

HELPING YOU HELP OTHERS.

BRAD CECIL & ASSOCIATES

The Power of Story

Lianne Raices, CFRE



WHAT'S SO IMPORTANT ABOUT STORIES?

- Everyone needs their own story to tell
- Stories make your clients human
- Stories convey emotion that motivates people to action
- That action ultimately funds your mission



FINDING STORIES: ASK THOSE CLOSEST TO THE PEOPLE YOU SERVE

Clients * Donors * Volunteers * Board Members



WHAT MAKES A GOOD STORY?

- Compelling subject
- Good background information on the subject
- Specifics about the subject's situation and what caused them to need help today
- Quotes illustrating the person's gratitude

WHAT MAKES A GREAT STORY?

Great storytelling isn't about covering all the facts, it's about weaving a narrative *around* the facts. It's the small details that “humanize” clients.



HOW TO CAPTURE A GREAT STORY: THE APPROACH

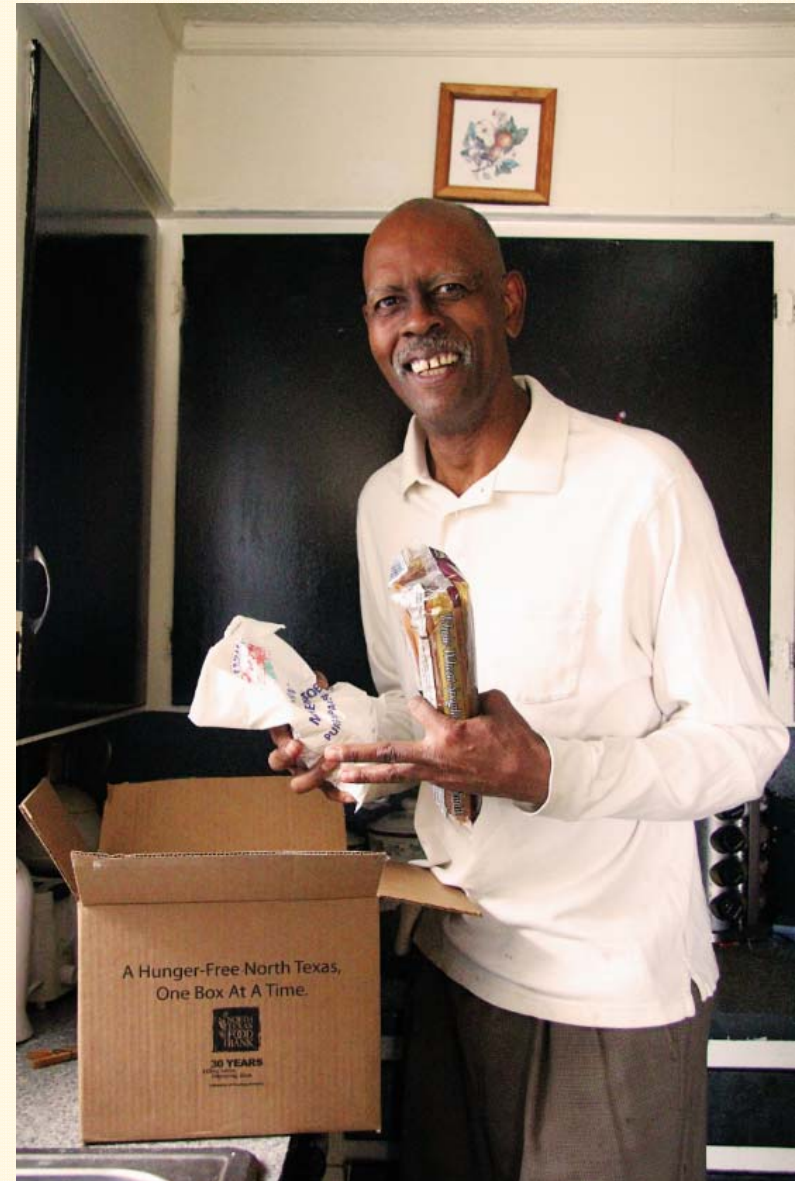
- Dress down
- Be familiar
- Remove barriers
- LISTEN
- Remember, everyone's favorite subject is themselves!
- Let the person know how their story will help others
- Ease into the tougher, more personal questions
- Ask follow-up questions
- Wait until you've built trust to ask for a photo or video

HOW TO CAPTURE A GREAT STORY: WHAT TO ASK

- What, specifically, caused you to **need help today**?
- Names and ages of all members of the household (*even if they're not present*)
- **Favorite activities** of the kids/family
- **Dreams/goals** for the future
- Specific example of something really hard that happened recently
- How the **quality** of the food will make a difference.
- Write down notes about **demeanor, emotions** and other things besides just the questions and answers

THE MOST IMPORTANT QUESTION OF ALL

If you could talk to someone who has made it possible for you to get help here today, what would you want to say to them in your own words?



PHOTOS: BRINGING YOUR STORIES TO LIFE

- Keep it casual
- **Develop rapport** before asking to take a photo
- Look for **local** details
- Take **A LOT** of shots if you're a beginner. Don't rush!



PHOTOS: BRINGING YOUR STORIES TO LIFE

- Don't be afraid to ask the person to **change positions, remove glasses, or move somewhere** with a less distracting background
- Try to get **healthy food or something program specific** in the photo
- Be sure to get a **signed release form**!



USING STORIES TO FURTHER YOUR MISSION

- Newsletters
- Fundraising letters
- Thanking your supporters
- Email, website, social media
- Press or media
- Training new staff/volunteers
- Understanding your clients' whole situation – not just their need for food
- Connecting with clients on a deeper level



Your support gives hope to neighbors of all ages. For people on low and fixed monthly incomes, you're a true lifeline.

We recently met Maudie, a caring grandmother who lives in Dickson. She raised her children here and worked many years at an auto machine shop before she retired. Now in her golden years, Maudie's taken on the role of parent once again — she has custody of her grandson, who she's raising on her own.

Like many seniors today, the cost of living can be more than Maudie can afford. To help lessen the financial burden, she and her grandson are living with a family member while she saves for an affordable home of their own.

“Thank you for helping the people who need it.”

With a growing teenage boy who has a big appetite,

it's important to Maudie that she fills the family table with healthy, balanced meals.

She does her best to provide for his needs by making hearty breakfasts — like oatmeal and eggs — to keep him full and focused for school each day.

When money is tight, Maudie has a place to turn — thanks to you. A few years ago she learned about Dickson County Help Center, a Second Harvest Partner Agency near her neighborhood.

She says it's a comfort to know she can go to the center's food pantry for help with groceries. Maudie chooses healthy items she can use to make meals that stretch for several days.

“Thank you for helping the people who need it,” she says to friends like you. “I think it's wonderful that people can come here and get food!”

YOUR TURN!

INTERVIEW YOUR PARTNER

- Name/age
- Describe your hometown. If you don't live there anymore, why did you leave?
- Did you always know you would work in hunger relief? Why or why not?
- What do you consider the most defining event in your life so far?
- If today was your last day, what's one thing would people say about your legacy?

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