Storytelling for Fundraising
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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

• Welcome & Introductions
• What is Storytelling?
• Elements of a Compelling Story?
• Breakout Room Exercise
• Ethical Storytelling
• Wrap Up & Reflections
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.
What channels do you use telling your organization’s story?

Who is responsible for storytelling at your organization?
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
   ![Image of a bowl]

2. Your organization
   ![Image of a volunteer holding a box]

3. Your impact
   ![Image of a hand holding a fruit]

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ELEMENTS OF A COMPELLING STORY

- Humanity & authenticity
- Originality
- Anchored in key messages & objectives
- Audience-centric
SOCIAL IMPACT STORY ARC

Social Impact Story Map

IMPACT
- Lives Are Changed
- Lessons Shared
- Call to Action

STATUS QUO & FIRST STEPS
- Eyes Opened
- Doubts Arise
- Solutions Emerge
- First Steps

BREAKTHROUGH
- Action Taken
- Breakthrough Occurs

OBSTACLES & ALLIES
- Obstacles Encountered
- Allies Join
STORYTELLING VEHICLES

In-person  
Grant Writing  
Website  
Email Campaign & Newsletters  
Social Media
STORYTELLING VEHICLES

In Print  Online  Photos  Oral  Video
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
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
What is ethical storytelling?

What are the key elements of ethical storytelling?
Elements of a ethical storytelling:

- Asset Framing
- People-First language
- Respectful & Honest
- Community-centric
QUESTIONS FOR REFLECTION

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

- Big Duck: The Smart Communications Podcast
- Canva
- Community-centric Fundraising
- FrameWorks
JOIN US FOR THESE UPCOMING CNM TRAINING & EVENTS

September 19 & More to Come
Get help preparing and applying for government funding – particularly the American Recovery Plan funds.

September 21
Timely tools and strategies for more equitable hiring practices.

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
THANK YOU!
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