

TELLING YOUR STORY AND MARKETING YOUR SUCCESS

NEBRASKA ASSOCIATION OF PUBLIC SCHOOLS FOUNDATIONS

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WHY STORYTELLING MATTERS

- Illustrative
- Memorable
- Emotional

From Bedtime to the Boardroom: Why Storytelling Matters in Business

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LEADING NONPROFIT STORYTELLERS

MEET JEAN BOSCO

Photos by [Esther Havens](#). Story by Esther Havens and Taylor Walling.



In the crowd was a boy named Jean Bosco. Shy and sturdy, he carried an empty 5-gallon Jerry can on his head with a banana as the cork. At 15 years old, his days were filled with little more than water fetching. Four to five times a day, every day, he walked. Back and forth, to and fro, the monotony would bring me to the brink – but daily he woke up to walk.

SCHOOL FOUNDATION STORYTELLING

- We're delivering **opportunity**

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- We're removing **obstacles**

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- **Powerful combination**

FIRST: WHEN ARE YOU COMMUNICATING?

- School year events
- End of year
- Captial campaigns
- #GivingTuesday
- #OmahaGives

SECOND: WHAT MESSAGES/APPEALS FIT THAT TIMELINE?

- Do you have key messages for the foundation?
- Are there themes, like gratitude, that you can reinforce?

WHERE CAN YOU FIND STORIES?

- Impact of classroom grants
- Dual-credit success thanks to scholarships
- Alumni accomplishments
- Emergency fund investments
- Profile of staff receiving recognition
- Donors

THIRD: BUILD YOUR STORY BANK

- Keep a database
 - Do stories have a 'shelf-life'?
 - With what season/message would they fit best?
 - Are there key players that have limited availability?

FOURTH: CONNECT STORIES WITH THE RIGHT MESSAGES

- Regularly solicit story ideas and visit your story bank.
 - Do you need to share stories with a finite shelf life?
 - Do themes intersect in the near future?
- Is there just a really good story hanging out there that should be told regardless of timing?



CAPTURING AND EDITING STORIES

- Things to consider:
 - Is it a story local media would pick up?
 - Is it visual or more text-based?
 - Who is the target audience for the story?
 - Engaged donors – newsletter/flyer/mailer
 - Potential donors – social media/web/external media

CAPTURING AND EDITING STORIES

- Tools:
 - Pitching to media: If possible, gather all players in one spot at one time to make the coverage as easy as possible for reporters, make it visual for either a photo or video
 - Telling stories yourself:
 - Adobe Spark – NYT-style storytelling platform incorporating text, photo, video
 - Splice – video editor
 - Canva – design and photo tool