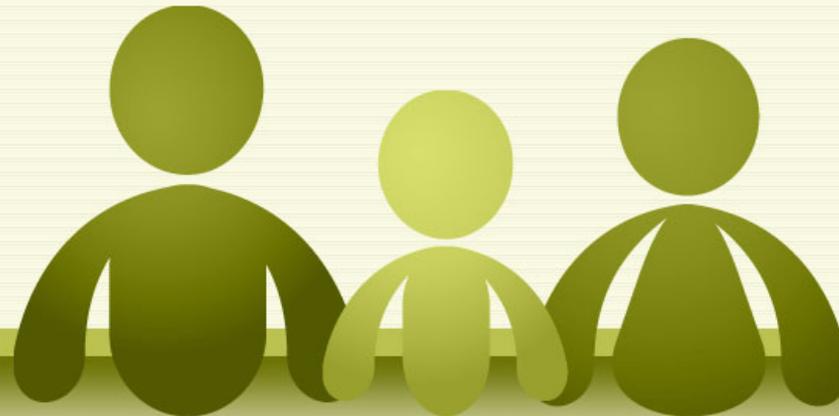


# Non-Profit Messaging

**The Impact On Volunteers, Donors & Customers**



Presented by:  
Pat Standish

# Overview

- Creating an effective message.
- Weaving stories into your communications
- Message Impact
- Video Presentation ~ For Your Use too
- Final thoughts
- *Panel Discussion - STIGMA – Making Change Happen*

*Shawn Futch ~ Denise Harlow ~ Andrea Ogunwami ~ Renee Tuggle*

*Steve Hanmer, Vice President, Planning & Evaluation, Action for a Better Community*

*Tanya Thurman, Director of Policy & Research, Action for a Better Community*



# Purpose & Goals

*Inform ~ Persuade ~ Goodwill*

- Build Agency Brand
- Outreach and Education
- Increase Donor Base and Donations
- Grow Volunteer Force
- Thank Supporters



# Why do people donate or volunteer?

*“Because it feels good to do good!”*

- It’s not for any tangible benefit to themselves – it’s for the sense of personal fulfillment.
- **Forging an emotional connection** with supporters is essential to the long-term success of any nonprofit.
- In addition to providing meaningful opportunities....your message is a critical connection.



*“When people are financially invested, they want a return.*

*When people are emotionally invested, they want to contribute.”*

*– Simon Sinek*



# Tips For A Successful Message

- Keep it conversational
- Give everything purpose
- Make it relatable
- Make it specific
- Make it authentic
- Make it memorable and sharable
- Aim for the heart
- Connect to your mission
- ***Use visuals***



# Why Visuals?

## **PUTS A FACE TO YOUR CAUSE~**

Telling stories that revolve around specific individuals is one of the most effective ways to connect emotionally with your audience.

## **PREVENTS YOUR CUSTOMERS FROM BEING JUST ANOTHER STATISTIC~**

It gives them authenticity and a voice. A reminder you are helping live, breathing people.



# Why Invest In Video Messaging?

- A picture is worth a thousand words...but a video holds attention for much, much longer.
- A video is **50X** more likely to appear on the first page of a search than a conventional piece of content.
- A user spends **88%** more time on a website with video options
- **57%** of viewers donate!



# The Most Powerful Tool In A Non-Profit's Bag ~ A Story!

Again...data are not compelling on their own.

**Your message should include a story** of how your organization impacts people at the individual level.

Your story should answer these questions:

- 1.How do you improve the situation of those you help?
- 2.*How does participation enrich the lives of volunteers and provide fulfillment to donors?*



# Video Storytelling – *Not a simple task!*

- Plan your video strategy and budget
- Consider recruiting volunteers to create something great for your agency.

## *Example of Cost: “The Jar”*

**Professional** - A good rule of thumb is to budget about \$3,000 for a 1minute video. Range is normally \$1500 - \$10,000 per minute. Budget \$4,000 to \$9,000 for 3 min. video.

**Volunteer**— Software, licensing, music etc. \$300.00.

Labor 65 hours (average \$ per hour for beginner video editor \$30) Estimated Total Cost \$2,250

**Real Cost To An Agency... \$0**



# The Goals of Messaging-Again

- Outreach and Education
- Increase Donor Base and Donations
- Volunteer Recruitment and “Retainment”
- Build Agency Brand
- Thank Supporters
- ***Encourage Participation in Agency Programs***
- ***Reduce Stigma – Change the negative perception of people living in poverty???***



# My question for you...

Can we view messaging, both verbal and visual, as a tool in its own right for tackling the misperceptions surrounding poverty?

Needy - Indigent - Impoverished – Destitute  
Dysfunctional ~ Disadvantaged ~ Penniless  
Poverty-stricken Unproductive– Hard-Up  
Down and Out ~ Uneducated ~ Desperate  
Helpless ~ Hopeless ~ Powerless and more

\*\*\*\*\*

In Need Of ~ Anxious to learn ~ Resilient ~ Hopeful  
Under-served ~ Able ~ Disadvantaged Background



# When asked what poverty means in their life...

1. Poverty is an empty heart,
2. Poverty is not knowing your abilities or strengths.
3. Poverty is not being able to make progress.
4. Poverty is isolation.
5. Poverty is having no hope or belief in yourself.

*What is unexpected is that not having enough money isn't mentioned.*

