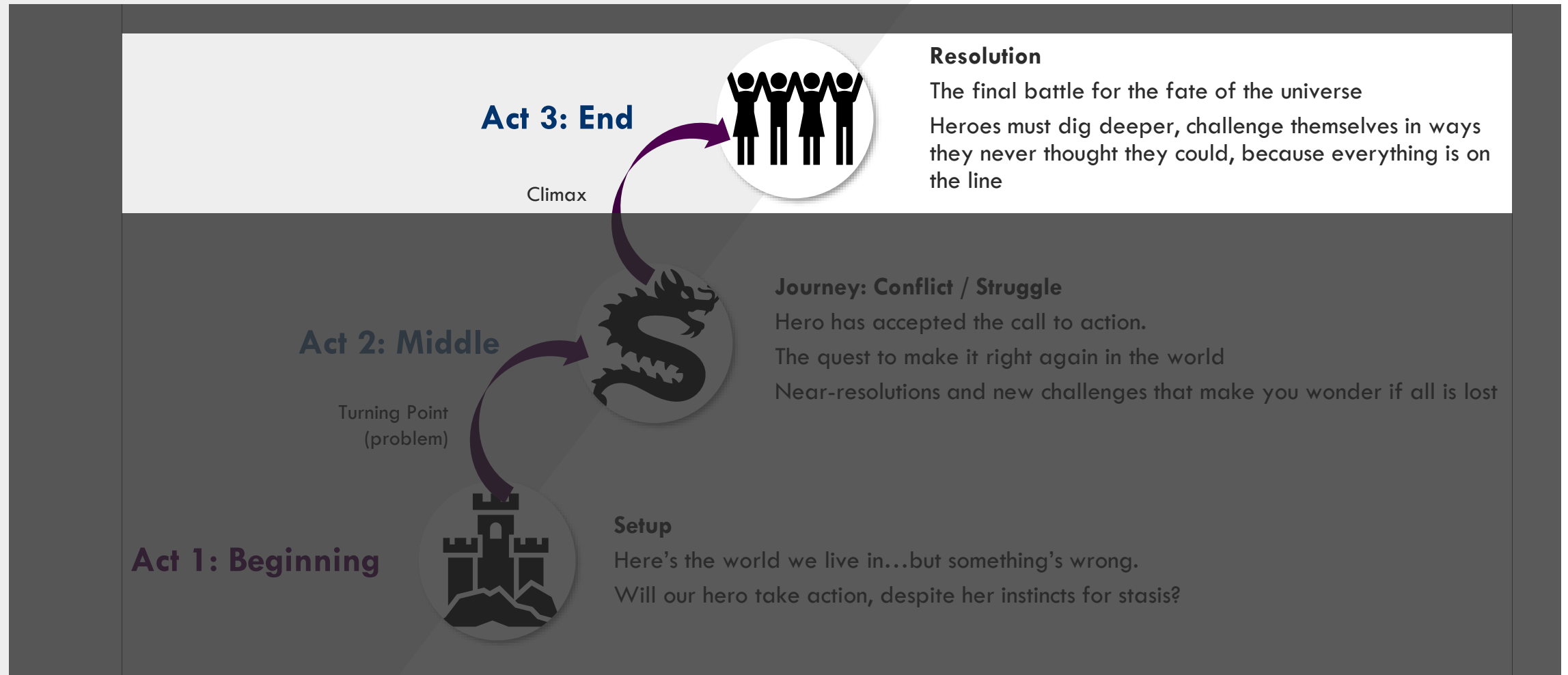
Requesting donations in
place of birthday gifts to
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outcomes across the
globe.

SECTION 4
**THE SUCCESSFUL
RESOLUTION**
(ACT III OF YOUR STORY)

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THE HOLLYWOOD STORY FORMULA



IF I TAKE ACTION: HOW WILL WE SUCCEED?

What results have you already achieved?

How close / how much closer are we to achieving the world we dream of?

Our Progress

531

SCHOOL BUILDS

Our Progress

531

SCHOOL BUILDS

Our Progress

531

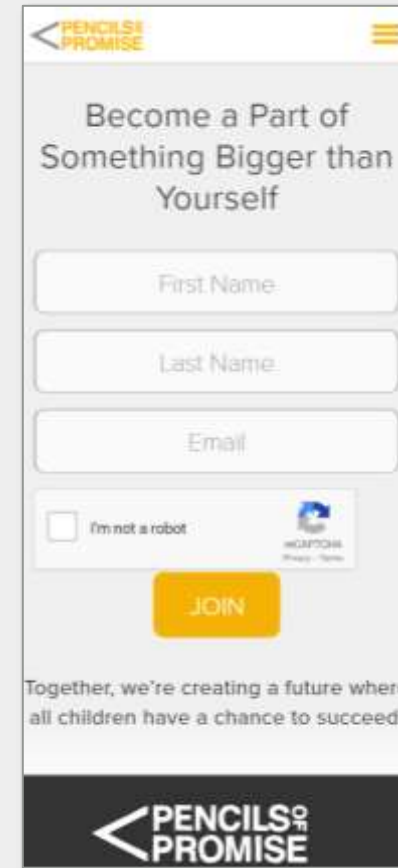
SCHOOL BUILDS


VISION: WHAT WILL THE WORLD LOOK LIKE?

The image is a screenshot of a website for Pencils of Promise. At the top left, the word "PROMISE" is written in yellow. To its right, there is a link for "Privacy - Terms". Below this is a large yellow button with the word "JOIN" in white. The main content area features a red oval highlighting the text: "Together, we're creating a future where all children have a chance to succeed." At the bottom, there is a dark grey footer containing the Pencils of Promise logo (a white pencil icon) and the text "PENCILS OF PROMISE" in white, with "© 2008 - 2021" below it.

THE FINAL CALL TO ACTION

Your last chance to help the hero
identify with your cause




< PENCILS PROMISE 

Become a Part of
Something Bigger than
Yourself

First Name

Last Name

Email

I'm not a robot 

JOIN

Together, we're creating a future where
all children have a chance to succeed.

< PENCILS PROMISE

END CREDITS



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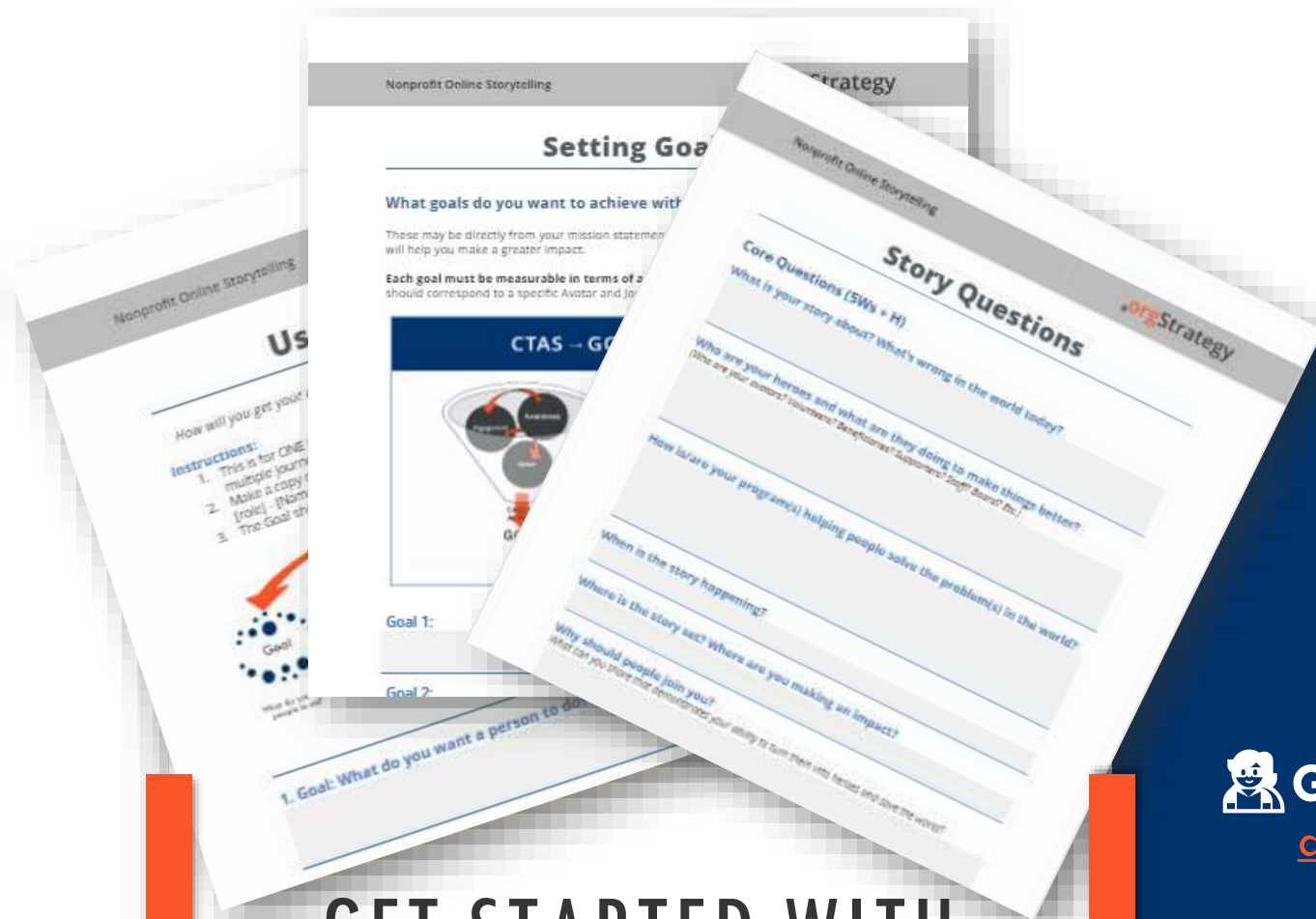
GETTING STARTED

My Call to Action for YOU ...

GETTING STARTED

- Answer your storytelling questions
- Determine your goals
- Choose your avatar(s)
- Tell them a story
- Call them to action





GET STARTED WITH THE WORKBOOKS



Get the Workbooks
dotOrgStrategy.com/NPHD2



Connect with Boris
boris@dotorgstrategy.com
linkedin.com/in/theboris





**FROM ATTENTION
TO DONATIONS**
DECEMBER 19TH, 2023

Thank you!

Tune in next time!

How to tell get more attention and drive more impact through your website.



NonProfit
HelpDesk

FALL & WINTER
2023-2024



Nonprofits:
We're Here to
Help YOU

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<https://www.iccgci.org/our-services/management-support-systems/the-nonprofit-helpdesk/>



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