



BUILDING AN EFFECTIVE DONOR COMMUNICATIONS STRATEGY – PART ONE

THURSDAY, MARCH 26, 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/

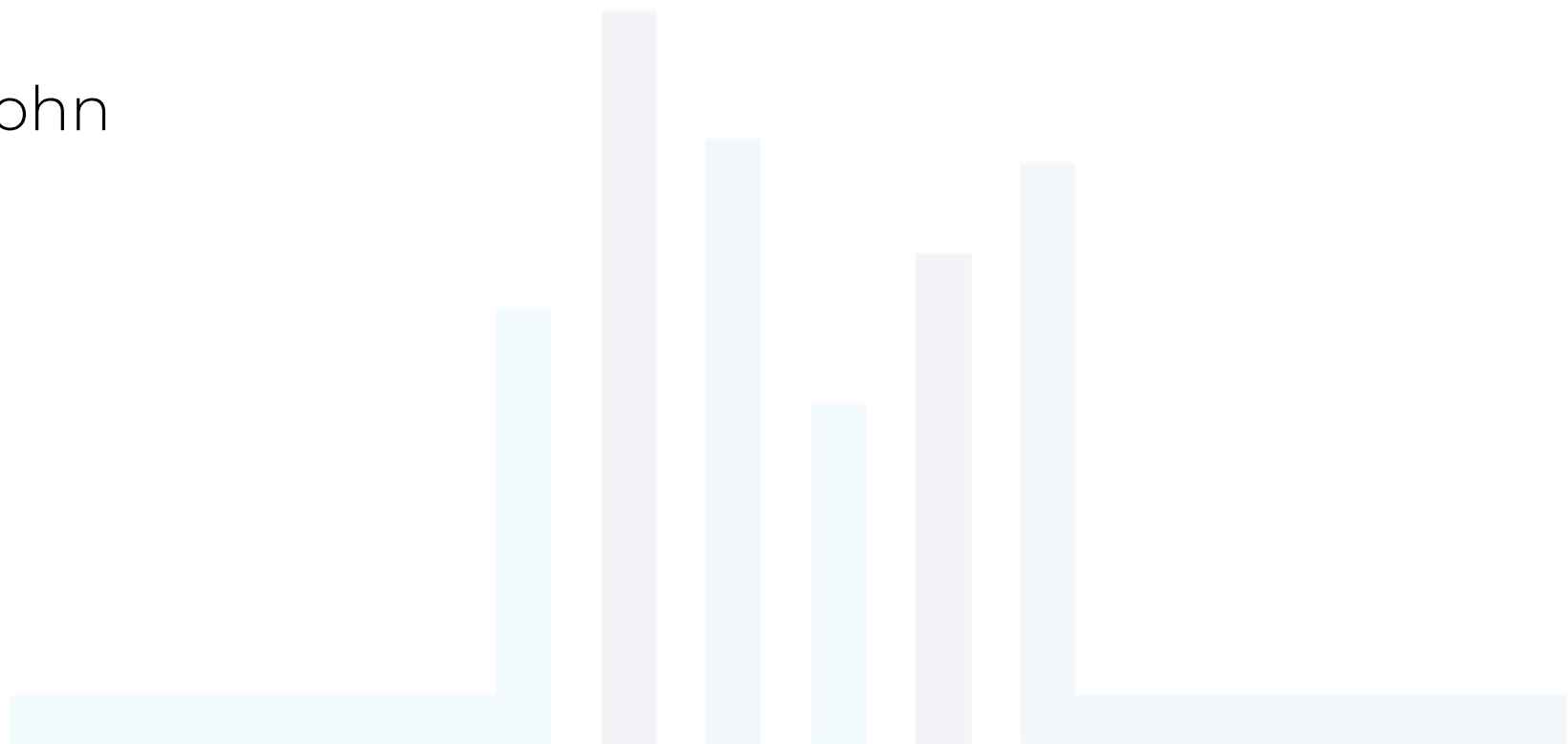


INTRODUCTIONS

WHO WE ARE

Rosemary Ostmann

Lara Cohn



THE INTERSECTION

OBJECTIVES

Create a **communications strategy** that supports fundraising efforts:

- Educate all stakeholders about your mission and accomplishments
- Win hearts and minds with human interest narratives
- Leverage every media channel using the PESO model

Learn from **media coverage** that generated fundraising success:

- The Koenig Childhood Cancer Foundation
- I Support The Girls

POLL QUESTION

“WHAT COMES FIRST WHEN PITCHING A STORY: MAKE THE AUDIENCE BELIEVE WHAT YOU’RE SAYING WITH PROOF POINTS OR INTRODUCE THE MEDIA TO YOUR MAIN CHARACTER?”

STAKEHOLDERS

DECISION MAKERS ARE PEOPLE, TOO!

ARTICLE
1

We Believe people give to people,
that people don't give to organizations,
or from Websites; people give to people.
Fundraising is not about programs;
it is about relationships.



STORIES MATTER

THE NEUROSCIENCE OF GENEROSITY

Stories change attitudes, beliefs and behaviors.

Character-driven stories cause distress, which gets our attention, and 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

STORIES MATTER

HOW DO YOU DECIDE WHO'S A JOURNALIST?



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 creates surround sound, but it serves as “social proof” and 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.

TELLING YOUR STORY

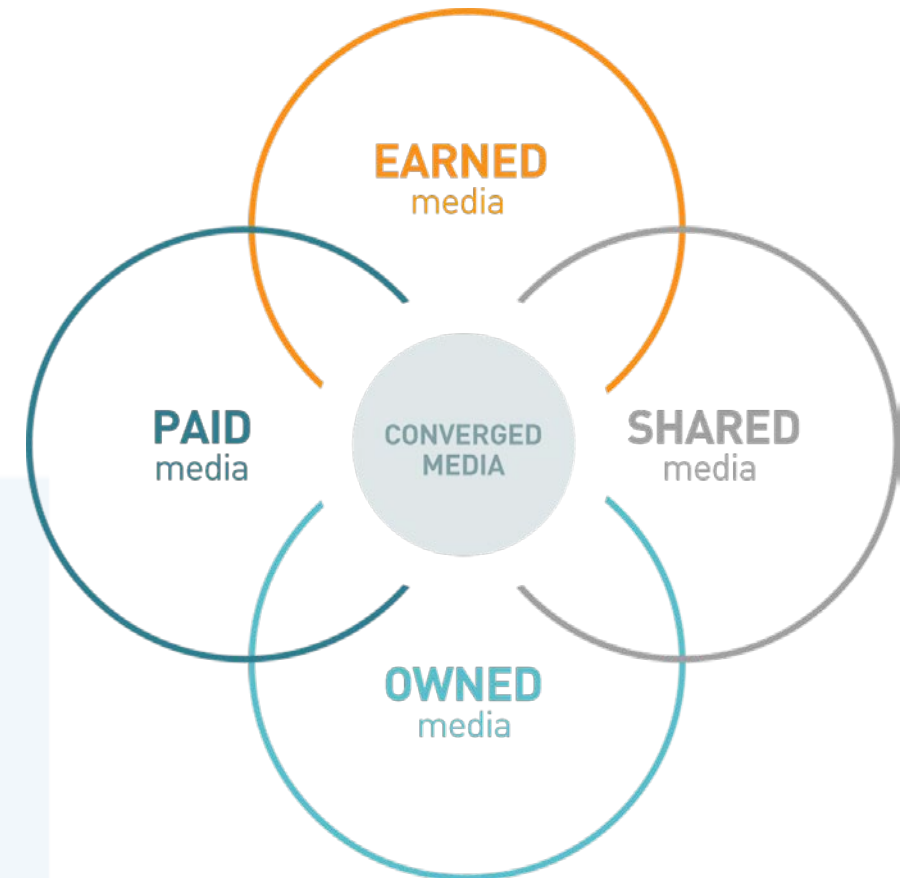
HOW TO CRAFT AN ENGAGING TALE

- 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 HAVE A REPOSITORY OF HUMAN INTEREST STORIES AT THE READY?”

IRL EXAMPLES

“TELL ME YOUR TURNAROUND STORY”



MOMENTUM MERCHANDISE!

kellyclarksonshow and charlesesten
Original audio

kellyclarksonshow "This is somebody where cancer messed with the wrong person" 📖 Love the work Elana is doing to support kids battling cancer
7w

sherri.lazas What an incredible young woman you are, Elana!
7w Reply


elanailakoeng Can't stop crying ❤️. What a beautiful show! What an amazing team of people! @kellyclarkson @charlesesten you are true leaders! Keep changing the world!
I am so proud to be selected to be featured as a Rad Human of the multiple times Emmy winning award show!
Elana, 15 year old cancer survivor, founder, Koenig Childhood Cancer Foundation!

who I had connected


Liked by themasonlev and 14,290 others
January 29

Add a comment... Post

Providing life-saving financial and emotional support to children battling cancer.
Koenig Childhood Cancer Foundation, Inc.
 1175 York Ave, Ste. 15E
 New York, NY 10065
 Phone: 917. 765. 6272
 Email: Rena@TheKCCF.Org
KCCF.Org
[Elana on The Kelly Clarkson Show as a Rad Human](#)
[Elana in People Magazine](#)

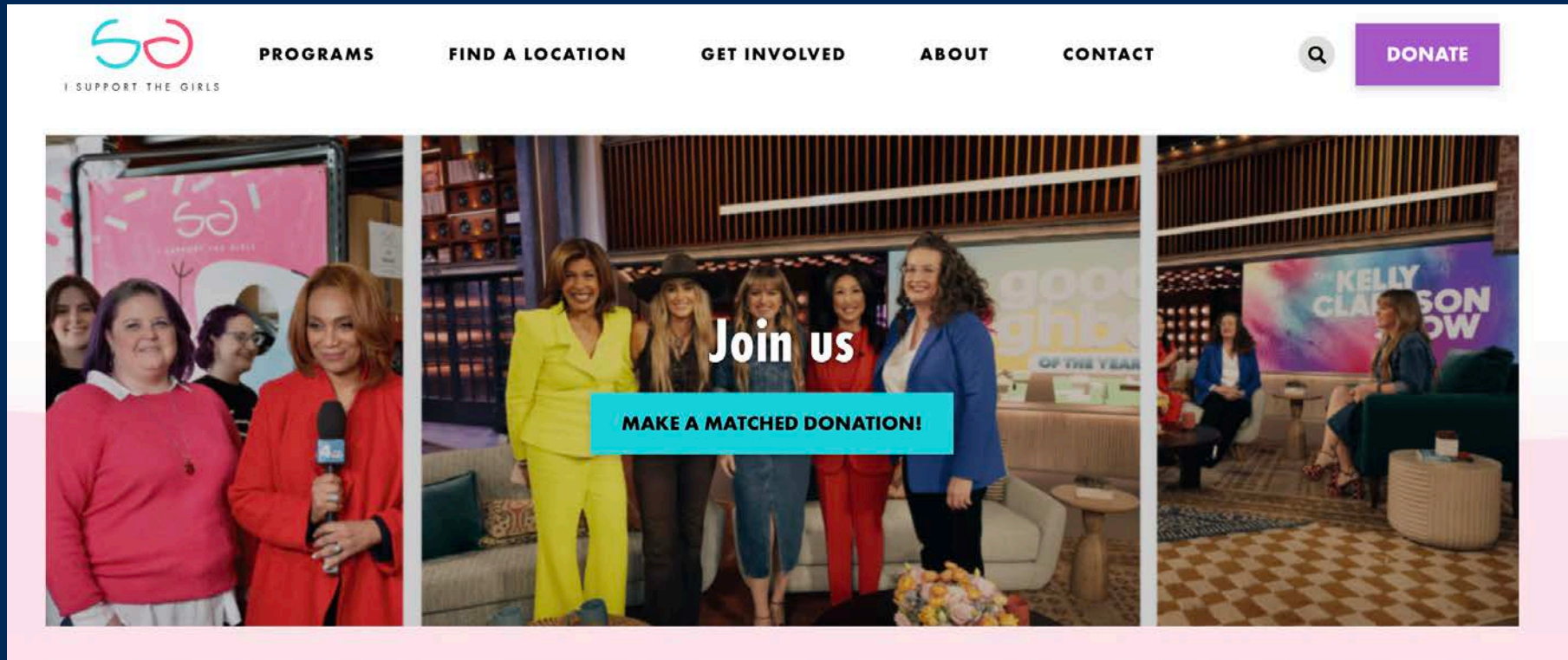


Koenig Childhood Cancer
FOUNDATION



IRL EXAMPLES

TELL ME HOW ONE GOOD DEED BECAME A GLOBAL NONPROFIT



MOMENTUM

KEEP GOOD COMPANY



DONATE ❤️

another **\$30K MATCH**

Join Kelly Clarkson, Pilot Pens, Lainey Wilson and Hoda Kotb in supporting the girls- increase your impact with a donation!

SD
SUPPORT THE GIRLS

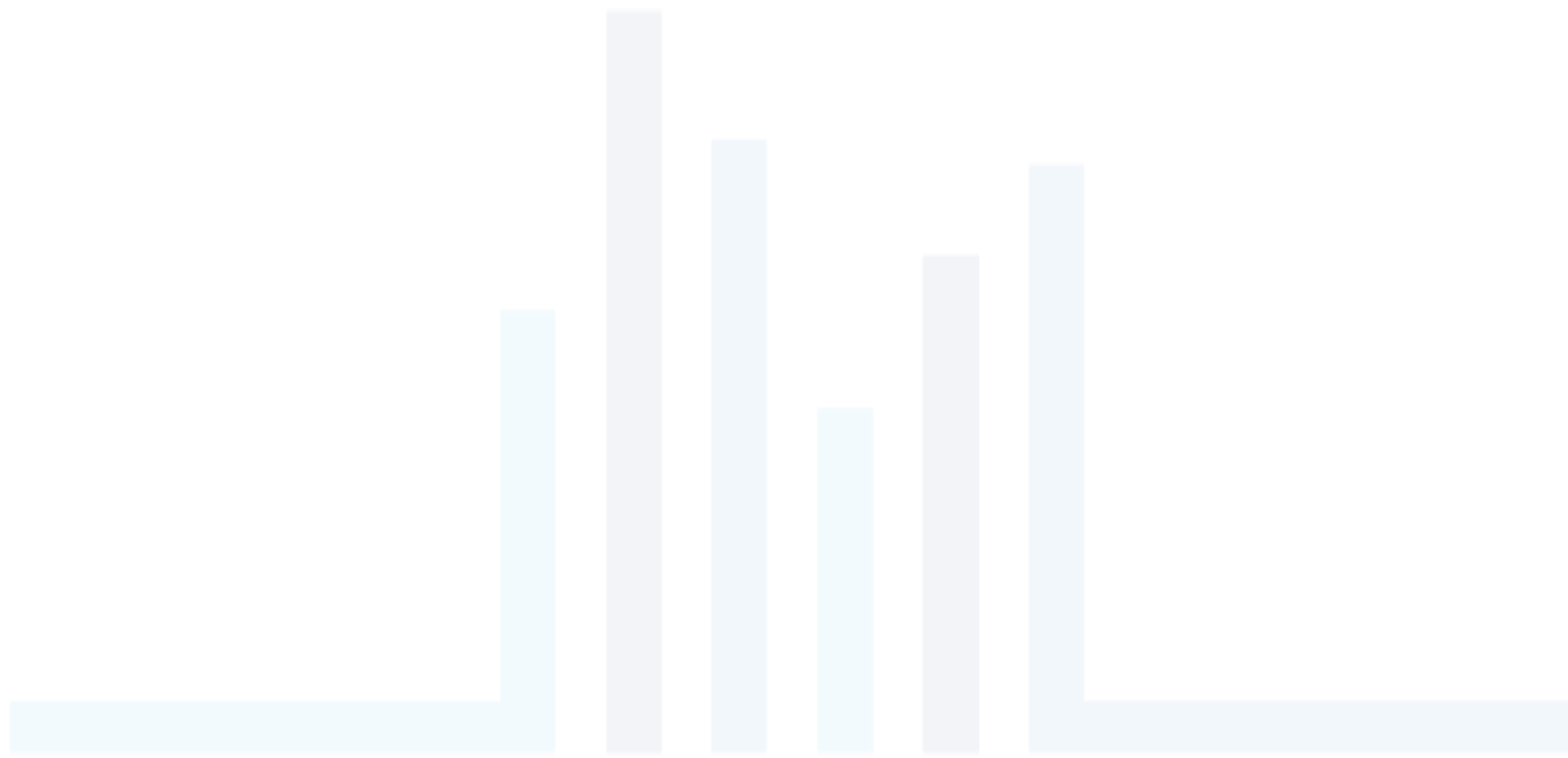
LOCAL MEDIA



TAKEAWAYS

- People give to people
- Stories of the real people whose lives you impact are mission critical
- It's about who you know ... or finding the right person at the right time
- Success is not just about media placements

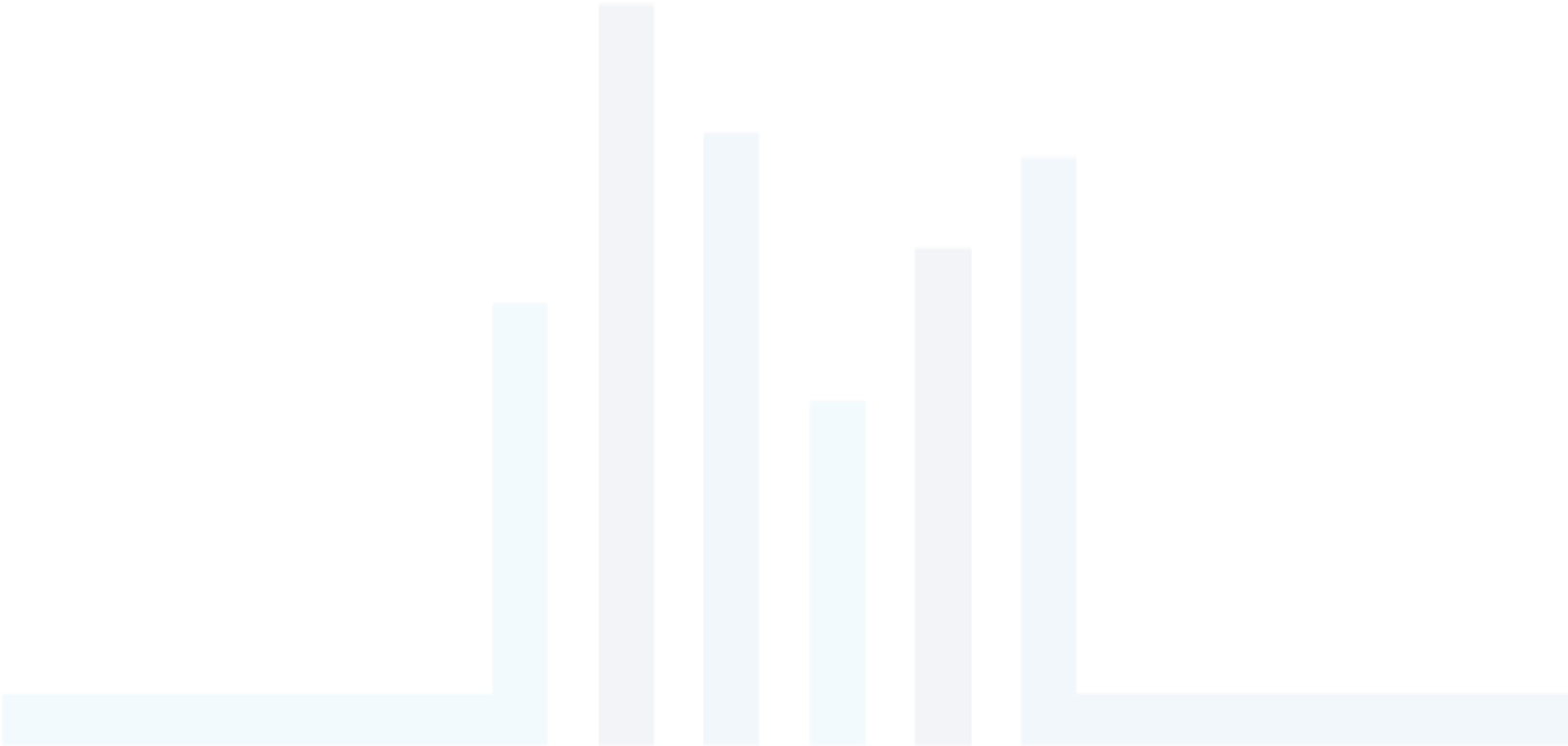
ONE-ON-ONE CONSULTATIONS



PART TWO: FUNDRAISING & COMMUNICATIONS

SHARE YOUR STORY – SHARK TANK STYLE

Q&A



THANK YOU!

