



Storytelling that Connects

# THIS OR THAT







In any group, roughly **40 percent** will be predominantly **visual** learners who learn best from videos, diagrams, or illustrations. Another **40 percent will be auditory**, learning best through lectures and discussions. The remaining **20 percent are kinesthetic learners**, who learn best by doing, experiencing, or feeling.



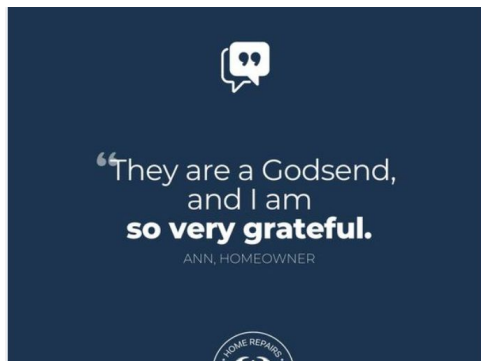
# Storytelling that Connects Is CLEAR







# Examples



The need to be aware of what these women have passed through and just how courageous they are. The question we should ask is "How do we come alongside them and cheer them on and truly be a neighbor to them?"

Hear how volunteers with [Gwinnett Church](http://ow.ly/UU2A50Grip) are making a difference: <http://ow.ly/UU2A50Grip>



They wanted to give more - and give thoughtfully. But year-end was quickly approaching and Steve and Terri Damon thought they were out of options and would just have to sit on their cash until they could figure it out. Then their financial advisor Scott Phelan, senior vice president of wealth management at Morgan Stanley, presented an option that intrigued them.

"Scott told us about donor advised funds and the Community Foundation for Northeast Georgia," said Terri Damon. "We started researching the Community

Announcements
Arts
Board Members
Community Foundation
Education
Fundholder
Giving
Healthcare
Human Services
Legacy Society
Nonprofit
Our Community



Storytelling that Connects

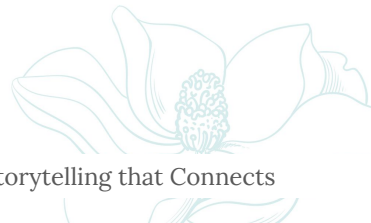
# Storytelling that Connects Is **COMPELLING**





# What makes compelling content?

It's content that's personal, relatable,  
real, relevant, sometimes emotional and  
**shows who you are** as a nonprofit.





# What makes a story that connects?





# Example



When you can't make ends meet, when people are hoping you will fail, when "home" is a hotel room or worse, life seems impossible. That's where LaToya found herself in the days before she discovered Home of Hope at Gwinnett Children's Shelter.

"All of my money went towards hotel rooms," LaToya said. "My son and I survived, but it was frustrating because I really wanted my own place. I was basically paying somebody else's rent and barely having money in my pocket."

For almost a year, she and her son had been living in and out of hotel rooms or a car. The struggle to get by was all too real, and she wanted more for herself, her young son and the child she was pregnant with.

When she discovered Home of Hope and became a guest, her life began to turn around.





# Example



Dear Heather,

They never imagined going back.

"It was just a bad neighborhood," said Michael Byrd. "The schools were terrible. Our kids couldn't go out and play without us being nervous."

So, when [Michael and his wife, Traci](#), left the inner city of North St. Louis, they didn't think they'd return.

But God gave them a new heart for their old community.

Seven years later, they moved back to love and serve through their new church plant.

"These are people who feel abandoned, uncared for," explained Michael. "And the heart of Faith Community Bible Church is to make Jesus known by caring for them."

Caring for their community looks a little different than they imagined. It includes cooking classes, block parties and barbecue. It's discipleship with a neighbor during a trip to the grocery store.



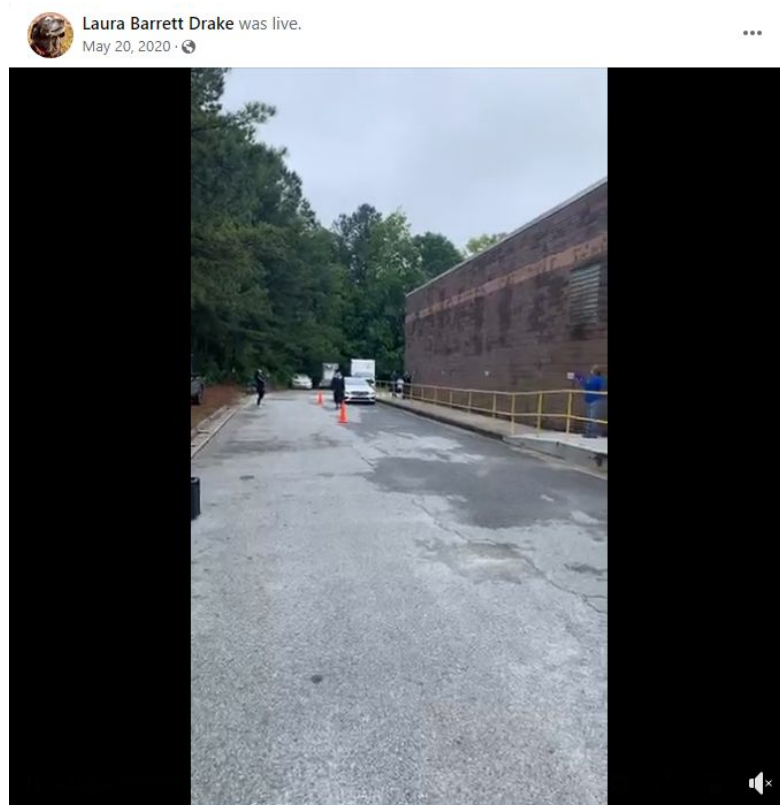
Storytelling that Connects

# Storytelling that Connects Is CREATIVE





# Example





**The Hudgens Center for Art & Learning** is with Darien Arikoski-Johnson.

Published by Hootsuite [?] · May 9 · 🌐

"I've always had an intrinsic need to make, but was not aware of the option to pursue art as a career until I was taking an Intro to Art class in my home town community college. There I was exposed to the physicality of clay, as well as a potential career trajectory. Bill Goodman was instrumental in setting me on that path.

"Encouragement is dolled out in abundance these days, and young makers have an over-idealized expectation of what it means to make it as an artist. Without realizing that failure is a huge part of success, we lose many to discouragement. Tenacity is crucial; if you only want it — forget it; you have to need it."

— Hudgens Prize Finalist Darien Arikoski-Johnson, on how he found the courage to chase creativity and what advice he would give to artists looking for that voice of encouragement.



## Performance for Your Post

**2,175** People Reached

**171** Reactions, Comments & Shares ⓘ

<b>136</b> Like	<b>44</b> On Post	<b>92</b> On Shares
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<b>18</b> Love	<b>7</b> On Post	<b>11</b> On Shares
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<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
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<b>10</b> Comments	<b>6</b> On Post	<b>4</b> On Shares
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<b>6</b> Shares	<b>6</b> On Post	<b>0</b> On Shares
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**233** Post Clicks

<b>26</b> Photo Views	<b>0</b> Link Clicks ⓘ	<b>207</b> Other Clicks ⓘ
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### NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



## Post Details



### The Hudgens Center for Art & Learning

Published by Heather Smith Loveridge [?] · March 26 ·

What do you when your nest starts feeling a little empty? If you're like Denisse Sosa and Anthony Meléndez of Lawrenceville, you get a little creative. Read how art classes at The Hudgens helped this pair of empty nesters. (Think you'd like to try a class at The Hudgens? Visit [thehudgens.org](http://thehudgens.org) to see what's available!)



About this website

THEHUDGENS.ORG

### Empty Nesters Discover Love of Art – Hudgens Center for Art & Learning

Learn More

1,567

People Reached

308

Engagements

Boost Again

Boosted on Mar 28, 2019

Completed

## Performance for Your Post

1,567 People Reached

125 Reactions, Comments & Shares

96



Like

45

On Post

51

On Shares

7



Love

3

On Post

4

On Shares

16

Comments

2

On Post

14

On Shares

6

Shares

6

On Post

0

On Shares

183

Post Clicks

0

Photo Views

72

Link Clicks

111

Other Clicks

### NEGATIVE FEEDBACK

1 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

# Storytelling that Connects Is **COMPASSIONATE**





## Home of Hope at Gwinnett Children's Shelter

Published by Hootsuite · October 20 at 4:01 PM ·

...

"We need to be aware of what these women have walked through and just how courageous they are. The question we should ask is 'How do we come alongside them and cheer them on and truly be a neighbor to them?'"

Hear how volunteers with [Gwinnett Church](http://ow.ly/UU2A50Grlep) are making a difference: <http://ow.ly/UU2A50Grlep>



## Home of Hope at Gwinnett Children's Shelter

Nonprofit Organization

[Learn More](#)



## Home of Hope at Gwinnett Children's Shelter

Published by Hootsuite · September 28 ·

...

[2 of 2] "While I'm here, I'm working on getting my high school diploma, but when I leave Home of Hope, I want to have my own business doing nails. That's my biggest dream: to have my own little business and a nice little house for me and my kids.

"I know that even once I leave the Home, I'm still going to go through difficult situations, but I want to be financially stable, to be able to take care of my family and not have to worry where my money is going to come from.

"W... See more



# Storytelling that Connects Is **CONSISTENT**





# Example



Home Repairs Ministries, Inc.

Published by Hootsuite · October 9 ·

Gwinnett senior Dorothy is always pouring out to those in need. So when we heard she had needs, we were proud to help provide those repairs for her. Discover Dorothy's story here:



HOMEREPAIRS.ORG

**After years of helping others, this homeowner gets the help she needs**

On any given day, she might be feeding a homeless man, sheltering a single mom or renting a...

229

1 Comment 5 Shares



Storytelling that Connects



10 million more  
active U.S. users  
in the past year.





“The COVID-19 pandemic has driven changes in Americans’ digital lives at an incredible pace and proven just how powerful a tool the internet is.”

Benjamin Arnold, We Are Social



# Storytelling That Connects Donors



“Storytelling and fundraising are both, at the core, about **empathy**. Empathy isn’t pity, it’s identifying with someone else’s feelings. We give money to charitable causes because we **emotionally connect with the story** they tell us.”

causevox



Storytelling that Connects

# SHOW IMPACT!



## Building Connections

NEWSLETTER

“  
Repairing  
homes  
and hearts  
as churches  
serve  
together  
”

### Volunteers overhaul unsafe porch for Gwinnett senior



#### Carrie's back deck was too dangerous to use.

"The back deck was just about falling in," said this Gwinnett County senior. "I had needed it fixed for a long time."

Home repairs are nothing new for Carrie, though.

"I've been in this house for 20 years. It always needs something," she said.

But making those fixes? Carrie didn't have too many options.

"I didn't have any way of doing anything about it," she added.

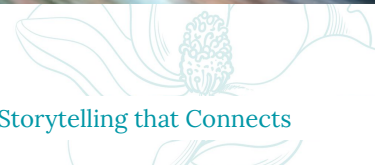
But then, a friend told her about Home Repairs.

"A friend of mine gave me a paper with Home Repairs' name on it," explained Carrie. "So, I called and they responded. A lady talked to me first. And then, two guys came out and looked at it."





# Connect with your audience



Don't fall into  
the trap of  
talking “AT”  
people.



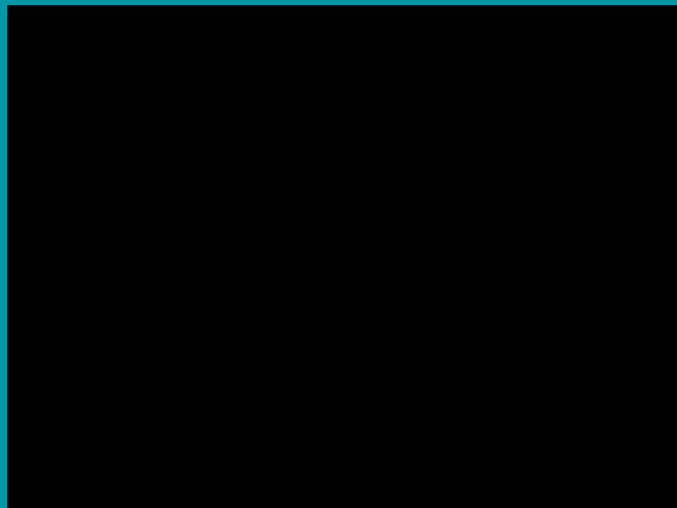




Instead...

Tell stories that  
bring them into  
your world







# Connect with your audience

## Home Repairs

continued on  
previous page >>

workmanship they put into it. I am so grateful they were willing to do that for me.

"The quality of the work Home Repairs did is just amazing. They didn't just throw it together; it was built to be permanent to the house.

"We have since moved to an apartment, because we need a home that is overall safer for me, with two exits in case of fire and bathroom modifications and all that. If I need a ramp at my new house, I'll definitely be getting in touch with Mark [Wolfe] again.

"To the volunteers who built the ramp while I was in the hospital. Thank you so much. My everyday life in that home depended on the ramp you built for me. Without you, my life would have been so much more difficult, and I'm very grateful for and thank each and every one of you.

"People sometimes ask me how I feel about losing my leg and if it's depressing. I tell them, 'No, it's just a piece; it's not the whole me - my soul wasn't in that leg. I can't get it back, so why be depressed? I'm moving on and looking towards the future.

"I thank the Lord every day for the people who have been helping me get through this time, and I'm very thankful for Home Repairs' contributions to my quality of life."



## Working for the Kingdom: Marty's story

**Not many high-level businesspeople would have considered an alternate career in carpentry. But Marty Cuellar did.**

Throughout his 40+ years as a quality professional, mainly in the food industry, Marty has always had a desire to serve - and a love for carpentry. It's what's led him on numerous missions trips over the years.

"At one of our previous churches, we took regular mission trips to Honduras, where we worked at one particular orphanage, doing construction and repair projects, so I've always had an interest in and heart for that sort of work," Marty said.

"My gift is hands-on doing. I don't necessarily have to know the people I'm serving; what matters to me is that I know I'm doing what I'm meant to be doing. And my internal compass says I need to be doing or making something."

His career eventually landed him in Georgia, which led to Marty and his wife attending Perimeter Church, where Frits ten Pas introduced him to Home Repairs. Marty began volunteering - and hasn't stopped.

"I remember seeing the conditions in the orphanages in Honduras and in Jamaica, and it's enough to make a grown man cry," he said. "If people saw the conditions we see people living in, even here in America... We've been in homes where people have lined their toilets with plastic bags because they can't afford to have the water turned on, and homes where there was nothing in a kitchen cabinet between the sink and the dirt floor below.

"People see what's on the surface, but you don't know what's going on in people's homes.

"Sometimes people just don't know who to call, or they do but they're not in a position to pay for it. It may be easy to say 'Just go get a job' or 'Dust yourself off,' but that's a very simplistic way to look at complex issues. We've been given an opportunity to help, and if it's within my ability to help, I'm obliged to do so."

And for Marty, while he loves serving homeowners, he also views his work as a kingdom investment.

"To whom much is given, much is expected. When I show up at the gates of heaven, Jesus will want to know what I did with

what He gave me, and I want to have an answer."

"I look forward to doing this work, and we do good work, too. I often step back and look at our work and just think 'Here you go, Lord; it's for You'.

In addition to his love for woodworking, Marty enjoys home improvement, gardening, and spending time with his wife Linda's four children and four grandchildren. He and Linda, an occasional Home Repairs volunteer, herself, also love traveling.

"Linda helped me lay a floor once on a Home Repairs project. And another time, when my back was injured, she got up on the ladder with John [Mardensheid, HRM volunteer] and painted a bathroom," Marty said.

Marty's experience with Home Repairs has been one of true brotherhood and making deep connections with the men he regularly serves alongside.

"We have interesting theological discussions while we work; it's so great to work alongside them. Just being around them has made me a better individual," he said.

Because of the role Home Repairs has played in his life, Marty invites people of all ages and skill levels to join the team and volunteer.

"Retirees, come and work with us. Young people, if you're homeschooled or even looking



**"My gift is hands-on doing. I don't necessarily have to know the people I'm serving; what matters to me is that I know I'm doing what I'm meant to be doing."**



for a trade career. I'd love to see Home Repairs be able to help train you in the basics of plumbing or electricity or repair work. Not to mention, there's a lot of wisdom to be gained through spending time with our volunteers.

"Even if you don't know which end of the hammer to hold, come and work with us," Marty laughed. "You don't need extraordinary skills to serve others. If we're doing a tile job, for example, we may have someone cutting the tile and someone running tile up the stairs. If people are willing to serve, we're willing to put them to work.

Interested in serving with Home Repairs Ministries? Visit [homerepairs.org](http://homerepairs.org) to learn more about getting involved.





# Example



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"It was just a bad neighborhood," said Michael Byrd. "The schools were terrible. Our kids couldn't go out and play without us being nervous."

So, when [Michael and his wife, Traci](#), left the inner city of North St. Louis, they didn't think they'd return.

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# Case Study

## #RepairMore Fundraiser



	A	B	C	D	E	F	G	H	I
	DAY	DATE	SOCIAL	EBLAST	BOARD MEMBER EMAIL	SOCIAL CONTENT	EBLAST CONTENT	GRAPHICS	OTHER ACTIONS
3	Tuesday	4/6/21	Teaser post on social.	OFF		Stay tuned - we have something big coming next week!	OFF		
5	Wednesday	4/14/21	Campaign launch	Campaign launch; send eblast	Send Board Member email 1	Can \$25 change a life? We're here to say yes, it can. This spring, home repair needs are greater than ever and we need your help to make them happen. The good news? We have a grant of \$15,000 - BUT we have to raise matching funds in order to receive that grant. Will you help us raise \$15,000 by April 28 so we can #repairmore? If everyone gave just \$25 we'd meet our goal. Help more deserving home owners get needed repairs - give now!	Intro campaign - can \$25 save a life? <a href="https://docs.google.com/document/d/1B72is1cqRamfo4LD-EdHkFWW8nNEDVNg8BQIPRlc3ws/edit?usp=sharing">https://docs.google.com/document/d/1B72is1cqRamfo4LD-EdHkFWW8nNEDVNg8BQIPRlc3ws/edit?usp=sharing</a>	Graphic - done	Add website pop-up and graphic to the donate page.
6	Thursday	4/15/21	Campaign post	OFF		If you could double your donation without having to give more, would you? This April, thanks to a matching grant, every dollar you give will be matched. Your \$25 donation? That becomes \$50. Your \$500 donation? It becomes \$1000. Will you give now and help us reach our goal of raising \$15,000 by April 28th?	OFF	Graphic - done	
7	Friday	4/16/21	Campaign post	OFF		Can \$25 change a life? For veterans like Mark, the answer is YES! Because of people like you giving, we were able to build a ramp into Mark's house. Now this veteran has an accessible home. Please help us raise \$15,000 by April 28th so we can get our matching grant and help even more people. Even \$25 makes a difference!	OFF	Done - Pic of Mark	
8	Saturday	4/17/21	Campaign post	OFF		What could your \$500 donation provide? A ramp. For most of us, we simply walk into our homes and never think twice about it. But imagine being in a wheelchair - and living in a non-accessible home with no way to afford a ramp. Until Home Repairs, that is. When you give \$500, which becomes \$1,000 thanks to a matching grant, we're able to build and install a ramp for a homeowner in need. Will you give today?	OFF	Done - Veteran Mark wife quote graphic "The people are GREAT and do a FANTASTIC job. Not only were they very professional and nice, they were also genuinely concerned about my husband's well being. I would highly recommend them."	
9	Sunday	4/18/21	OFF	OFF		OFF	OFF	OFF	





# Campaign story

 Home Repairs Ministries, Inc.  
Published by Hootsuite • April 16, 2021 •

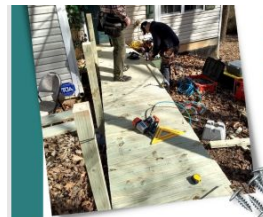
Can \$25 change a life? For veterans like Mark, the answer is YES! Because of people like you giving, we were able to build a ramp into Mark's house. Now this veteran has an accessible home. Please help us raise \$15,000 by April 28th so we can get our matching grant and help even more people. Even \$25 makes a difference! <http://ow.ly/1xEGS0EoEXg>



 Published by Hootsuite • April 17, 2021 •

What could your \$500 donation provide? A ramp. For most of us, we simply walk into our homes and never think twice about it. But imagine being in a wheelchair - and living in a non-accessible home with no way to afford a ramp. Until Home Repairs, that is. When you give \$500, which becomes \$1,000 thanks to a matching grant, we're able to build and install a ramp for a homeowner in need. Will you give today? Give now at <http://ow.ly/GPWK50EoFQ0>.

Not only were they very professional and nice, they were also **genuinely concerned** about my husband's well-being.



**CHANGE  
EVEN MORE  
LIVES**

Your gift today  
counts **double!**



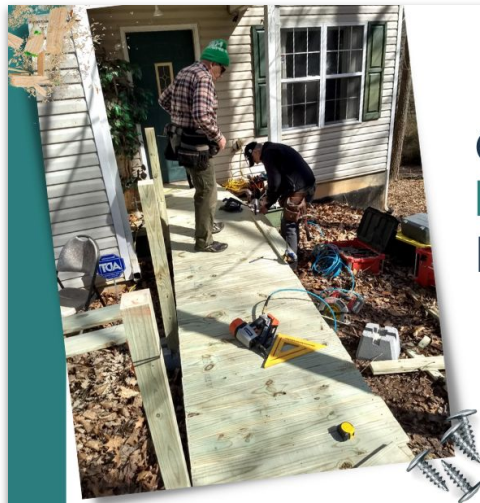
**#REPA**



Storytelling that Connects



# Home Repairs Ministries



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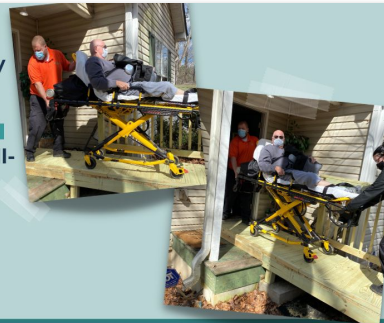
#REPAIRmore

Not only were they very professional and nice, they were also **genuinely concerned** about my husband's well-being.



[HomeRepairs.org/donate](https://HomeRepairs.org/donate)

#RepairMore



We've **almost** reached our goal!



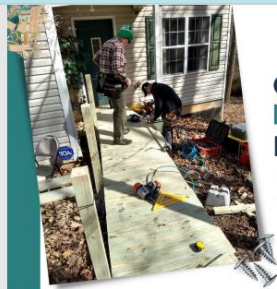
\$1,000  
\$5,000  
**\$14,100**  
\$15,000 GOAL!

[HomeRepairs.org/donate](https://HomeRepairs.org/donate)

#RepairMore



# Home Repairs Ministries

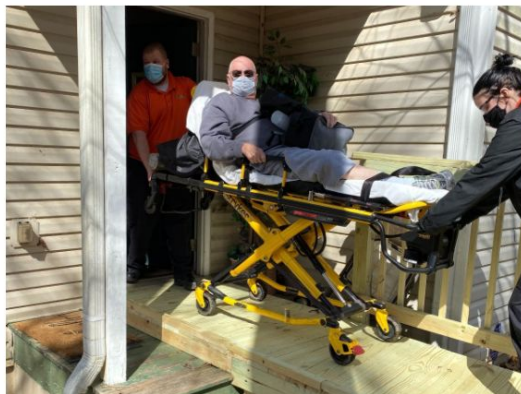


CHANGE  
EVEN MORE  
LIVES

Your gift today  
counts **double!**



#REPAIR  
*more*



Can \$25 change a life?  
We're here to say yes, it can.

This spring, home repair needs are greater than ever and **we need help - YOUR help - to make them happen.** We have homeowners who cannot afford to pay for the extra riding, serious widows who need cash help to get



Storytelling that Connects



# Home Repairs Ministries



## We did it! THANK YOU!

THANK YOU to everyone who gave to our matching fundraiser last month. We surpassed our goal **and raised over \$18,400 that will be fully matched.** And, thanks to you, we've also raised an additional \$1,320 that will go straight towards helping single moms, elderly widows, veterans and other homeowners in need. We could not have done this without you!

Thank you for believing in and supporting the Home Repairs mission and for showing the love of Christ to those who need it most.





# Why donors keep giving

- Donor perceives your organization to be effective in trying to achieve its mission.
- Donor knows what to expect from your organization with each interaction.
- Donor receives timely a thank you.
- Donor receives opportunities to make his or her views known.
- Donor is given the feeling that he or she is part of an important cause.
- Donor feels his or her involvement is appreciated.
- Donor receives information showing who is being helped.

“Retention Fundraising: The New Art and Science of Keeping Your Donors for Life” by Roger Craver.





# Storytelling mistakes to avoid

- Not having a plan.
- Not understanding the VIP role of storytelling.
- Not having storytelling built into your processes.
- Not taking photos.





# Questions?





## WEBSITE

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## PHONE NUMBER

678-488-0816

# HOW TO REACH US

# NONPROFIT STORY TELLING



WITH

MAGNOLIA MEDIA GROUP

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podcast!



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