

FEATURING DIFFERENT PERSPECTIVES IN YOUR STORY



As referenced in **Telling Your Story**, finding ways to connect donors to your organization is sometimes difficult, but is central to building a strong base of support. People who identify personally with the story's characters – whether employees, clients, or community members – will be more likely to remain loyal and consistent in their support. **One method for achieving this connection is to feature multiple perspectives in your storytelling that illustrate the diverse impact of your services, increasing the potential for a donor to relate to the work.**



Organizations commonly highlight personal testimonials from people who have participated in their programs. The aim is to showcase the effects on real people struggling with real problems. You should choose stories which evoke emotion, yet which focus on positive change. **Keep the story about the program's betterment of their life and how that translates to a better community.**



Telling stories from the perspective of employees can also evoke emotion by showing the personal fulfillment of helping others. **Many donors are inspired by the positive stories of staff members who devote their lives to changing the community and assisting the most vulnerable populations.** Seeing a true champion in clients' lives can move donors to give, because they know their money is being practically utilized and not wasted.

In addition to inspiring donors, employee stories also show that your organization is an integral part of the community economy. Don't overlook the power of highlighting how many citizens you employ and provide with benefits, stability, and security. For business owners, a steady workforce is an important concern.



Other Donors

Parting with money is a risk, and choosing a worthy cause can be a tough decision. People often want to belong to a like-minded group and feel they are part of something larger and influential. For this reason, recruiting current donors to tell their stories can be effective in attracting new supporters. **Hearing about their confidence in your organization can be comforting to prospective donors and can diminish any perceived risk.** Current supporters can also focus on what they receive from the partnership, so the message shows the rewards and satisfaction.



Volunteers

Volunteer perspective can be impactful because they represent the donation of time, care, and effort – not just funds. A donor's interest may be sparked upon hearing the stories of people who are inspired to give their talents for free. It's important to provide great services and employ hard workers, but **motivating members of the community to give of their time shows that an organization is special.** If you can effectively portray this with a volunteer perspective, donors may already consider your agency to be unique and worthy, even before they hear about the actual work.



Community Members

The perspective of members of the general community – who may not be related to the actual program – is also important. **This is a key way to illustrate the larger effects of your services and to show the chain of positive influences that are linked.** Perhaps a college professor mentions students who graduated from your teen program and how it influenced their success in her classes. Maybe a business owner praises the improved attendance of employees who are assisted by your childcare facilities. Possibly a doctor from the ER speaks about fewer childhood injuries since your parenting safety course has been offered. All of these put a practical picture together for potential donors who might not otherwise understand how far the benefits reach.