



CSR

Masterclass III

Bhumi Social Impact Fellowship Cohort I

ABOUT ME



Human Resources MBA
13 years of Fundraising
(Former Akanksha Foundation, Tata sons
MAD, GiveIndia Covid Warrior during ICRF
1 & 2)
Director - Fundraising BHUMI



Power of **STORYTELLING** in Fundraising

- Shilpa Mishra, Director Fundraising- Bhumi

Agenda

01

**Why
storytelling**

02

**Storytelling
frameworks**

03

**Storytelling in
Upselling**

04

**Essentials to
cover in
reporting**



Why Storytelling

1. INSPIRE!
2. Emotional Connect
3. Humanising the cause
4. Making data meaningful
5. Memorability
6. Differentiation
7. Building Trust
8. Long term engagement
9. Communication across channels
10. Tool to communicate growth/impact/progress

Frameworks

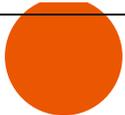
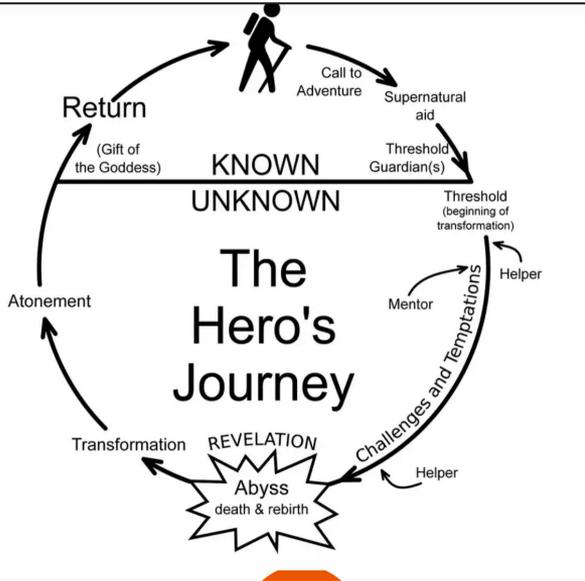


The Hero's Journey:

Ordinary world>>>>> Call to the world>>>>> Refusal
>>>>> Meeting with a mentor>>>>> crossing the
threshold>>>>> test, allies,
enemies>>>>> ordeal>>>>> reward

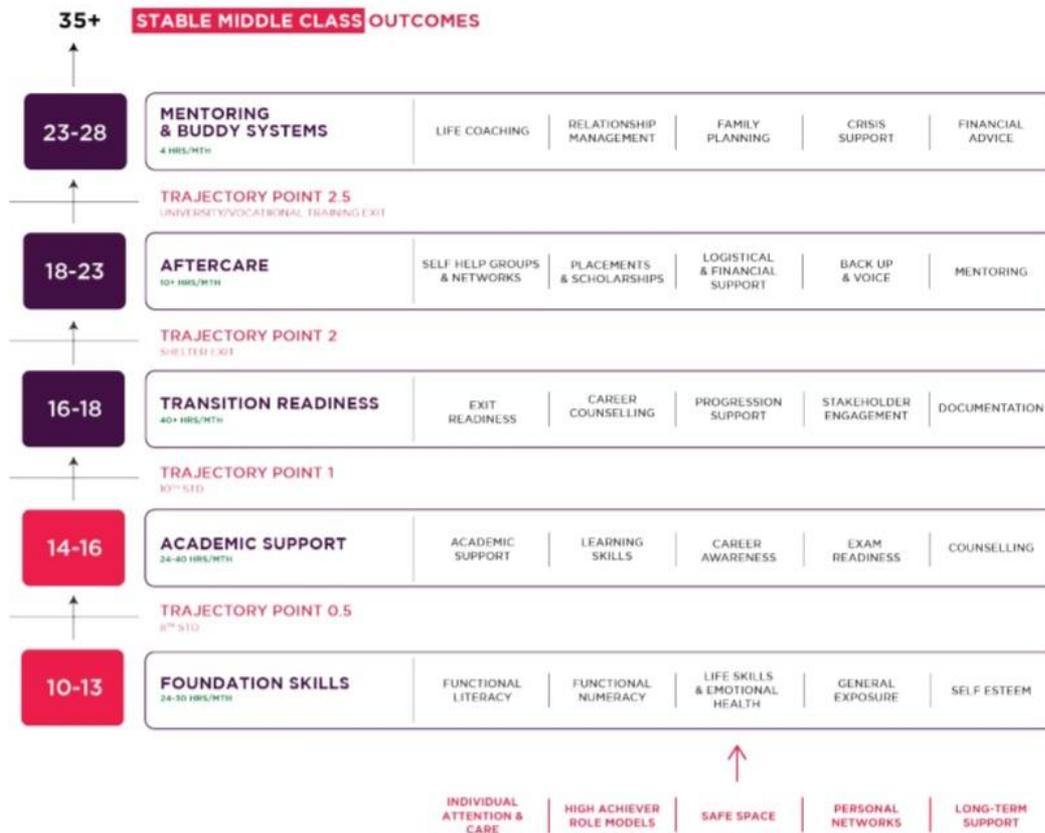
Context: Charities

Story of where a beneficiary/problem statement was, where they
wanted to be, and how they overcame that gap.



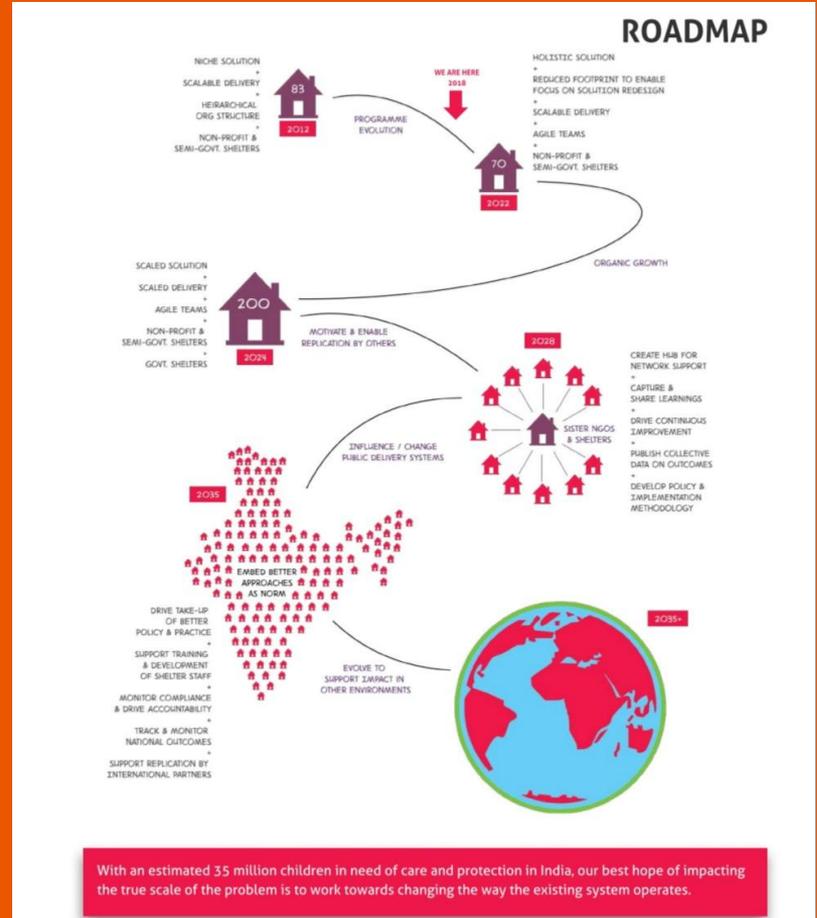
The Problem-Solution-Impact Framework:

Begin by describing the problem you're addressing, provide details about your solution or intervention, and then highlight the tangible impact your organization has made or intends to make. Use data and real-life examples to support each phase.



The Journey of Change:

Take your audience on a journey, starting with the inception of your project, sharing the milestones and challenges you've overcome, and concluding with a vision for the future. Emphasize the continuous process of change.



More Frameworks



The Power of One

Focus on a single individual or a specific project to highlight the depth of your impact. Share their story, how they've benefited, and the ripples of change that have resulted.



The Collective Impact Story::

Showcase the collective efforts of your team, volunteers, and supporters. Highlight how each individual's contribution adds up to a significant impact when combined.



Future Vision

Paint a vivid picture of the future you hope to create with the support of donors. Emphasize the positive changes that can occur if they choose to invest in your cause.



Testimonials and Personal Stories

Share personal stories of individuals or communities who have directly benefited from your cause. Personal narratives create an emotional connection and humanize the impact of your work.

Gandhiji - India's Best Fundraiser?

GD Birla: A Gandhian Who Rose With the Fall of the British

"There was nothing I could refuse Gandhiji," Ghanshyam Das Birla said about his relationship with Mahatma Gandhi.

VISHNU GOPINATH
Updated: 11 Jan 2016, 08:35 PM IST

POLITICS
2 min read



Jamnalal Bajaj



The Collective Impact story
OR
Future Vision
??

Each time Gandhi called for donations, it wasn't only sympathetic industrialists and traders who opened their purses—large numbers of common folk would also offer cash or even family jewellery. Even though a Census report noted that most Bombay residents lived on starvation diets, the city ensured that Gandhi's movement never ran out of funds. That took some effort, for as the Congress leader Sarojini Naidu is said to have observed, 'It costs a lot of money to keep the Mahatma in poverty'.

Naresh Fernandes
City Adrift

#kindlequotes



Freeform

Storytelling in Reporting and Upselling



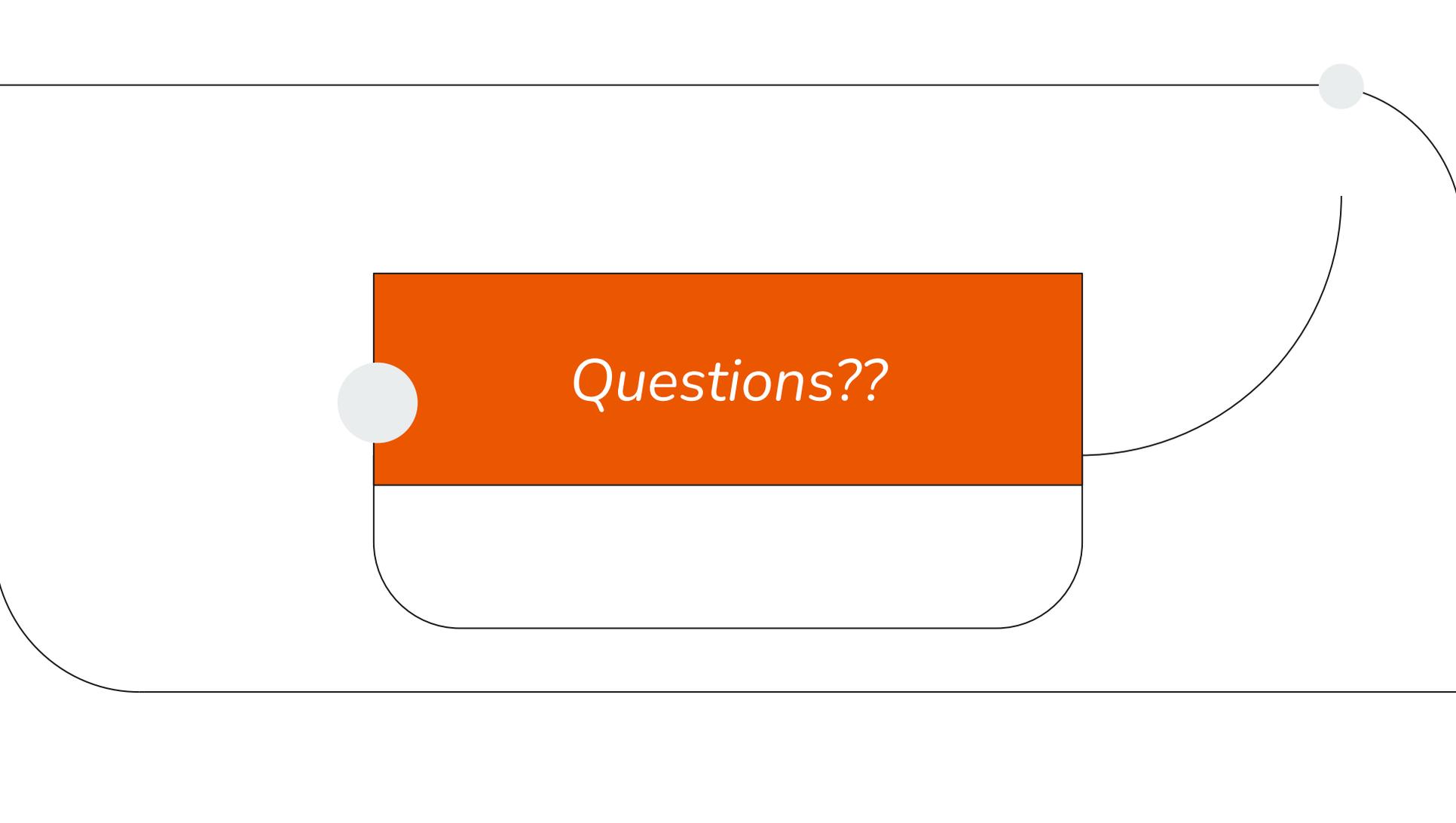
Reporting tips

- Create a narrative arc
- Use real stories
- Demonstrate transparency
- Express unconditional GRATITUDE
- Multi channel approach
- Leverage impact nos and data
- Sustainability of Impact
- Consistency of Impact and in the story
- Use behind the scenes story
- Highlight donor feedback incorporated



Upselling

- Highlight the Urgency
- Don't beg- Inspire
- Follow through with progress updates
- Highlight - theory of Change
- Involve them in the Change process
- Personalise the ask
- Showcase before and after
- Leverage success stories
- Offer Incentives



Questions??

<https://youtu.be/bfAzi6D5FpM>

Thank YOU