

# Telling Your Story

HOW TO CREATE BUZZ FOR YOUR ORGANIZATION



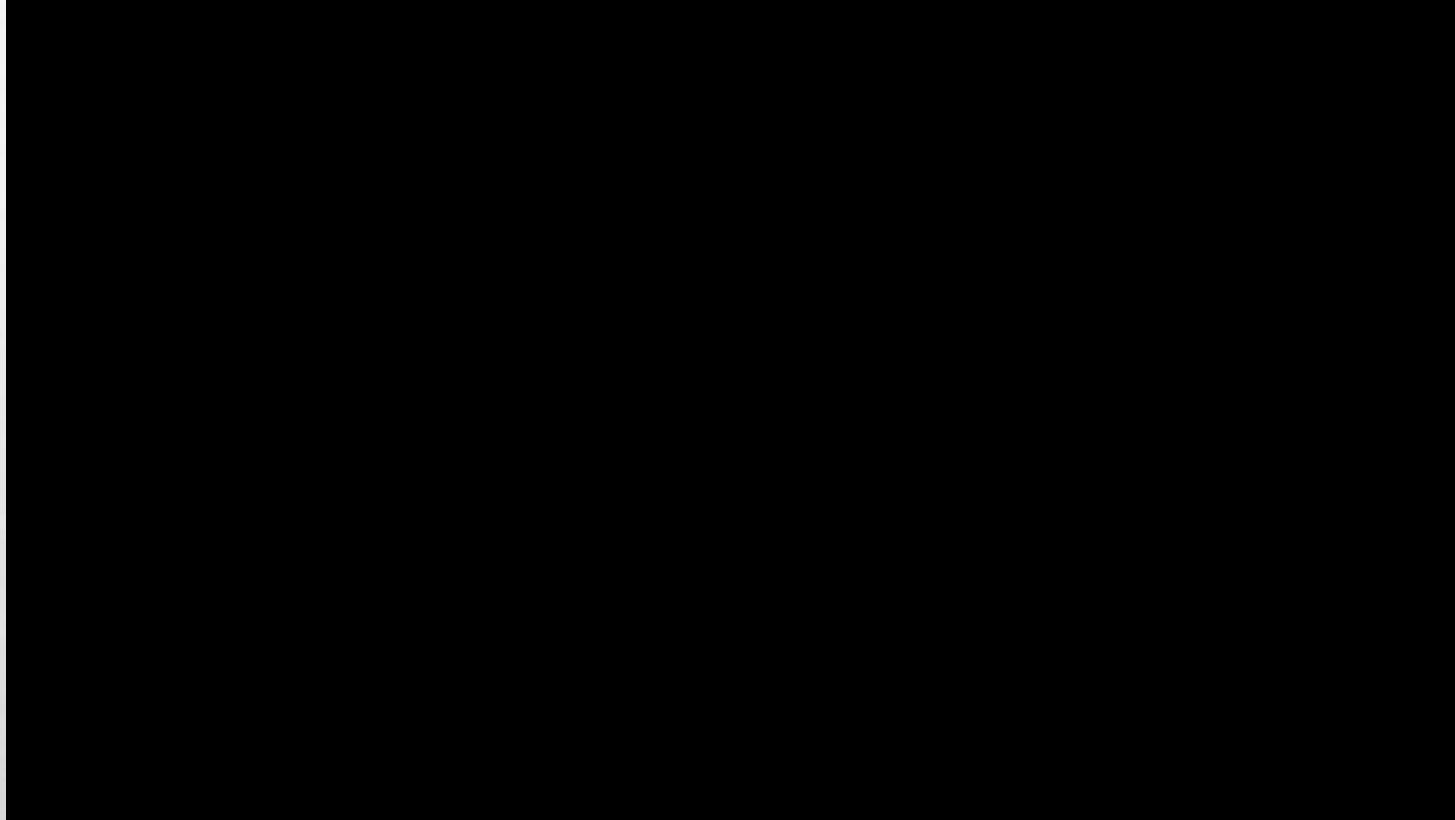
MAY 3RD • 24 HOURS TO CLICK & GIVE



**ALL GREAT STORIES START WITH  
ONE QUESTION...**

**WHY?**

**SIMON SINEK**  
**AUTHOR OF *START WITH WHY***



**TIPS FOR CREATING  
MEMORABLE, IMPACTFUL STORIES**

# #1 – PUT A FACE ON YOUR STORY



**I AM AN IMMIGRANT**  
I SCORED 7 TRIES AND WAS VOTED MY TEAM'S MOST VALUABLE PLAYER AT THE 2014 EUROPEAN CHAMPIONSHIPS  
NAME: LOIS LAU  
COUNTRY OF ORIGIN: MALAYSIA  
OCCUPATION: ENGLAND TOUCH RUGBY PLAYER

**I AM AN IMMIGRANT**  
FOR 15 YEARS I HAVE BEEN HELPING PEOPLE WITH DEPRESSION, ANXIETY AND SCHIZOPHRENIA  
NAME: ROSEMARIE RAMKISSOON  
COUNTRY OF ORIGIN: THE REPUBLIC OF TRINIDAD AND TOBAGO  
OCCUPATION: MENTAL HEALTH NURSE

**I AM AN IMMIGRANT**  
I ASSIST AROUND 1000 CUSTOMERS DAILY AND HAVE BEEN WORKING IN NATIONAL RAIL STATIONS FOR 15 YEARS  
NAME: MARY SITHOLE  
COUNTRY OF ORIGIN: ZIMBABWE  
OCCUPATION: CUSTOMER SERVICE ASSISTANT

**I AM AN IMMIGRANT**  
FOR 40 YEARS I HAVE BEEN A BUS DRIVER AND COMMITTED TRADE UNIONIST FIGHTING FOR THE RIGHTS OF ORDINARY WORKING PEOPLE  
NAME: MOHAMMAD TAJ  
COUNTRY OF ORIGIN: KASHMIR  
OCCUPATION: BUS DRIVER

**I AM AN IMMIGRANT**  
FOR 7 YEARS I HAVE BEEN SAVING LIVES AND YOUR LIFE COULD BE SAVED NEXT  
NAME: LUKAS BELINA  
COUNTRY OF ORIGIN: POLAND  
OCCUPATION: FIRE FIGHTER

**I AM AN IMMIGRANT**  
FOR 13 YEARS I HAVE DELIVERED MAIL TO AROUND 675 HOUSES DAILY  
NAME: BABIS DANI  
COUNTRY OF ORIGIN: GREECE  
OCCUPATION: POSTAL WORKER

**I AM AN IMMIGRANT**  
I HAVE WORKED WITH OVER 400 CHILDREN WITH PHYSICAL & NEUROLOGICAL NEEDS TO MAXIMISE THEIR DEVELOPMENT AND INDEPENDENCE  
NAME: LANA MAKDISI  
COUNTRY OF ORIGIN: SYRIA  
OCCUPATION: OCCUPATIONAL THERAPIST

**I AM AN IMMIGRANT**  
FOR 4 YEARS I HAVE HELPED INFORM A GLOBAL BUSINESS AND FINANCIAL COMMUNITY OF OVER 600,000  
NAME: LISA POLLACK  
COUNTRY OF ORIGIN: UNITED STATES OF AMERICA  
OCCUPATION: JOURNALIST



# #2 – REMEMBER WE “THINK” IN STORY

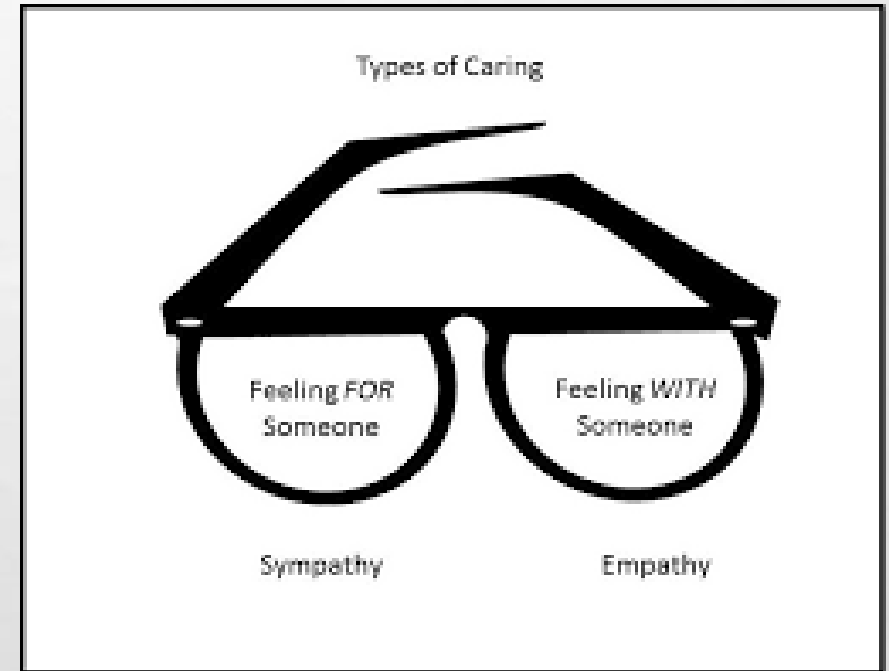
EVERY DECISION WE MAKE IS BASED ON AN INTERNAL STORY WE  
TELL OURSELVES.

IF WE **DON'T** FEEL SOMETHING WE CAN'T MAKE A DECISION!

# #3 – EMPATHY VS. SYMPATHY

**SUCCESSFUL STORIES WILL CREATE UNFORGETTABLE EMOTIONAL CONNECTIONS AND EMPATHY.**

**USING STORIES WITH SYMPATHY ULTIMATELY CREATES DISTANCE, WHILE EMPATHY FOSTERS STRONG, EMOTIONAL LINKS.**



# **#4 - SHARING MISSION MOMENTS**

**MISSION MOMENTS ARE SHORT, INSPIRATIONAL STORIES TO EXPLAIN THE IMPACT YOUR ORGANIZATION MAKES ON A DAILY BASIS.**

**THEY HAVE TO BE ABOUT A REAL PERSON**

**MISSION MOMENTS CAN COME FROM CLIENTS, DONORS, STAFF, VOLUNTEER, BOARD MEMBERS, AND YOU!**



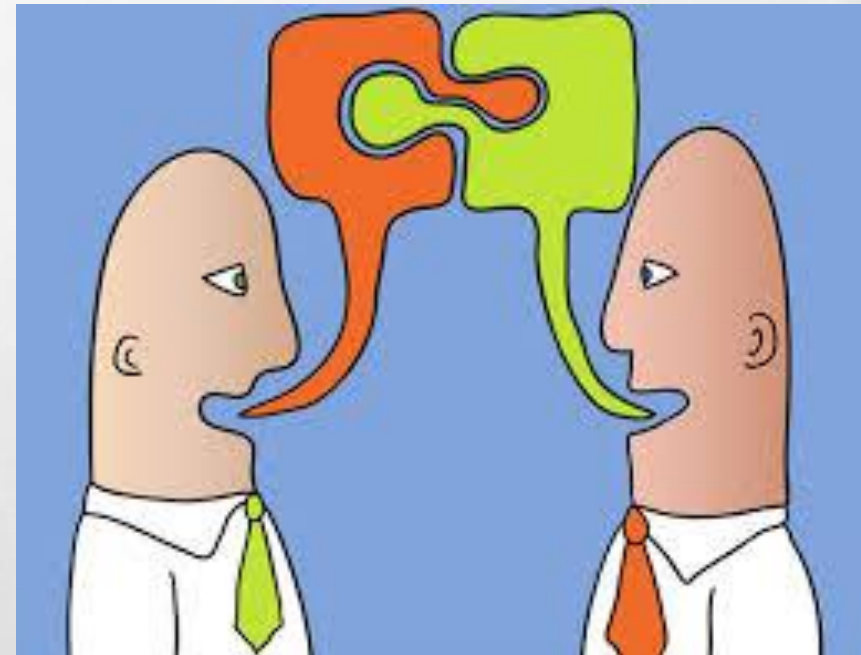
# HELPING OTHERS TELL THEIR MISSION MOMENTS

## ASK QUESTIONS!

**STAFF – WHO CAN'T YOU GET OFF YOUR MIND?**

**CLIENTS – WHAT WAS LIFE LIKE BEFORE US?**

**DONORS – WHY DO YOU FINANCIALLY SUPPORT US? VOLUNTEER FOR US?**



# #5 – TELL DONORS YOUR “SECRETS”



**TALK ABOUT THE MONEY!**



# **PROGRAM COSTS AND FUNDING GAPS**

## **PROGRAM COSTS**

**THE DIFFERENCE BETWEEN THE “CERTAIN” SUPPORT AND WHAT YOU MUST RAISE TO MAINTAIN QUALITY PROGRAMS.**

## **FUNDING GAPS**

**WHAT YOU PROJECT IT WILL TAKE TO *REALLY* SERVE YOUR COMMUNITY MINUS WHAT YOU HAVE ALREADY RECEIVED FROM DONATIONS, GRANTS, EVENTS, FEES, AND ANY OTHER FUNDING SOURCES.**

# **OTHER “GAPS” THAT ARE WORTH TALKING ABOUT**

**NEED MORE VOLUNTEERS?**

**BOARD MEMBERS?**

**MATERIALS AND EQUIPMENT?**

**VISIBILITY?**

# **MASTERING YOUR MARKETING PLAN WORKSHOP**

**WEDNESDAY, APRIL 19, 2017**

**9 A.M. – 3 P.M.**

**RIVERSIDE GOLF CLUB**

**\$50/PERSON (INCLUDES LUNCH)**

**RSVP BY APRIL 12<sup>TH</sup> BY CALLING**

**308-381-7767 OR EMAILING [KFABER@GICF.ORG](mailto:KFABER@GICF.ORG).**

**WORKSHOP WILL COVER THE FOLLOWING TOPICS:**

**CREATING AND IMPLEMENTING COMMUNICATIONS  
PLANS**

**ANNUAL REPORTS**

**USING SOCIAL MEDIA AND CREATING SOCIAL MEDIA  
POLICIES**

**ESTABLISHING CRISIS COMMUNICATION PLANS**