

MARKETING FOR THE MODERN NONPROFIT

Storytelling in the Digital Age workbook



Julia Campbell

PART ONE



Start with Why

What is it that we hope to achieve by sharing our stories on social media?

What would success look like if we achieve our digital storytelling goals?

Know Your Audience

In their words, what are the top 5 reasons that your supporters get involved?

What ELSE do they care about (besides your specific organization)?

What are some common obstacles to getting involved? Misconceptions, knowledge gap, mistrust, lack of empathy, stereotypes, etc.?

Blank space for writing answers to the question above.

Looking at the profile of your audience and what they care about, write down a list of story ideas:

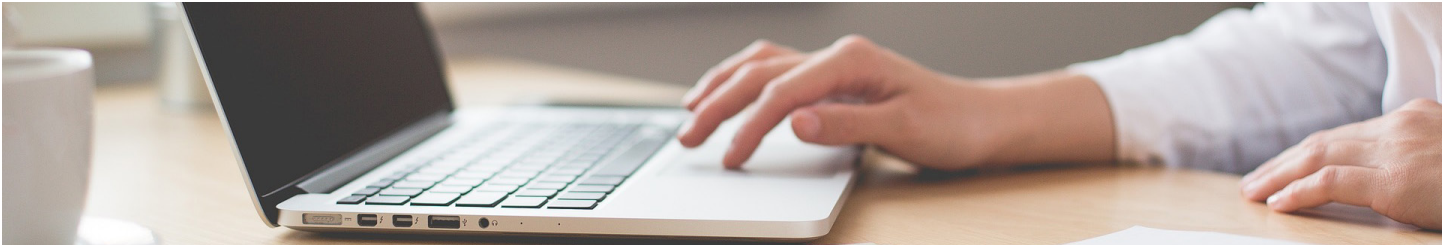
Blank space for writing a list of story ideas.



PART TWO



Make a story collection plan. Repeat this section out for each individual story you plan to collect.



What type of story are we collecting? Client, staff, volunteer, community, other?

Blank response area for the first question.

Who is the lead on gathering and collecting this story?

Blank response area for the second question.

What is the person's connection to the organization?

Blank response area for the third question.

What makes this story worth capturing?

Empty text box for response.

What barriers may we face in getting this story out publicly?

Empty text box for response.

What unique challenges may this person facing that we need to be sensitive to?

Empty text box for response.



PART THREE



Craft the Story



What questions can we ask to tease out the story? Remember that it can be intimidating and scary to hear someone ask, "So, tell us your story."

Alternatives:

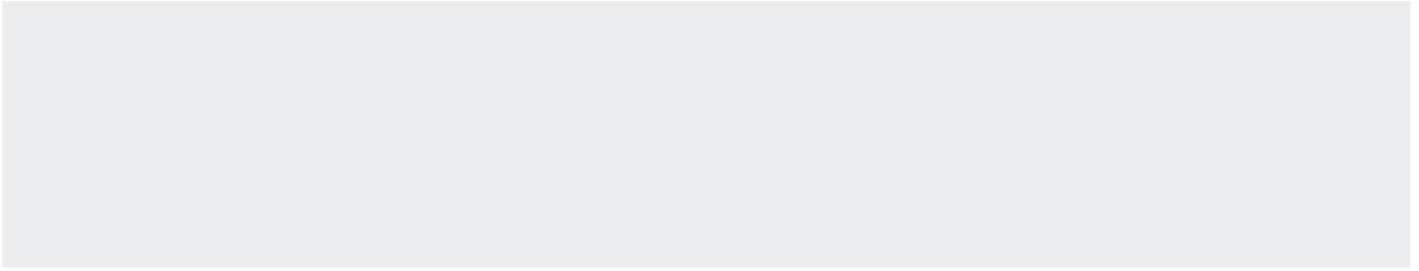
- What is your favorite memory?
- How has our organization made you feel?
- What has changed in your life since you became involved with us?
- What is one reason that you continue to support us?
- What impact have you witnessed in the community because of our work?

a)

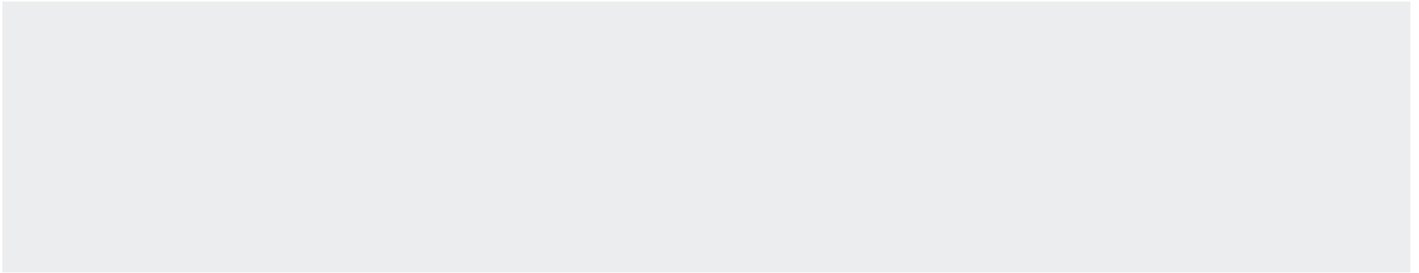
b)

c)

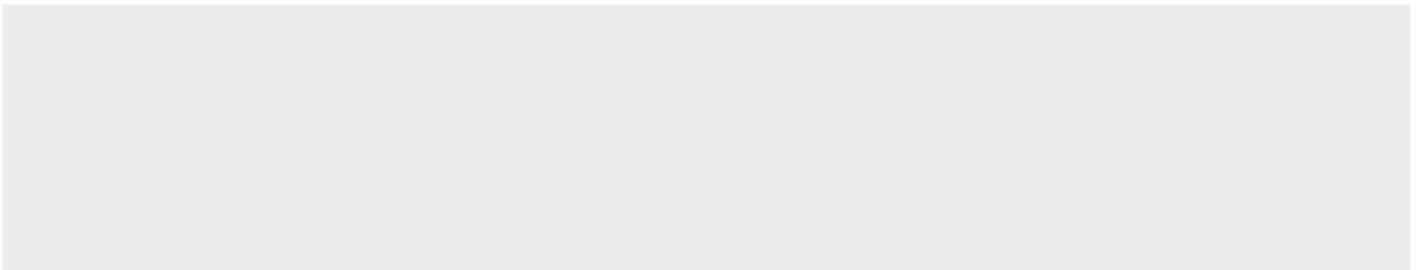
Whom are we telling this story to? Think of your target audience.



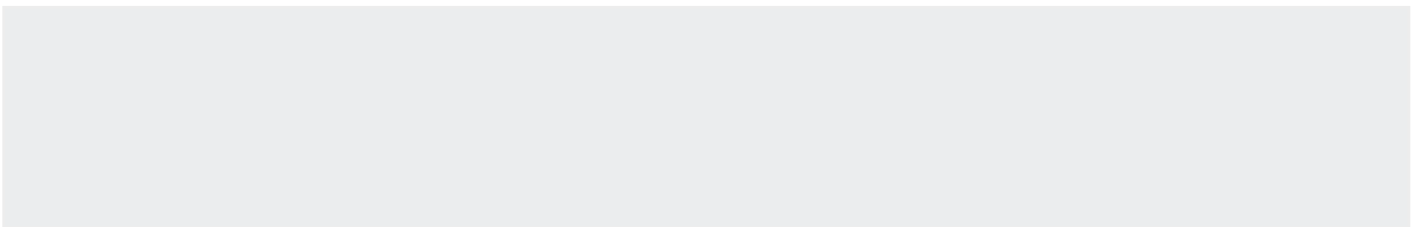
What do they currently think?



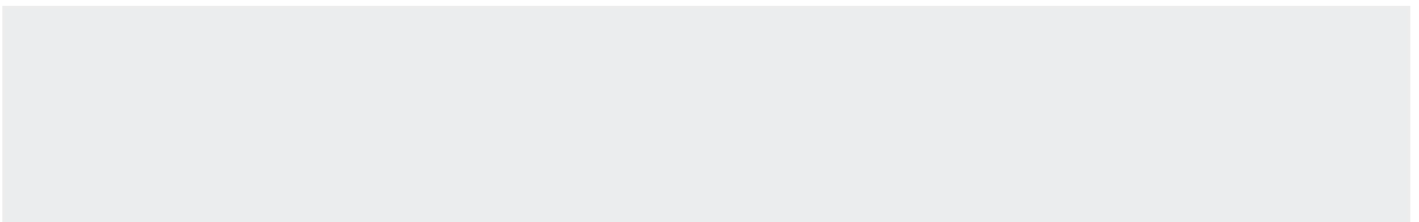
What would we like them to think?



What is the single most persuasive idea that we can convey with this story?



Why should they believe it?



PART FOUR



Mold the Stories into Gold

What is the hook of the story?

What visual element can we add to this story so it will grab attention?
(Video, photo, graphic, Boomerang, etc.)

What emotion are we attempting to elicit from our audience? (Inspiration, aspiration, anger, sadness, hope, happiness, etc.)

What ONE THING do we want them to do after viewing/reading this story?
(Donate, volunteer, sign up, sign a petition, download a paper, etc.)

List out any existing visual assets that can accompany this story, like video or photos.

List out the channels you will use for distribution:
(Examples: Website, email newsletter, blog, social media channels, etc.)

What will inspire people to share this story with others?

Name 5 stories that you can collect and share immediately.



Julia Campbell

Julia Campbell has run her digital marketing consulting business for a decade, focused exclusively on mission-driven organizations.

She is a Returned Peace Corps Volunteer and the author of *Storytelling in the Digital Age: A Guide for Nonprofits*, a call-to-action for nonprofits to accomplish their missions.

Her passion is to get nonprofits of all sizes to stop spinning their wheels on social media and to start getting real results using digital tools.

Her blog is at:
www.jcsocialmarketing.com/blog

You can get her book on Amazon:
<https://amzn.to/2LUGgia>