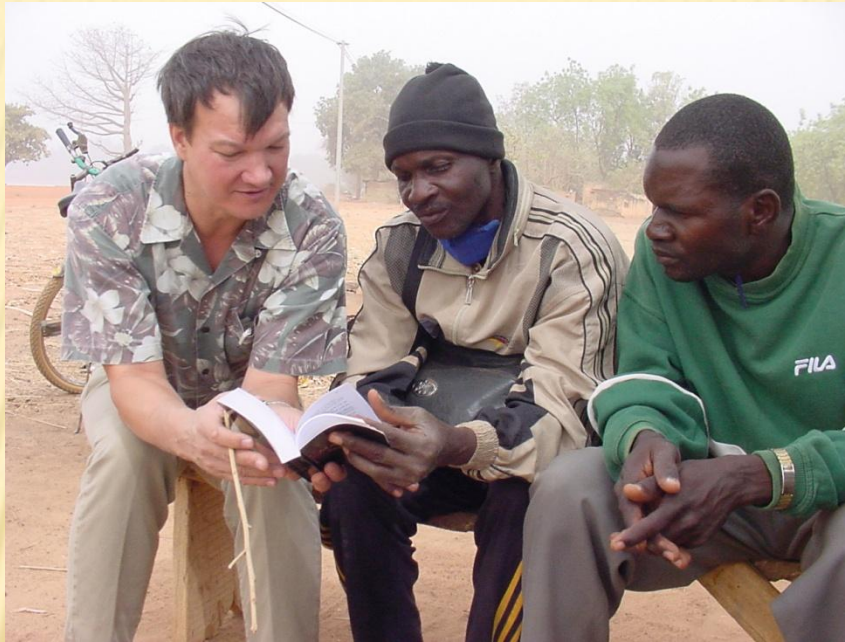


TELLING YOUR STORY

Across the Channels

Across Channels



Strategy Common to All Channels

Telling Your Story So It Is Heard

**Managing The World Of
Social Media**

WE ARE IN A “GOLDEN AGE” OF STORY

We can be convinced logically of the need for intervention and change, but it is the story of one individual that ultimately makes the difference – by offering living proof.

STRATEGY COMMON TO ALL CHANNELS

SEGMENT YOUR AUDIENCE



PROFILE YOUR AUDIENCE

- ✘ **Demographics:** age, gender, race, marital status, presence of children, education level, race, veteran status
- ✘ **Location:** neighborhood characteristics, home, school, work locations
- ✘ **Psychographics:** what does he/she think, believe, need, get concerned about?
- ✘ **Affinities:** what Groups do they identify with or belong to? NMI, NYI, ROAM, Work and Witness, SDMI, Compassionate Ministries, Disaster Relief, Information Technology, Education.
- ✘ **Media consumption habits,** particularly, social media activities.
- ✘ **Become a Detective:** we are all students of culture, apply it to our supporters and donors.

DEVELOP YOUR “ELEVATOR PITCH”

Four Critical Elements:

1. **What is your ministry’s WHY?** What motivates you to do the work that you do? What is your purpose or your promise to the community you serve?
2. **What problem are you trying to solve?**
3. **What is your unique solution and how does it stand apart from other solutions?** What specific strategies or programs do you use?
4. **What specific action do you want the listener to make?** Donate, volunteer, learn more?

DEVELOP YOUR “ELEVATOR PITCH”

Should be:

- + Short
- + Clear
- + Easy to say
- + Appeal both emotionally and rationally
- + Be fun and memorable
- + **USE ACTIVE VOICE** – not passive

DEVELOP YOUR “ELEVATOR PITCH”

Passive Voice is the verbal tool of those who want to exonerate themselves...

“Certain problems arose.” vs.

“We failed to address the communications issue.”

Active Voice is the verbal tool of “Take Charge Leaders”

“The outreach program will be started tomorrow.” vs.

“We are starting the outreach program tomorrow.”

DEVELOP YOUR “ELEVATOR PITCH”

Which statement appeals to you?

The community development project was started in order to open doors for sharing the Gospel in the village.

Our local church leaders started the community development project, which opened doors for sharing the gospel with the local villagers.

DEVELOP YOUR “ELEVATOR PITCH”

ACTIVE VOICE CAPTURES THE ATTENTION OF YOUR AUDIENCE

Our local church leaders started the community development project, which opened doors for sharing the gospel with the local villagers.

DEVELOP YOUR “TOP 10-20 TALKING POINTS”

Talking Points

- + Ready to be delivered after an elevator pitch.
- + Are engaging and allow someone to “dig deeper” into your organization.
- + Form the core of your “content strategy”

TOP TEN MOST POWERFUL WORDS

The ten most powerful words in the English Language for copywriters:

1. You
2. New
3. Save
4. Health
5. Safety
6. Guarantee
7. Love
8. Discover
9. Results
10. Proven

PARTNERSHIP

WORDS TO AVOID

Support

Trying

Just

Self-sufficiency

Thriving Communities

INVOKE EMOTIONAL TRIGGERS

1. Fear – “Don’t be left out”
2. Guilt – “Your contribution means the difference between life or death”
3. Trust – “Your partnership provides proven results”
4. Value – “You won’t find a better deal/more impact”
5. Belonging – “Join today and see what everyone is talking about”

INVOKE EMOTIONAL TRIGGERS

6. Competition – “Be the envy of your friends”
7. Instant Gratification – “Your money will be put to work instantly”
8. Leadership – “Be the first of your friends to step up”
9. Time – “The need is urgent – sign up today”

DETERMINE THE PRIMARY PURPOSE

Primary purpose of any communication needs to be determined:

- × To entertain
- × To educate
- × To inform
- × To inspire

RICH MEDIA CONTENT

1. Pictures (with watermark)
2. Videos
3. Inspirational quotes with beautiful backgrounds
4. Live event coverage
5. Sound Files

**YOUR MESSAGE MUST
BE CONSISTENT
ACROSS
THE CHANNELS.**

**DON'T OVERWHELM
YOUR AUDIENCE -
1-3 PRIMARY CHANNELS.**

TELLING YOUR STORY SO IT IS HEARD

IDENTIFY YOUR ROLE AS AN ADVOCATE

*The “six word reason” explain briefly
how you got here and why you’re an
advocate.*

TWO EXTREMES OF STORIES

Raw – Receivers worry about advocate's emotional state.

Canned – Receivers are skeptical of advocate's intent.

We are striving for “middle ground”

WHY ARE YOU TELLING THE STORY?

Telling your personal story as an advocate demands that you be explicit in your intent.

The more tightly you link your story to your goals and messages, the more successful your advocacy and impact.

WELL TOLD STORIES

- **Focused** (What is the PowerPoint?)
- **Positively Charged**
- **Crafted** (while all of us are born storytellers, we may not all be practiced storytellers.)
- **Framed**
- **Practiced**

Well told stories are...

FOCUSED

Remember our Elevator Pitch

*Your story is important and significant.
But the most important thing, if you
want to make a difference, is to focus
on why it's important to the people
you're talking to.*

GET TO THOSE KEY MESSAGES.

FOCUSED

What is the Power Point?

You want your audience to be able to repeat your key messages to others.

Well told stories are...

POSITIVELY CHARGED

Name the Change!

- Every successful advocacy story is about change and that change happens to someone.
- The story presents living proof that positive change is needed and is possible.

POSITIVELY CHARGED

- Decide which parts of the experience (story) communicate change.
- Stay focused on your advocacy goals.
- Frame your story.
- Cast the characters in your story the way you want your audience to see them.

Well told stories are...

CRAFTED

- Appeal to all senses
- Tell both “outer” and “inner” stories
- Populate your story
- Make “creative links”
- Use hooks and headlines

*“That visit to the amputee camp
changed my life forever.”*

Well told stories are...

FRAMED

- Because listeners may not frame your story as you intend.
- You may place your story within the frame of evangelism, faith, courage, compassion, injustice, or community, but unless you name that frame, you risk audiences seeing it differently.

Well told stories are...

PRACTICED

Striking that balance between

RAW and CANNED

STORY RECIPE

- **Introduction**

- Gain and focus your audience's attention
- Establish your purpose for speaking

- **Body**

- Your Story

- **Conclusion**

- Make the most of your last chance
- Call to action (if present)

AUDIENCE CENTERED

*Think of how to “Communicate With”
rather than “Talk To.”*

Profiling your audience – Review

Ex: Auckland vs. Zwedru

CONTEXT

Timing: related current events

Environment: not happy with it –
change it.

ORAL STORY TELLING

Extemporaneous (improvisational)

Best use of lectern – demonstrate you don't need it.

Aim for “connection” not “perfection”

ORAL STORY TELLING

- ***Practice Aloud***
- ***Visualize***
- ***U.A.M.D. (Use A Mnemonic Device)***
- ***Be Healthy***
- ***Know your audience – establish “friends”***
- ***Media is supportive, not the focus***
- ***Be energized, at least a couple notches above your audience.***

THE STORY ON STATS

Credibility vs. Memorability

“Connect to the story”

Three ‘R’s of Numbers and Stats

- **Reduce**
- **Round**
- **Relate**

MANAGING THE WORLD OF SOCIAL MEDIA

MANAGING THE WORLD OF SOCIAL MEDIA

- First Things First – Focus on the basics
- Have a “Home Base”
 - All media channels point to the home base
- Focus on 1-3 main channels
- Focus on key advocates, encourage greater advocacy
- Make yourself easy to be found
 - Pay for the domain
 - Protect your domain
 - Promote your domain

PROFILE YOUR AUDIENCE

- ✗ **Search Forums / Blogs for key words**
- ✗ **Look at websites, blogs, Facebook pages with content, mission, focus, similar to yours.**
 - + **What strategies are they employing**
 - ✗ Pictures
 - ✗ Video
 - ✗ Asking Questions
 - ✗ Describing case studies
 - ✗ Sharing Quotes
 - + **Learn the language of your audience.**

**“GOOD ARTISTS BORROW,
GREAT ARTISTS STEAL.”**

Picasso

**“WE HAVE ALWAYS BEEN
SHAMELESS ABOUT STEALING
GREAT IDEAS.”**

Steve Jobs


LEARN THE LANGUAGE

charity: water x Google x

www.charitywater.org/?gclid=CL690L716bcCFaYWMgodOhwASQ

Login to Webmin | APRCC Webmail | TweetDeck by Twitter | salesforce.com - Cu... | APREGIONNAZ Ema... | WordPress.com > Lo... | blogs.nazarene.org/... » Other bookmarks


charity: water | DONATE | STORE | WHY WATER? | WATER PROJECTS | BIRTHDAYS | ABOUT US | mycharity: water




DONATE AND GIVE CLEAN WATER

Just \$20 can provide a person with clean drinking water. 100% funds water projects for people in need.


[DONATE NOW](#)




Donate




The Water Crisis



Sponsor a Project



Depeche Mode + Hublot



Fundraise for Rwanda

LEARN THE LANGUAGE

charity: water x Google


www.charitywater.org/?gclid=CL690L716bcCFaYWMgodOhwASQ

Login to Webmin | APRCC Webmail | TweetDeck by Twitter | salesforce.com - Cu... | APREGIONNAZ Ema... | WordPress.com > Lo... | blogs.nazarene.org/... | Other bookmarks

charity: water | DONATE | STORE | WHY WATER? | WATER PROJECTS | BIRTHDAYS | ABOUT US | mycharity: water

More people die from dirty water and poor sanitation than all forms of violence. Including war.

LEARN ABOUT THE WATER CRISIS



Donate

The Water Crisis

Sponsor a Project

Depeche Mode + Hublot

Fundraise for Rwanda

MANAGING THE WORLD OF SOCIAL MEDIA

- Start following others with similar stories
- “Like their stories”
- Make Comments
- Focus your time
- Understand and UTILIZE #hashtags
- Make sure visual media is a part of every post
- Get creative with your video camera
- Launch a YouTube Channel
 - Second most popular search engine!
- Develop a blog
 - A minimum of 3 posts per week

MANAGING THE WORLD OF SOCIAL MEDIA

- Set Goals and Objectives for your Social Media
 - Increase traffic to your website or blog
 - Improve the volume of donations
 - Enhance donor engagement
 - Grow your list, aka reachable audience (followers, likers, subscribers, newsletters opt-ins, etc.)
- Create and Deliver your Content
- Consistent Message across channels
- Everything directs visitors to “home base”
- “Home Base” should be featured in your profiles for your social media pages.

MANAGING THE WORLD OF SOCIAL MEDIA

- Check content: Do you need a Secret Jargon Decoder Ring?
- Ask for feedback
- Establish a consistent posting and responding ritual
- Consider social media management tools:
 - [Tweetdeck.com](https://tweetdeck.com)
 - [Sendsocialmedia.com](https://sendsocialmedia.com)



The point of
social media is
to give people
your message
in the places
they want to
consume it.

