

Happily Ever After: Telling Your Unique Story as a Nonprofit

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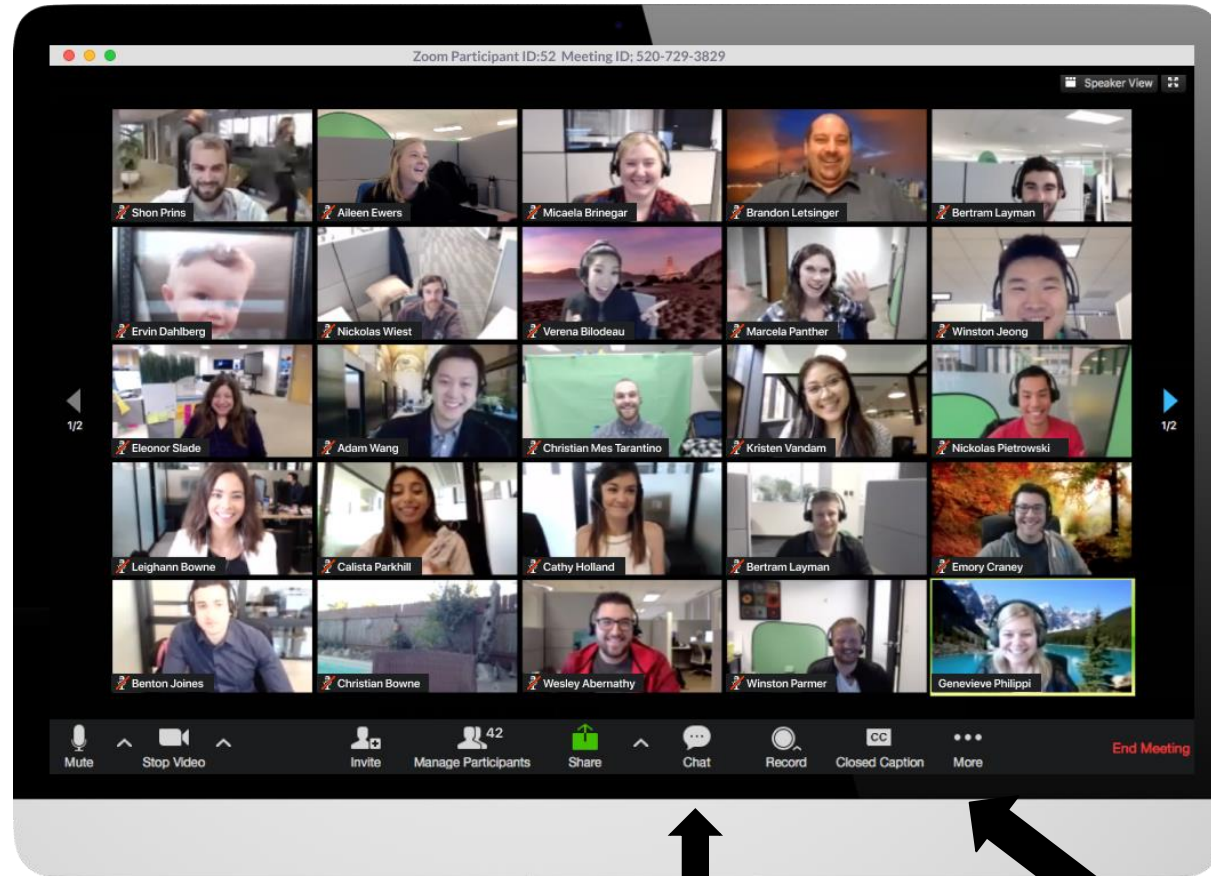


Chat Storm: AS YOU JOIN

Share Your Name /
Organization / Location

Any burning questions?

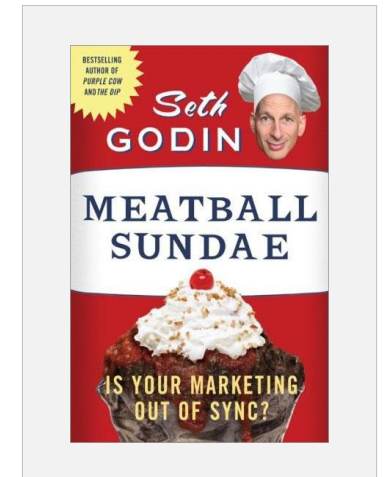
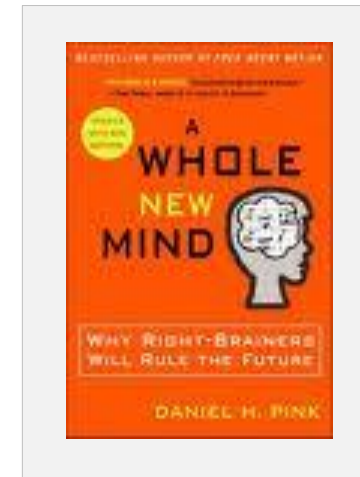
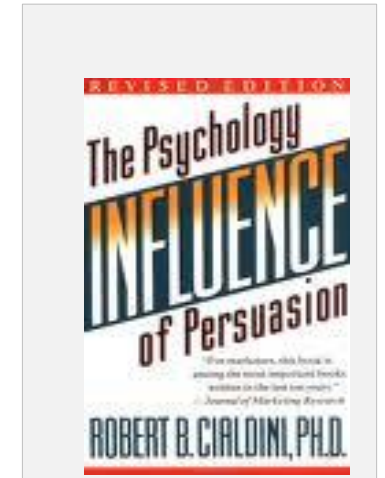
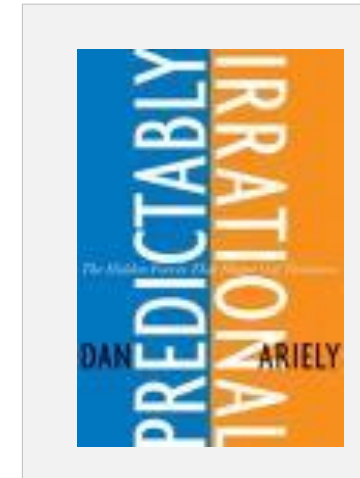


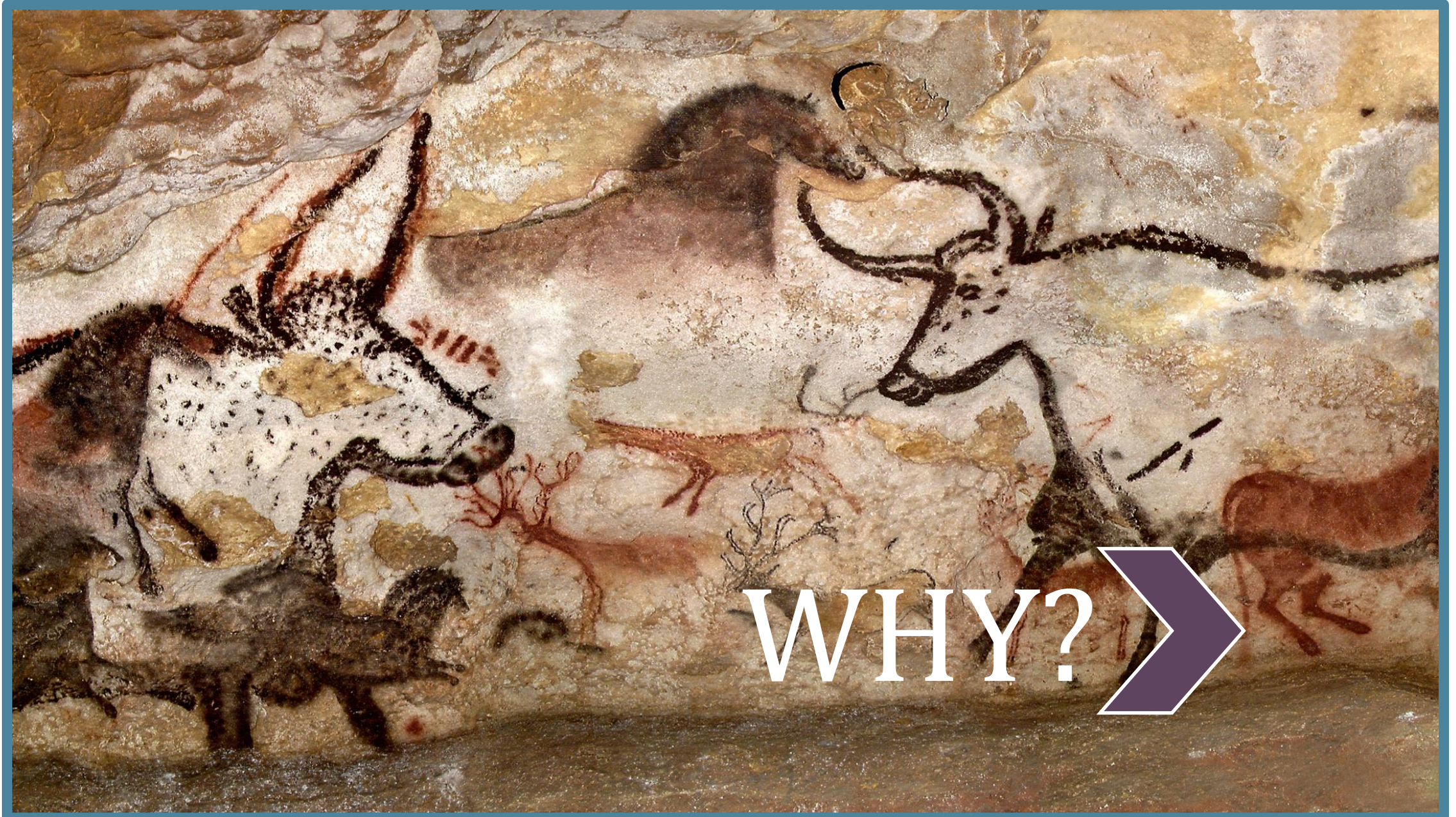


Chat for
Comments or
Questions

Toggle Closed
Caption

WHY? >
WHAT? >
HOW? >





The background of the slide is a detailed prehistoric cave painting. It features several animal figures, including a large dark-colored animal (possibly a bison or auroch) on the left, a reddish-brown animal (possibly a deer or ibex) on the right, and a smaller dark animal at the bottom. The rock surface is textured and shows various shades of brown, tan, and grey. Overlaid on this background are six semi-transparent grey rectangular boxes, each containing a white text label. The labels are arranged in a staggered, descending pattern from top-left to bottom-right.

RECORDKEEPING

ENTERTAIN

MEDIATE

TEACH

BOND

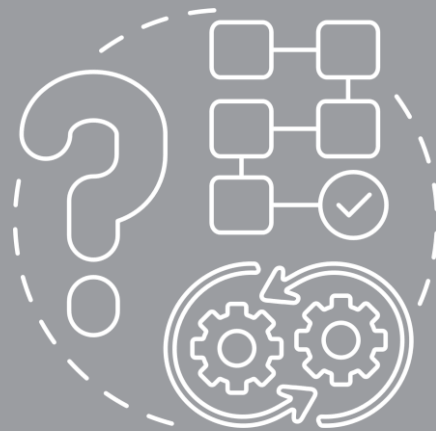
COMMUNICATE

Those who
tell the **stories**
rule society.
(Plato)

WHY?



Channel Your English Teacher



You can't connect the dots looking forward; you can only connect them looking backwards.



(Steve Jobs)

WHAT? ➤

?

What can they do?

?

Why should they care?
Why should they care now?

?

What happens if nothing is done?

?

What is your organization's solution? How is your organization different?

?

Why does this problem exist? persist?
What is the root cause?

?

What problem is your organization trying to solve?

?

Who are you talking to?

Mistaken Identity

**FOCUS ON THE WHY VS.
WHO/WHAT?**

TAKE-HOME EXERCISE

Hack:

- Pitch Exercise with Staff / Board
 - Do on Own
 - Pair Share
 - Practice Top 2-3

TIME FOR
CHANGE

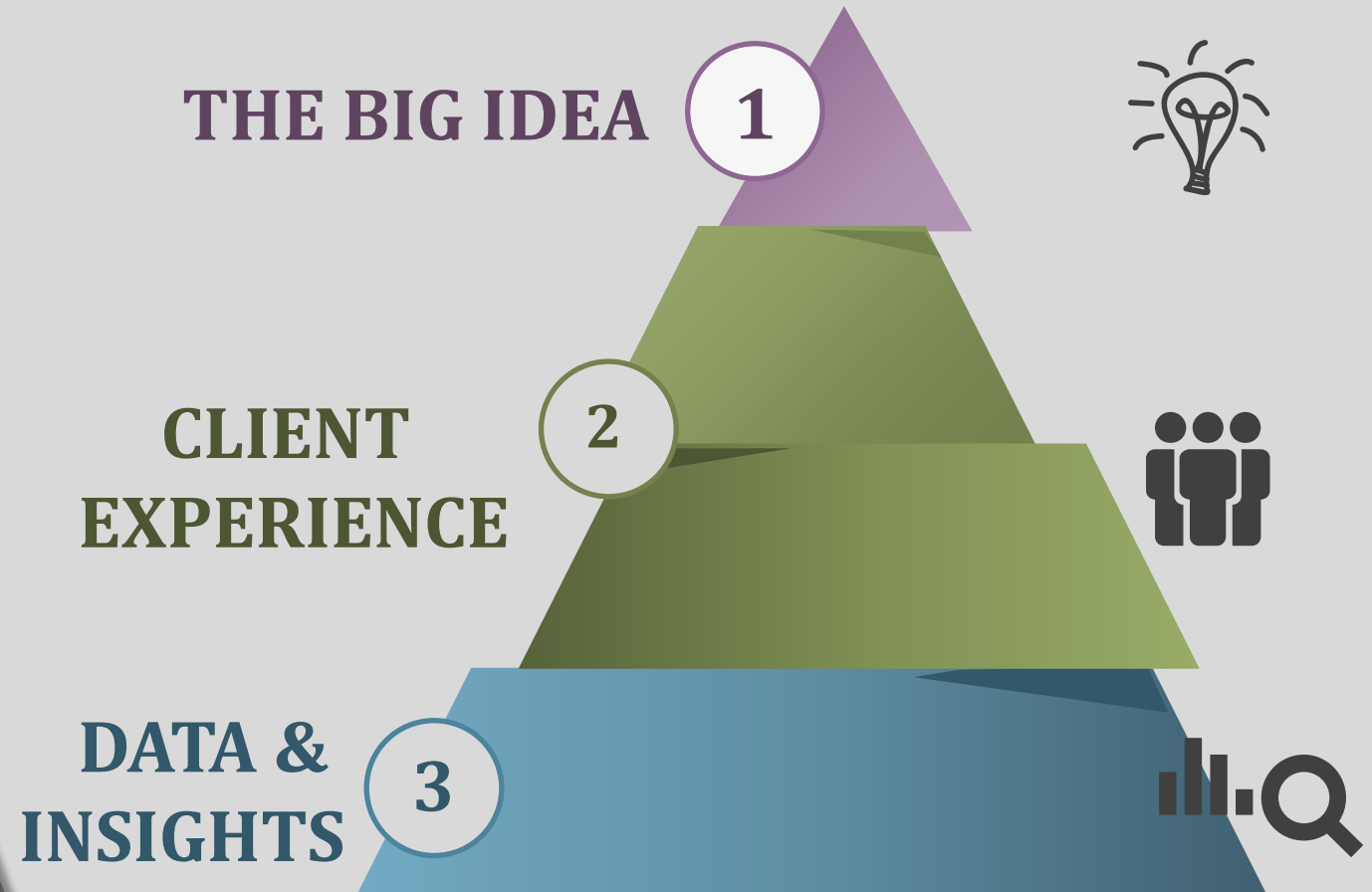


Channel Your Ad Executive



This is the
pyramid
that ad agencies
use

WHAT? 



For nonprofits,
I'd encourage
you to flip this
pyramid

WHAT? ➤



Confused Identity

**FOCUS ON ONE THING VS.
EVERYTHING**

TAKE-HOME EXERCISE

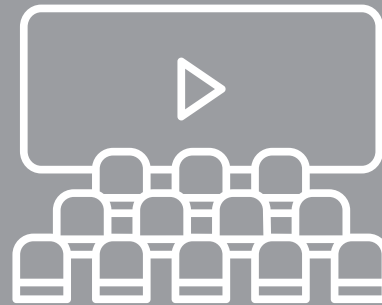
Hack: Headline Exercise

ACTIVITY: Imagine a future cover in a publication (your first decision) in the year 2028.

This cover should include: a headline (with your vision), at least one picture, and three points that tell the story.



Channel Your Hollywood Screen Writer





1

Opening Scene

2

Setting Up

3

Inciting Incident

4

Big Decision

5

**Character
Development**

6

Antagonist Returns

7

All is Lost

8

Aha Moment

9

Resolution

Stolen Identity

**WHO TELLS YOUR STORY? STORIES
EXIST WHETHER YOU CREATE IT OR
SOMEONE ELSE DOES.**

Chat Storm: **STORIES AROUND US**

How do nonprofits tell their stories?
What hacks do you use?
How do you embed this into your culture?



Nonprofit Storylines



HISTORY – People like “the story” behind the story, and every organization has one. Consider focusing on the founder and what motivated him or her to start the organization. Share the key steps of how the organization has evolved. Use visuals like timelines or old pictures. The goal of this story is to **INSPIRE**.



Future – Just like your vision statement, this story should help others imagine “what would a perfect world would look like?” Or, in other words, “What would a world that no longer needed our organization look like?” To support your ideal future, consider sharing best practices from other communities who have made great strides. Use motivational quotes from leaders to inspire bold thinking. The goal of this story is to **ENERGIZE**.



Unique – There are many nonprofits out there – but how are is your organization different? This story helps you make it stand out. Consider bringing your organization’s unique value proposition to life through a client story. Use an illustrated client flow to make your client experience tangible. The goal of this story is to **CONNECT**.



Impact – Impact is the bottom line of the social sector and sharing stories of impact showcases your organization’s credibility. Consider starting with a human connection through a client story and then elevating it through effective use of data. Use infographics to make data as visual as possible. The goal of this story is to **INFLUENCE**.



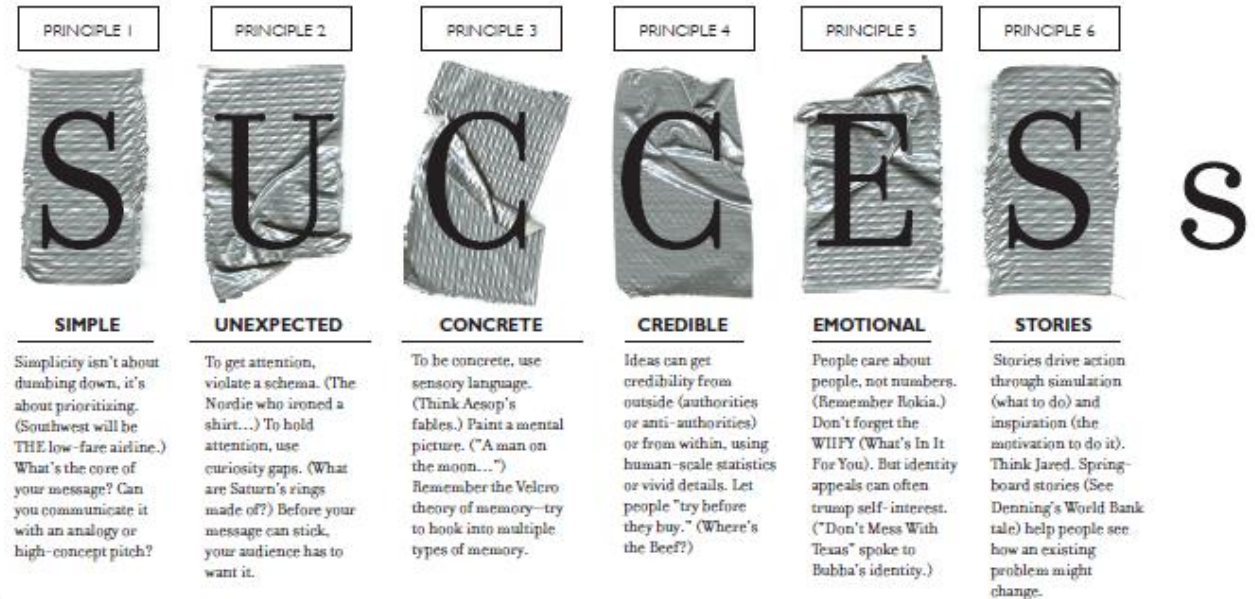
People – The people – the donors, volunteers, and employees – are the engine behind any social sector organization. Consider capturing their stories of why they love the organization and sharing them to tell your organization’s story. Use pictures and videos of people in action. The goal of this story is to **MOTIVATE**.

HOW?



MADE to STICK SUCCEsS Model

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)



www.MADEtoSTICK.com

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Consistency



Cross-pollinate



Monitor & Evaluate



Get Permission

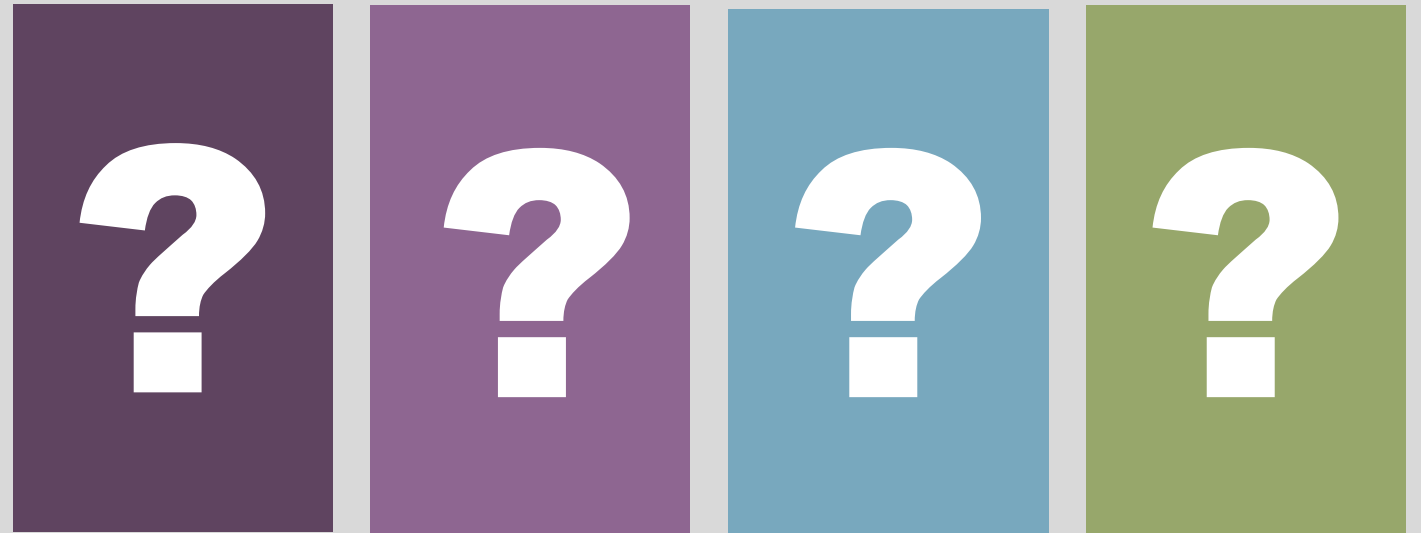


Identify storytellers
and story collectors

HOW?



Post-Test



Chat Storm: **AS WE CLOSE**

As we close, what is your AHA or
ACTION from this Zoominar?

Can you take the evaluation?



Additional Readings

ELEVATOR PITCH

<https://socialimpactarchitects.com/are-you-elevator-ready-6-cs-for-a-dynamite-nonprofit-pitch/>

LESSONS ON STORYTELLING FROM DR. SEUSS

<https://socialimpactarchitects.com/nonprofit-storytelling/>

STORYTELLING AS SHOT OF ADRENALINE

<https://socialimpactarchitects.com/storytelling-tips/>

BUSINESS PITCH

<https://socialimpactarchitects.com/nonprofit-business-pitch/>

ANNUAL APPEAL

<https://socialimpactarchitects.com/annual-appeal>

ICE BUCKET CHALLENGE & SUCCESS MODEL

<https://socialimpactarchitects.com/what-the-ice-bucket-challenge-teaches-nonprofits-about-marketing/>

SOCIAL MARKETING

<https://socialimpactarchitects.com/social-marketing/>

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trendSpotter**
Latest Trends in the Social Sector



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Suzanne Smith, MBA

Founder & CEO, Social Impact Architects

Education

- MBA, Duke University's Fuqua School of Business
 - Selected as CASE (Center for the Advancement of Social Entrepreneurship) Scholar
- Adjunct Professor – SMU / UTA

Awards & Honors

- “Best for the World” Small Business List – B Corp
- Tedx Speaker, “Everyone Can be a Changemaker,” 2015
- Huffington Post's Top 10 Social Sector Blog, 2014
- Next Generation Social Entrepreneurs Award, 2010

Community Leader

- **Dallas, Texas** – Dallas Commission on Homelessness, Mayor's Task Force on Poverty, Leadership Dallas, Leadership North Texas & Junior League
- Dallas Regional Chamber, Young ATHENA Award, 2014
- Dallas Business Journal's 40 Under 40 Award, 2012
- **Cincinnati, Ohio** – Founder, Flywheel: Social Enterprise Hub