

United Way of Calgary & Area



**Make Sense –
Make Stories:**

Engage and Inspire a Funder

Building a Great City for Everyone



United Way
of Calgary and Area

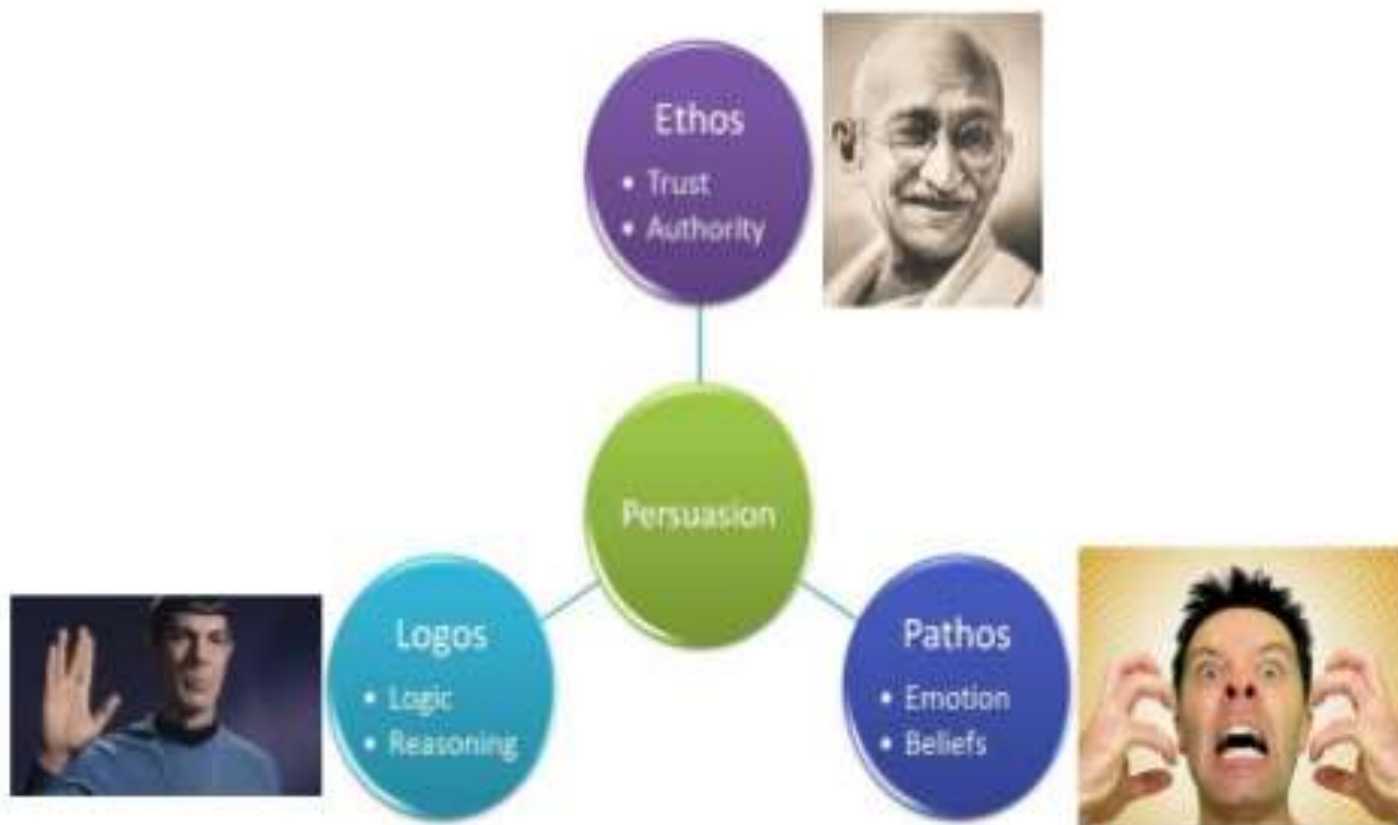


Why Tell Stories?

- Inform
- Entertain
- Evoke emotion
- Motivate action

*“A sense of urgency –
not a sense of desperation
in our approach”*

3 Elements of Persuasion







*"In the long run numbers numb,
jargon jars,
and nobody ever marched on Washington because
of a pie chart.*

*If you really want to connect
with your audience,
give them what they're waiting for-
what we are always waiting for.
Tell them your stories."*

Nancy Lubin, CEO of Do Something







Personal/Client Story

Openings to try:

- I once met.....
- When I was at.....
- Let me tell you about Mary.

- Secret identity surprise

- Start the story in 2nd person





My name is Sheryl Hayes

I am a volunteer with United Way of Calgary and Area

We have been serving Calgarians for 75 years

Our mission is blah, blah, blah,.....





Five Steps to your Storey



Ask yourself:

- 1. **Is it significant?** If so, in what context? Can it be described by an 'est' word – is it the fastest, oldest, newest?*
- 2. **Is it timely?***
- 3. **Is it emotional?** How do you feel about it? Social services are about people doing stuff- it's not about the stuff itself.*
- 4. **Does my audience need to know this part/piece of information?** What would they rather know?*
- 5. **Is it visual?** Can you see it, touch it, smell it, taste it?*





Discussion Question

What compelling real-life story demonstrates the work of your organization and resonates with you?



Know your audience

- ✓ **Be alert and observant.**
- ✓ **Be prepared to adjust to suit your audience:**
- ✓ **Omit points that might be irrelevant**
- ✓ **Adjust your level of humor, pathos, etc.**
- ✓ **Adjust your language**



Be Passionately & Authentically YOU with THEM

- Sincere
- Honest
- They want to hear "YOU"
- Share your "why's" if you can
- If using notes helps you - do so - use bullets/key points
- Practise - Don't memorize - leave some room to add/adapt

United Way of Calgary & Area



Thank you!

**Questions?
Comments?**

Building a great city for everyone



United Way
of Calgary and Area