



Center for  
Nonprofit  
Management

# Storytelling for Fundraising

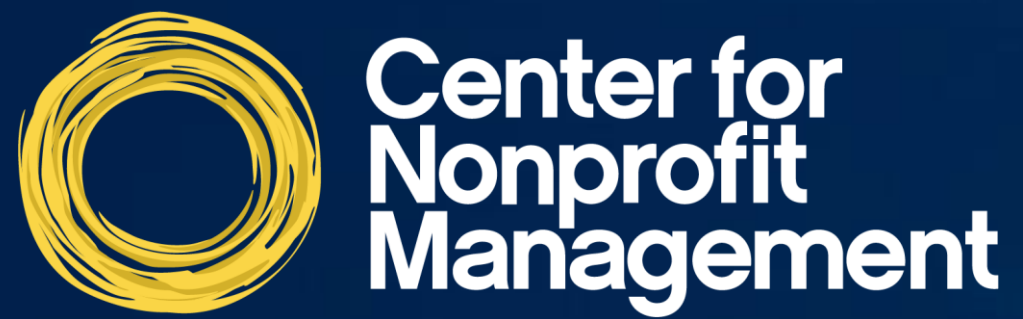
2022 Virtual All Agencies Conference  
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Center for Nonprofit Management





Founded on the explicit need to support local nonprofit leaders, Center for Nonprofit Management (CNM), for over 40 years, provides clients the knowledge, tools, and resources to achieve their mission, build stronger structures, processes and programs for the greatest possible impact for Los Angeles communities.

Our advisors strengthen nonprofits, amplify the impact of their supporters, and uplift the voice of our sector.

# AGENDA

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- **Welcome & Introductions**
- **What is Storytelling?**
- **Elements of a Compelling Story?**
- **Breakout Room Exercise**
- **Ethical Storytelling**
- **Wrap Up & Reflections**



# WHAT IS STORYTELLING

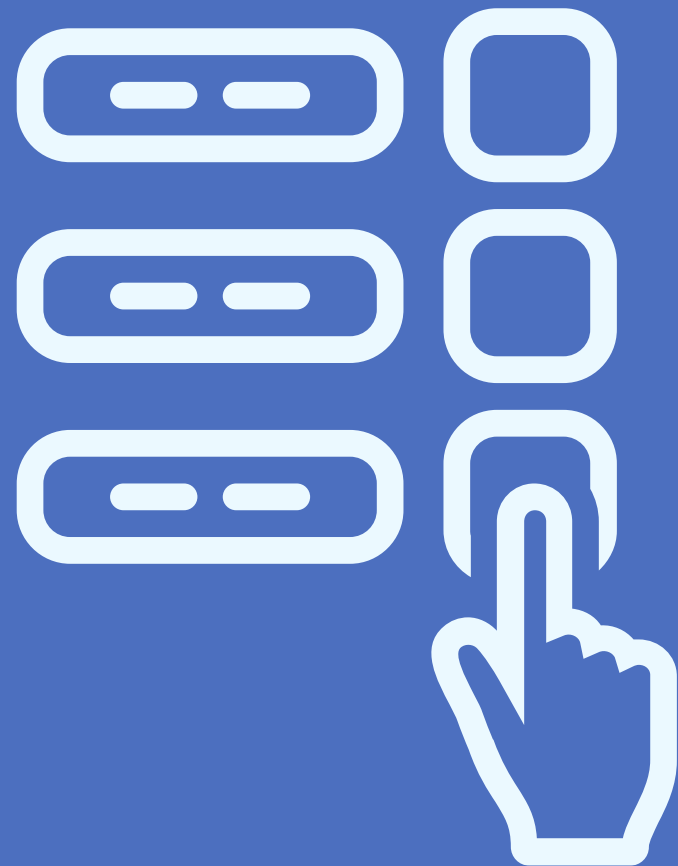
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Storytelling is a tool that your organization can use to activate empathy, engage shared values, explain complex topics, build connections, and catalyze action in your community, stakeholders, and donors.

# LET US GET TO KNOW YOU

## POLLS

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**What channels do you use telling your organization's story?**

**Who is responsible for storytelling at your organization??**

# WELCOME BREAK OUT ROOMS

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Share an example of a cause/issue meaningful to you that has powerfully used storytelling.

What did it make you feel?

# TYPES OF STORYTELLING

1



The Issue

2



Your organization

3



Your impact

# ELEMENTS OF A COMPELLING STORY

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★ **Humanity &  
authenticity**

★ **Originality**

★ **Anchored in key  
messages &  
objectives**

★ **Audience-centric**



# SOCIAL IMPACT STORY ARC



# STORYTELLING VEHICLES

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In-person



Grant Writing



Website



Email Campaign &  
Newsletters



Social Media

# STORYTELLING VEHICLES

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In Print



Online



Photos



Oral



Video



# ACTIVITY ROUND ONE

Imagine you are sitting at a dinner party with your dream donor. You only have 2 minutes with them.

- Partner A, you will tell how you would share about your organization. Partner B, listen attentively.
- Partner B, you have 30 seconds to share just the words and key points you remembered. Remember, no feedback.
- Switch



# ACTIVITY ROUND TWO

Imagine you are trying to explain your organization to a child 8-11. You only have 2 minutes with them.

- Partner A, you will tell how you would share about your organization. Partner B, listen attentively.
- Partner B, you have 30 seconds to share just the words and key points you remembered. Remember, no feedback.
- Switch



# ELEMENTS OF A ETHICAL STORYTELLING

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**What is ethical storytelling?**

**What are the key elements of ethical storytelling?**



# ELEMENTS OF A ETHICAL STORYTELLING

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✦ **Asset Framing**

✦ **People-First language**

✦ **Respectful & Honest**

✦ **Community-centric**

# QUESTIONS FOR REFLECTION

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What are the stories that you are excited to tell?

What tools and infrastructure are needed for your organization?

How can we support one another in shared communications goals?

# HELPFUL RESOURCES

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★ **Big Duck: The Smart  
Communications Podcast**

★ **Community-centric  
Fundraising**

★ **Canva**

★ **FrameWorks**



# JOIN US FOR THESE UPCOMING CNM TRAINING & EVENTS

## ACCESSING RECOVERY FUNDS

Get Help with Prepping and Applying  
for Upcoming Government Funding



### September 19 & More to Come

Get help preparing and applying for government funding – particularly the American Recovery Plan funds.

## DEI AND NONPROFIT HIRING

VIRTUAL SEMINAR

### September 21

Timely tools and strategies for more equitable hiring practices.

## SUPERVISANDO EXITOSAMENTE

SEMINARIO VIRTUAL

### 12 de octubre/October 12

Empoderando sus habilidades de gerencia y supervisión.

Building your Management and Supervision Toolbox.

**Learn more and Register at [cnmsocal.org/events](https://cnmsocal.org/events)**



@cnmsocal

A hand holding a fountain pen is positioned over a spiral-bound notebook. The entire image is covered with a semi-transparent blue overlay. The text 'THANK YOU!' is written in large, white, bold, sans-serif capital letters across the center of the image.

# THANK YOU!

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