



B-SIF

The Storytelling Lens: Best Practices in Fundraising

Ops Discussions

- Accessing lecture recordings and slides on LMS
- Discord forum
- Coursera update
- We need a cool cohort name

Topics Covered

1. Understanding Donor Psychology
2. Emotion-driven Storytelling
3. Data-driven Storytelling
4. Fundamentals of Campaign Story
5. How to Make Appeals
6. Aligning With Donors' Values
7. Best Practices to Follow

Donor Psychology: A Case Study



Rs 3 crore crowd sourced to rebuild houses destroyed in Srinagar gunfight

Dar said they sought assessment report from a team of engineers to know how much money is needed for completely rebuilding the damaged houses.

Published: 02nd June 2020 08:42 AM | Last Updated: 02nd June 2020 08:42 AM

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In the gunfight on May 19 houses of 19 families were destroyed | (File Photo)

What are the underlying themes here?

- Empathy
- A Sense of Injustice
- Identity
- Shock Value
- Herd Effect

Major psychological forces driving altruism

- Reflected sense of self causes in-group favoritism (Ex religious charity)
>>> Social identity: nationality, religion, sexual orientation, ethnicity, gender, collective humanity
- Personal Identity: Attributes of our individuality (Ex donations made in private)
- Empathy (Ex son who lost mother to cancer)
- Preventing Shame and Guilt (Ex the pain of being neutral)
- Communal Benefits and Reciprocity (Ex gala dinners)
- Biological Altruism (ex GoFundMe patterns)
- Warm-glow framework

Emotion-driven Storytelling: A Case Study



- Carly would grow food in her garden
- She fed 1600 people over 9 months through UK's cost-of-living crisis
- One day something bad happens
- Someone salted her land :|
- She posts a [video](#); rest is history

Posted by u/ritzanddazzle 2 months ago 🌍 🗨️ 3
56.2k Woman who had been posting videos of feeding people who are struggling had her land salted by someone

Discussion



5.5k Comments Award Share Save ...

The Legend of Carly Burd



- Her video went viral and she got 5 million views!

A Meal on me With Love



Carly Burd is organizing this fundraiser.

Hi my name is Carly, I have Multiple Sclerosis & Lupus. I know how hard its going to be this winter with cost of living .So I transformed my garden into an allotment to provide those on benefits, pensioners on state pension & those on a low income FREE organic fruit an vegetables plus

£250,483 raised of £4,000 goal

14.9K donations

Share

Donate now



Anonymous
£5 • 1 d



Anonymous
£10 • 1 d



Anonymous
£10 • 2 d



Dorothy Hoffmann-Ogata
£100 • 9 d



Ross Heaviside
£6 • 21 d

Emotion-driven Storytelling: Why It Works

- Defines the micro perspective
- Identifiable victim vs statistical victim
- Activates neurochemical which create a sense of emotional investment
- Mirror neurons fire to facilitate emotional connection and empathy

How to Approach Emotion-driven Storytelling

- Identify the emotion you want to invoke
- Communicate the conflict/impact
- Engage all senses
- Show before and after visuals
- A nice background score can do wonders
- Strong focus on dialogues

Data-driven Storytelling



 **Sukhada Chaudhary** • 1st
Vice President, Community & Content at Rang De | LinkedIn trainer + consu...
1d • 🌐

If you earn more than Rs.64,380 per month, you earn more than 95% of India.

That also means you hold more power than you think.

You can help someone from the bottom 10% with an amount as low as Rs.100

Here's how 🗨️

Many farmers and rural entrepreneurs struggle to raise credit for their livelihoods. Even for an amount like Rs.10,000, they will never get a loan from a bank because they don't have a credit score.

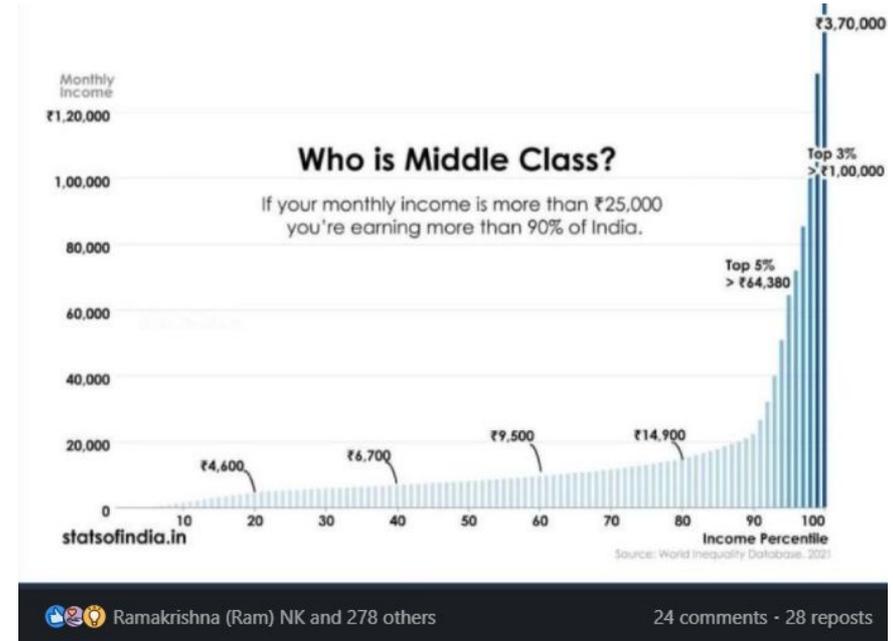
This means they borrow from private moneylenders at 30-40 percent per annum.

They get stuck in vicious credit cycles with no alternative. You can help.

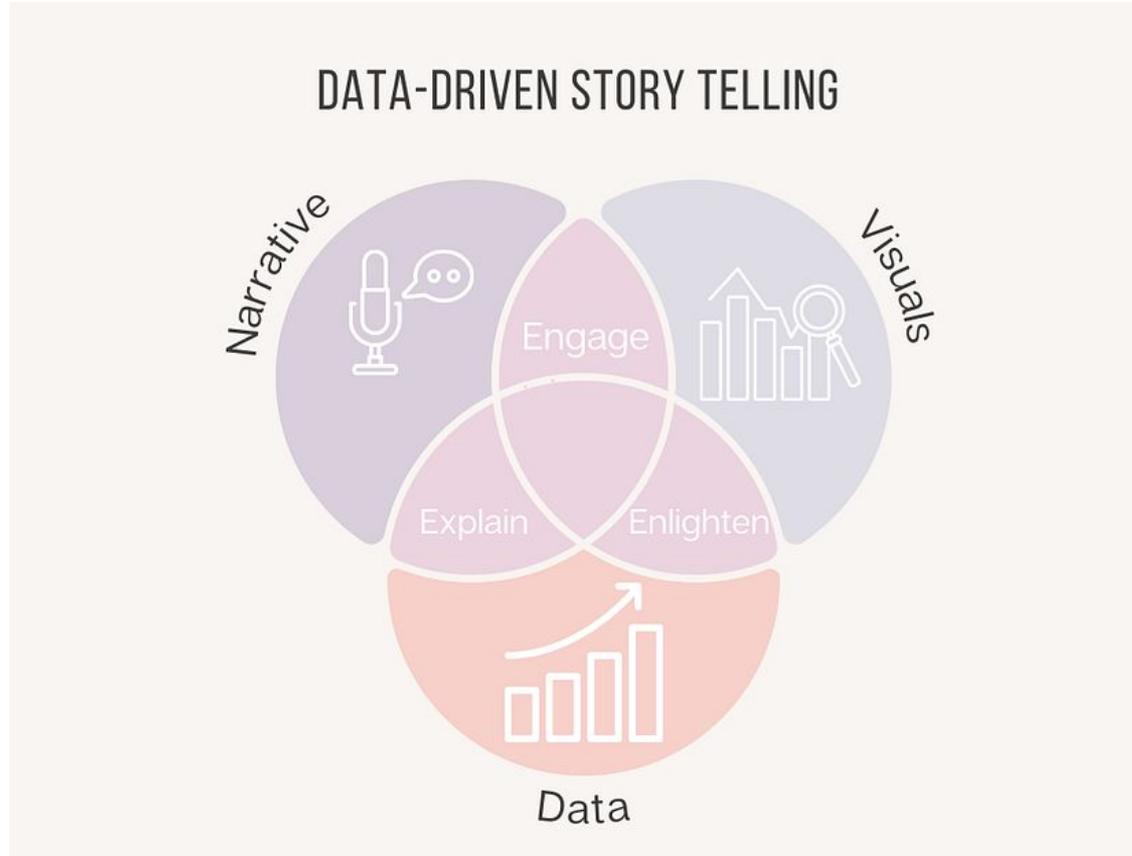
Through [Rang De](#) you can lend directly to a farmer or entrepreneur from rural India at rates as low as 4-8%.

You can lend as little as Rs.100 and get repaid with interest. Change a life today.

Visit [rangde.in](#)



Data-driven Storytelling



Data-driven Storytelling: Why it Works

- Macro perspective
- Quantifies the problem
- Makes the impact tangible
- Data lends credibility to a story
- A good data visualisation can simplify complex issues
- Measurable Benchmarks
- Data provides context

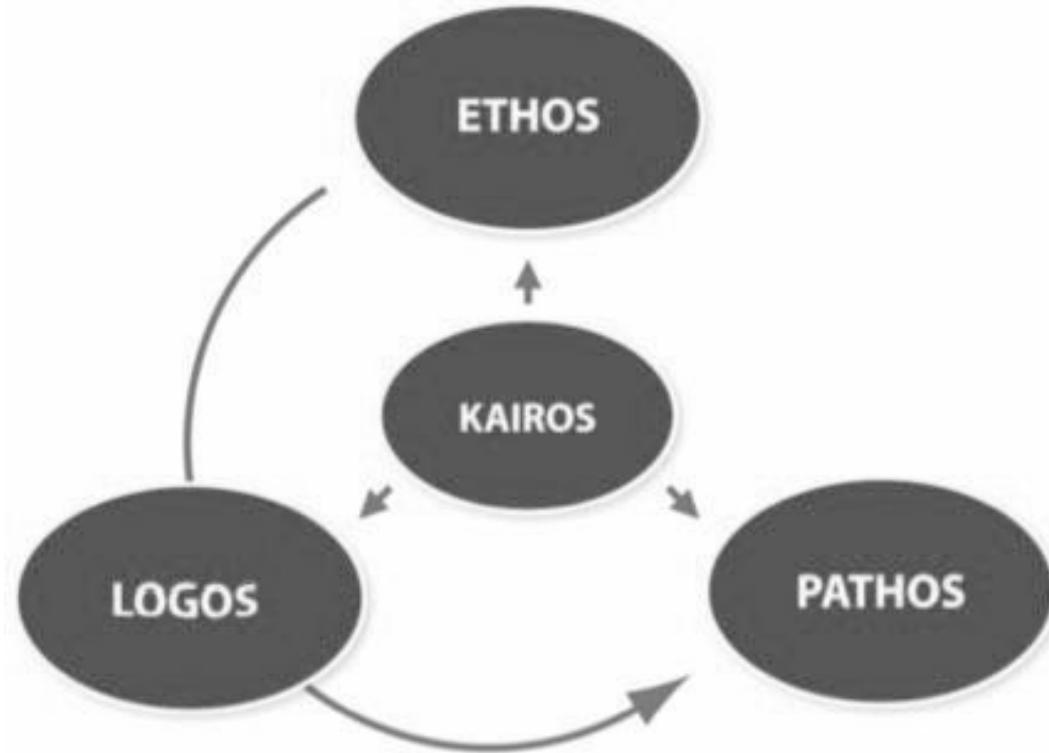
How to Approach Data-driven Storytelling

- Identify relevant data:
 - Number of people impacted by an issue
 - Trends over time (e.g., rise in cases of a disease)
 - Success metrics from previous interventions
 - Costs associated with implementing solutions
- Use data points to **connect micro and macro point of views**
Ex- Your donation helped [insert story of xx]. 1,000 children like xx get access to clean water because of your generosity
- Use data to **visualize complex concepts**
Ex- A bar graph to visualize income inequality
- Use AI tools like Code Interpreter to ask questions of your data

Fundamentals of Campaign Story

- A Strong Campaign - Problem, Solution, Impact, Need
- Emotion + Data (Micro + Macro)
- The Visuals and the Video
- Eliminating Information Asymmetry:
 - > Who
 - > What
 - > When
 - > Where
 - > Why
 - > How

How to Make an Appeal?



Aristotle's Persuasion Framework



Logos (Logical Appeal)

Definition: Appeals to the audience's logical side, using facts, statistics, and rational arguments.

Example for Donation: "Over 2 million children suffer from malnutrition every year. A donation of just \$10 can feed a child for a month."

Pathos (Emotional Appeal)

Definition: Appeals to the audience's emotions, making them feel something (e.g., pity, fear, joy, anger).

Example for Donation: "Imagine the pain of a mother who can't feed her hungry child. Your small donation can bring a smile to both of them."

Ethos (Ethical Appeal)

Definition: Appeals based on the credibility or trustworthiness of the speaker or institution.

Example for Donation: "Our charity has a 4-star rating from Charity Navigator, ensuring that over 90% of your donation goes directly to those in need."

Kairos (Timeliness)

Definition: Appeals based on the opportune moment or the right timing.

Example for Donation: "Donate now during our matching campaign, and your contribution will be doubled!"

Aligning With Donors' Values



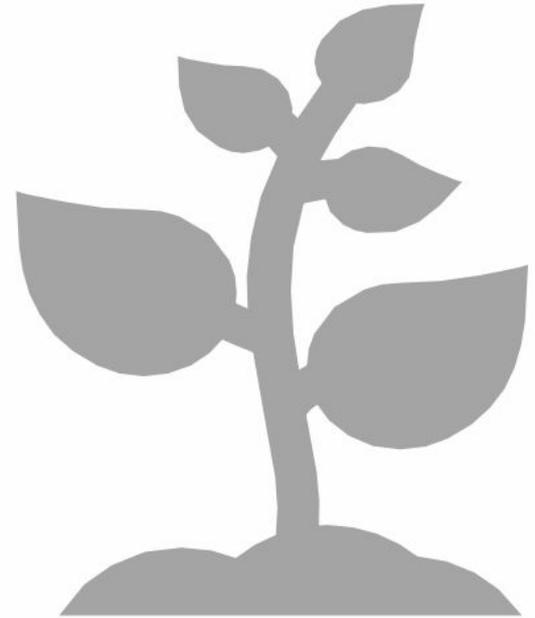
**260,000
Foundations**



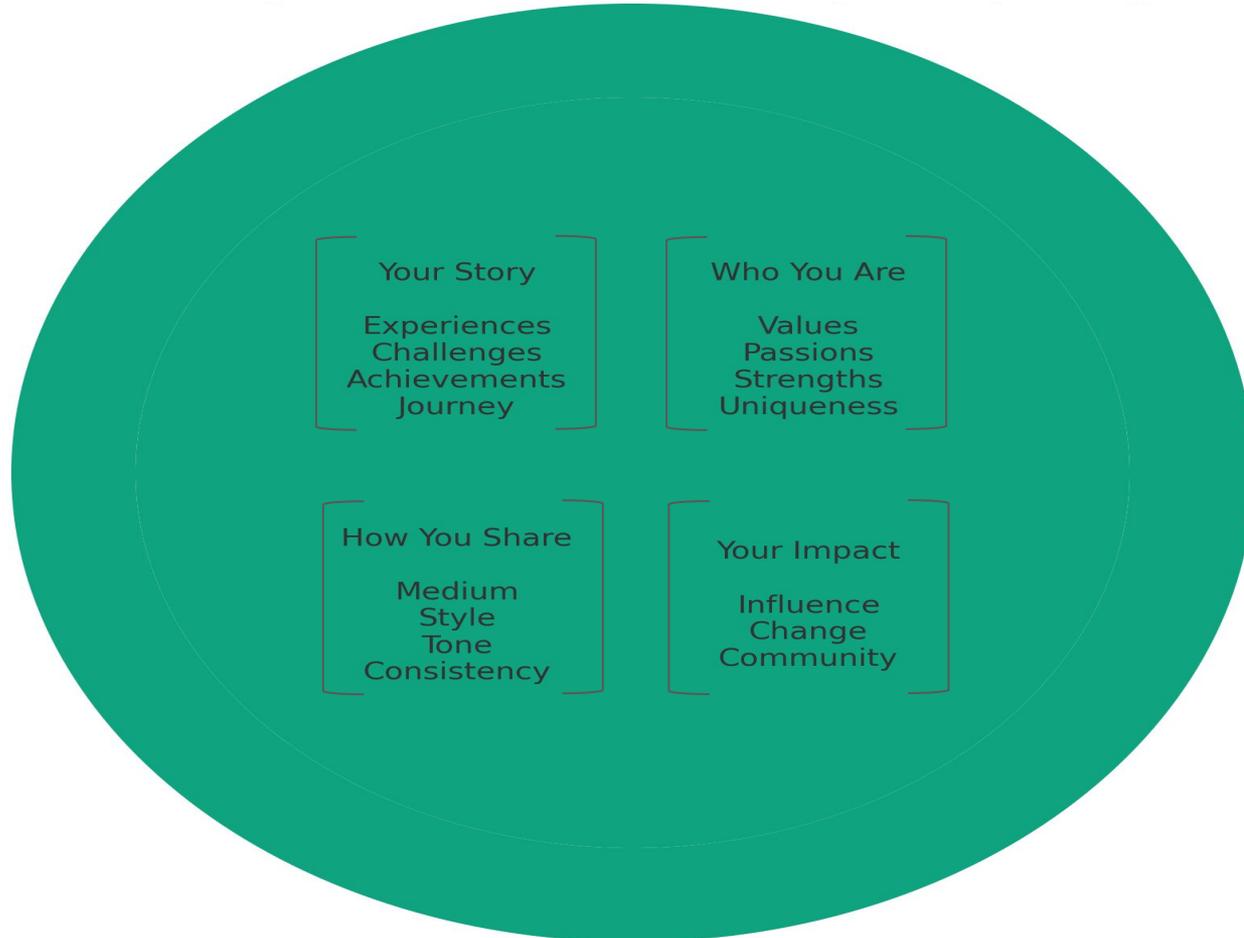
**\$150 Billion
in Giving**



**10 Million
Nonprofits**



Aligning With Donors' Values (While Staying Authentic)



Best Practices to Follow

- ★ Hook
- ★ Combine emotional and data-driven storytelling
- ★ Know yourself, your organisation, and your donor (in that particular order)
- ★ There is no perfect campaign page or appeal that has everything
- ★ A/B/C tests
- ★ Hedonic comparison
- ★ Show, don't tell

Be Inspired





Next Masterclass: Digital Outreach Strategies



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Thank You!