



THE POWER OF EFFECTIVE STORYTELLING- KOENIG CHILDHOOD CANCER FOUNDATION

TUESDAY, FEBRUARY 13TH, 12PM | FACILITATORS: ROSEMARY OSTMANN, LARA COHN AND RENA KOENIG

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

Rena Koenig, co-founder, Koenig Childhood Cancer Foundation with 15-year-old daughter and survivor, Elana Koenig

THE POWER OF EFFECTIVE STORYTELLING

BEHIND THE SCENES WITH KCCF

- The anatomy of good story
- Crafting Elana's story
- Making an impact
- Rena in her own words
- Key takeaways

POLL QUESTION

HAVE YOU PARTICIPATED IN ANY OF OUR WORKSHOPS BEFORE?

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

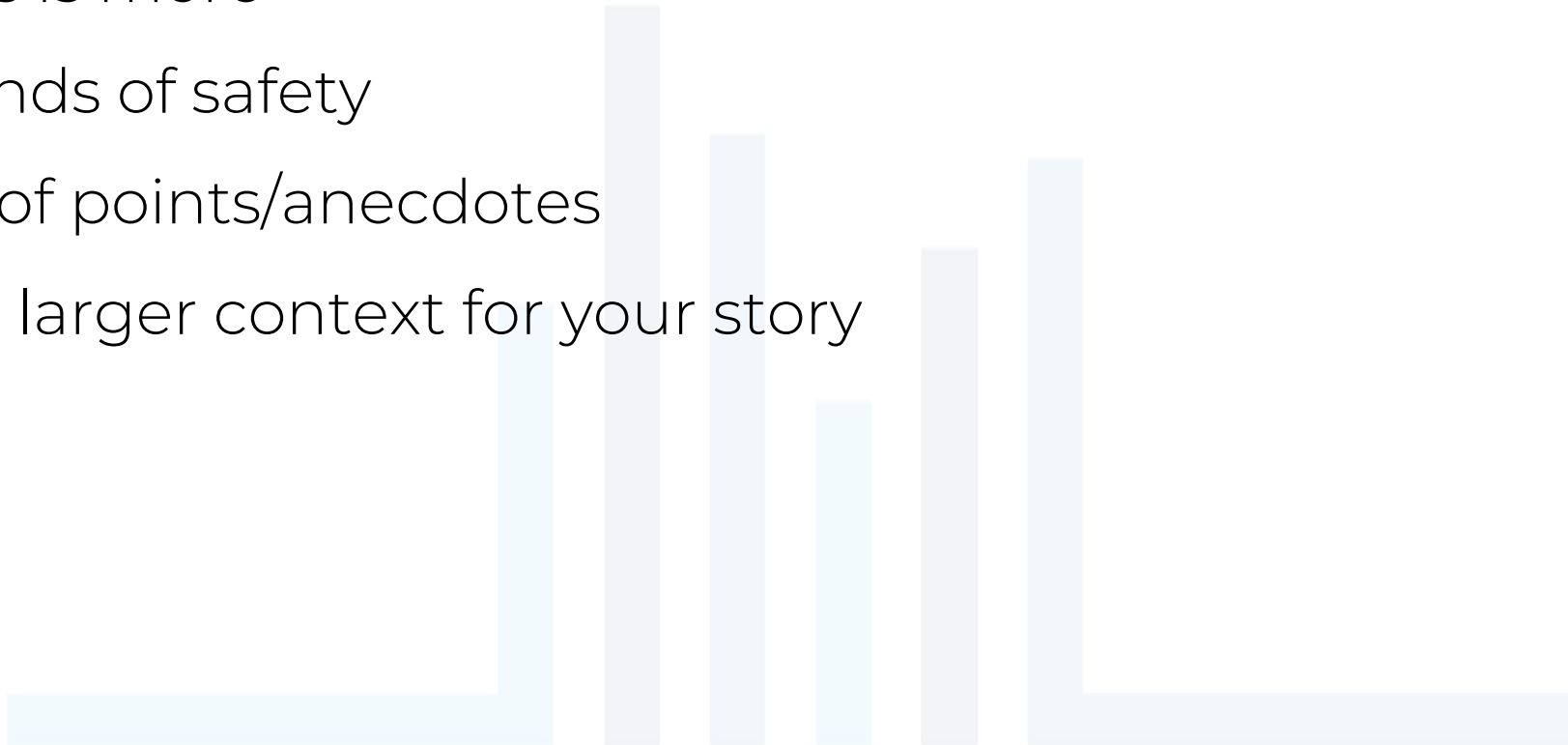
- Timeliness: Why now?
- Proximity: Is it in my backyard?
- Usefulness: Is it news I can use?
- Prominence: Is someone noteworthy involved?
- Impact: How many people does it affect?
- Novelty: Is it a first or counterintuitive?
- Controversy: Is there conflict or tension?
- Human Interest: Can you give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



MESSAGING

STICK TO YOUR SCRIPT

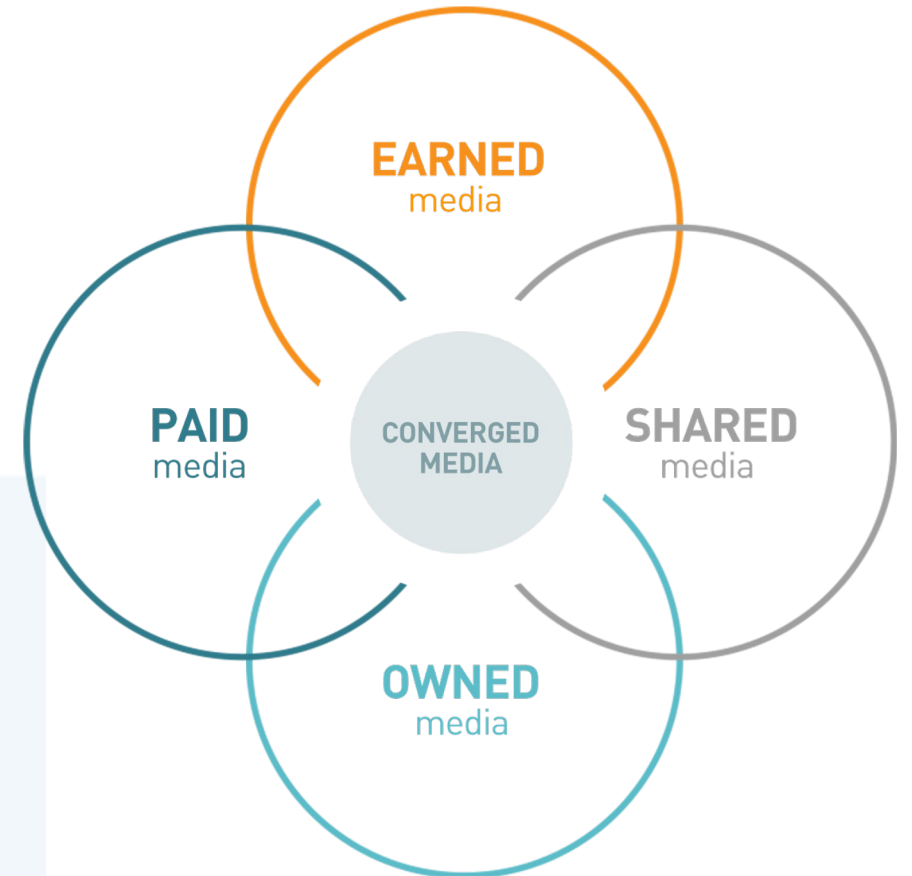
- Less is more
- Islands of safety
- Proof points/anecdotes
- The larger context for your story



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



TRENDS IN COMMUNICATIONS

- Multimedia content is king
- ChatGPT is your editorial assistant
- The rise of contributed content
- TikTok “news anchors” on the scene



POLL QUESTION

HAVE YOU TRIED PITCHING YOUR STORY TO THE MEDIA?

KCCF'S PR STRATEGY

AMPLIFYING ELANA'S STORY

- Clear objectives
- Strong emotional connection
- Narrative elements/hook
- Compelling, customized pitches

KCCF NATIONAL PRINT



At age 8, Elana Koenig beat cancer. By 13, she found a way to save a boy struggling with the disease in a Ukrainian war zone

‘Now We’re Like Family’

By K.C. BAKER

A Big Heart
“I’m grateful to have the opportunity to help him,” Elana Koenig says of Mark Negodiuk (left) hospitalized in Ukraine in 2022 (right), with Elana in the U.S. in June.

Paying It Forward
Elana (top right in 2022) is bonded with the kids she helps, including (from left) Mikhail Ivanchenko, Mark Negodiuk and Denis Taghizada.

Tough Battle
“I thought it was a death sentence,” mom Rena says of losing her daughter Elana (in the hospital in 2017) had cancer at age 7.

‘As long as people need help, we have to be there’
—ELANA KOENIG

July 14, 2023 **People**

July 24, 2023 **People** 61

KCCF PITCH



KCCF NATIONAL TV



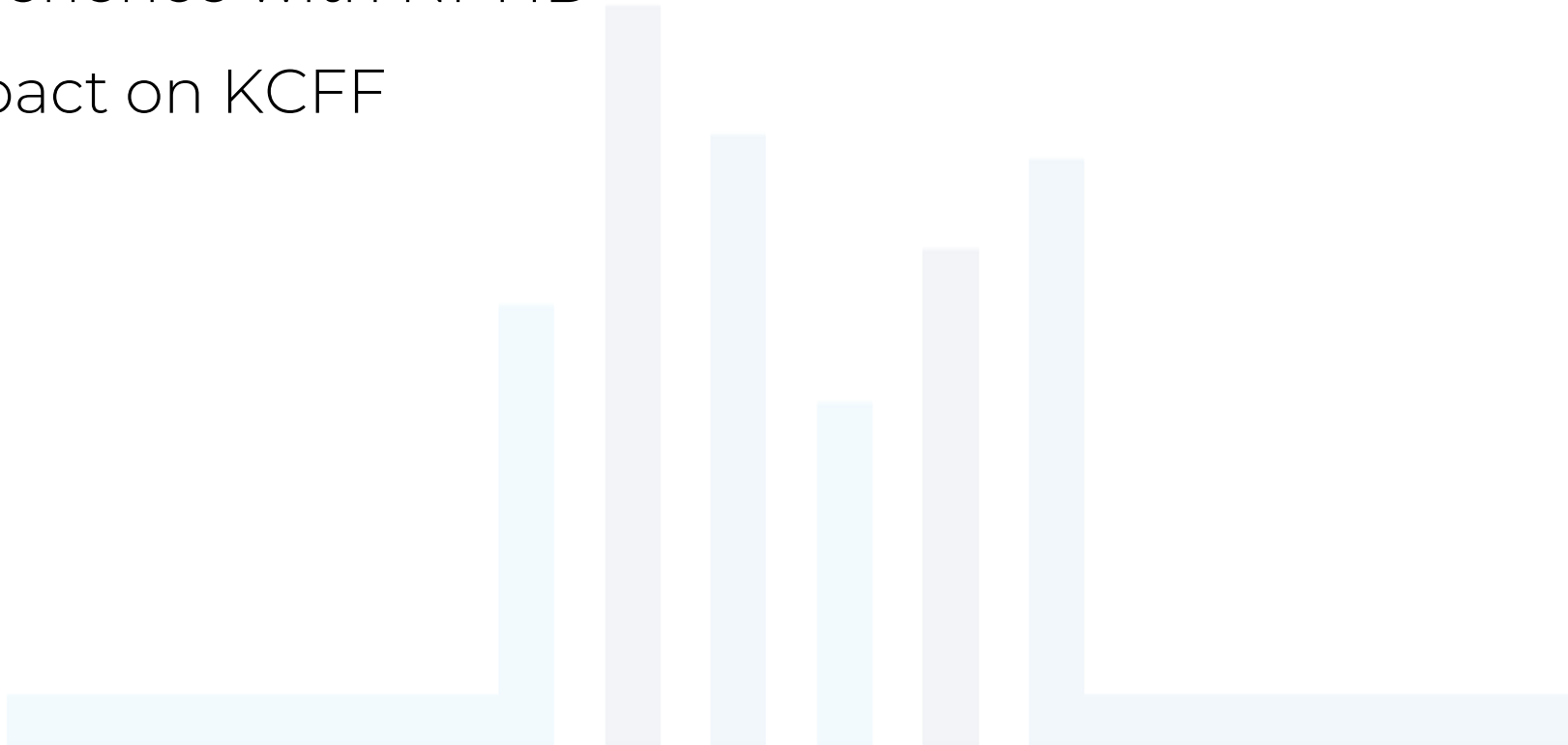
KCCF NATIONAL TV



RENA KOENIG

IN HER OWN WORDS

- Experience with NPHD
- Impact on KCFF

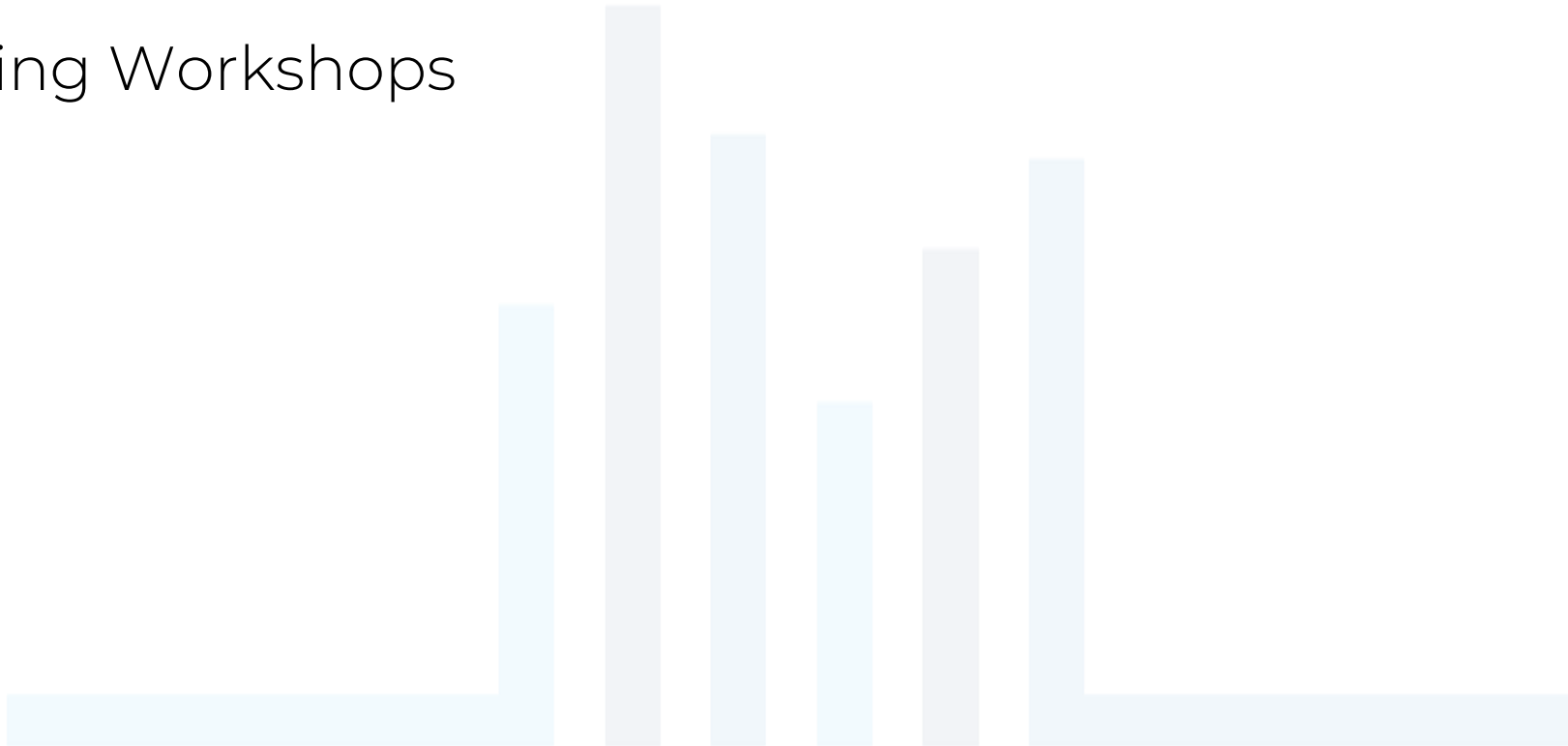


TAKEAWAYS

- Set your goals
- Dig deep to make an emotional connection
- Have all the elements ready to go
- Be patient and persistent

WHAT'S NEXT

- One-on-One Consultations
- Spring Workshops



Q&A

THANK YOU!

