



HOW TO TELL YOUR STORY

Fundraising 101

Sonia Banks, San Francisco Parks Alliance
Elisa Heikkilä, San Francisco Botanical Garden

March 2, 2019

Thank you to our sponsors!



Services of the San Francisco
Public Utilities Commission

Kelly Nice,
Parks Alliance
Board Member

CMG



A wooden swing hangs from a rope, suspended in the air. The background is a scenic view of a hilly landscape at sunset, with a city visible in the distance. The sky is filled with soft, golden light, and the hills are covered in green grass. A road winds through the landscape, and a body of water is visible in the distance. The overall mood is peaceful and contemplative.

OUR STORIES

Sonia Gonzalez Banks

Director of External Affairs,
Development & Marketing
San Francisco Parks Alliance

Elisa Heikkilä

Director of Leadership Giving
San Francisco Botanical Garden

WHY WE TELL STORIES

Paintings in the Chauvet-Pont-d'Arc
cave in the Ardèche, Southern
France, dated 30,000 to 28,000 BC





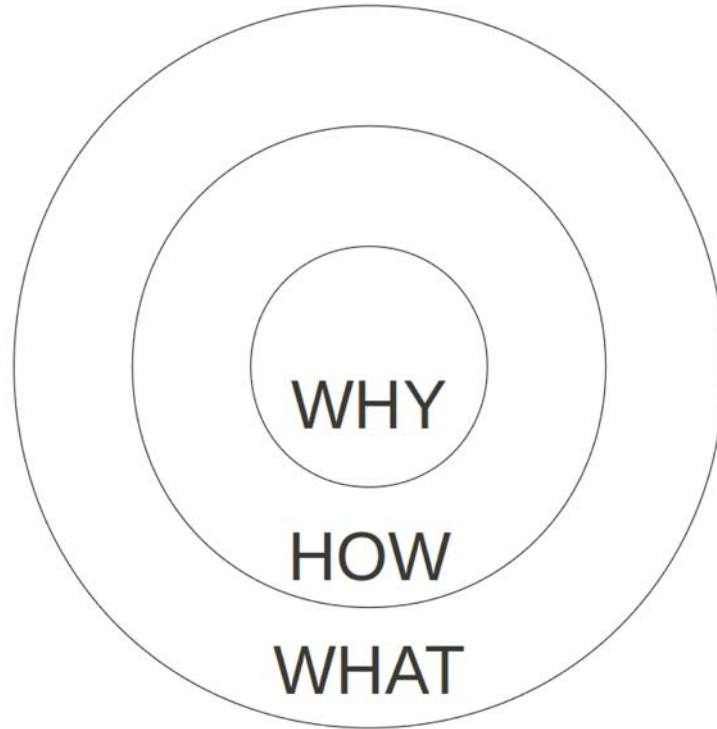
**WHAT MAKES
A GOOD
STORY?**



WHAT MAKES A GOOD STORY?

- Communicate
- Connect
- Remember

THE GOLDEN CIRCLE

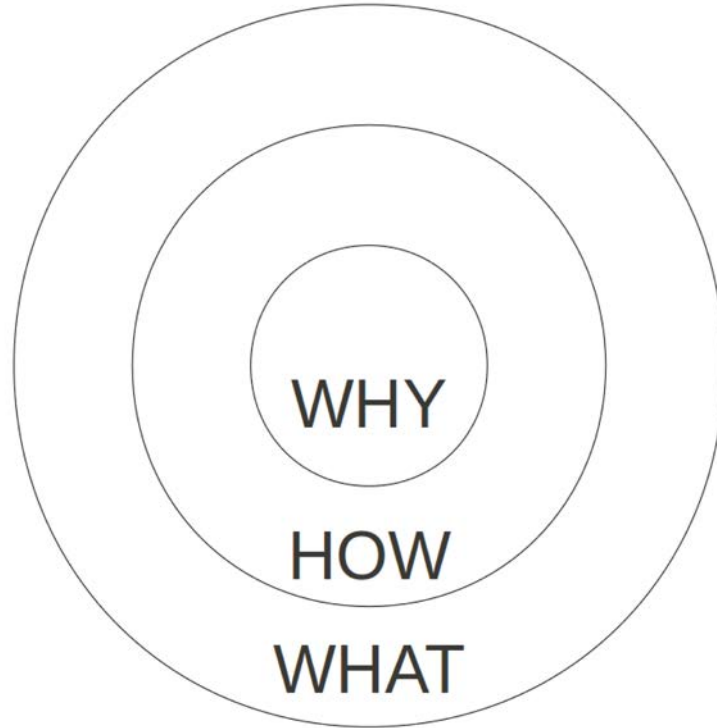


The 'golden circle' from Simon Sinek

THE GOLDEN CIRCLE

WHY

WHY is not about getting money. That is the result. It is about the purpose, cause or belief. It is the very reason your organization exists.



The 'golden circle' from Simon Sinek



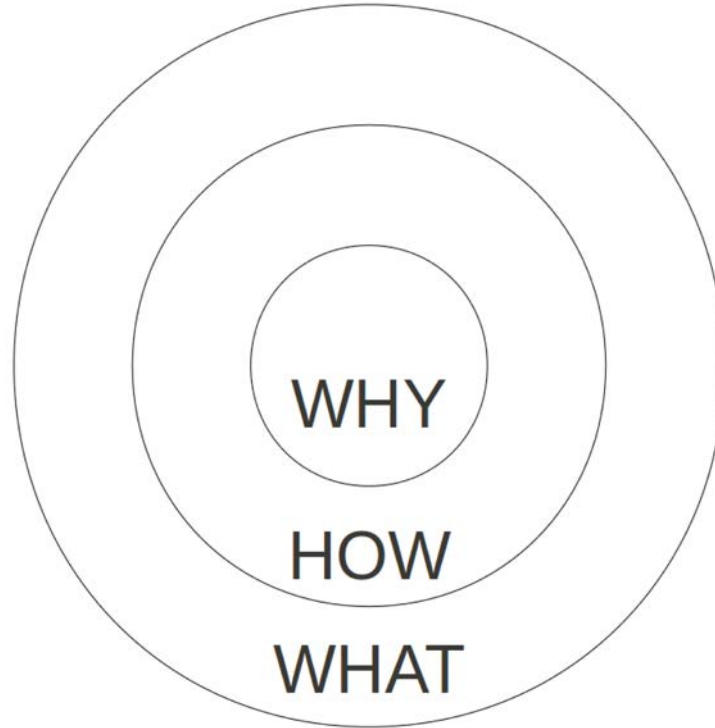
At Imperfect, we're working to eliminate food waste and
build a better food system for everyone.

We believe that food is food, no matter what it looks like. We believe that
everyone deserves access to healthy food, regardless of income. And we
believe that **by changing the way we eat and think about food, we can make
the world a little better.**

THE GOLDEN CIRCLE

WHY

WHY is not about getting money. That is the result. It is about the purpose, cause or belief. It is the very reason your organization exists.



HOW

Some organizations know **HOW** they do it. These are the things that make them special or set them apart from the competition.

The 'golden circle' from Simon Sinek



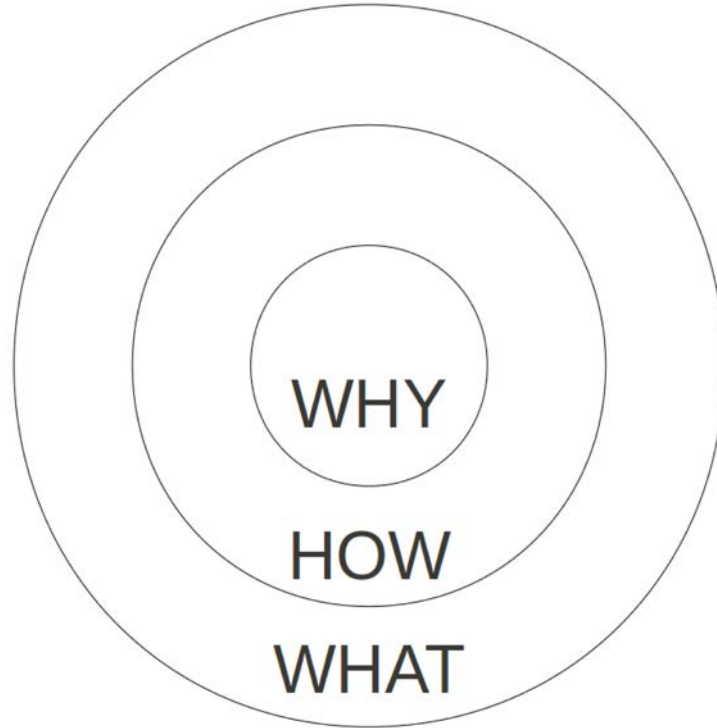
IMPERFECT[™]
p r o d u c e

Imperfect fights food waste by **finding a home for 'ugly' produce**. We source it directly from farms and deliver it to customers' doors **for about 30% less than grocery store prices**.

THE GOLDEN CIRCLE

WHY

WHY is not about getting money. That is the result. It is about the purpose, cause or belief. It is the very reason your organization exists.



HOW

Some organizations know **HOW** they do it. These are the things that make them special or set them apart from the competition.

WHAT

Every organization on the planet knows **WHAT** they do. These are products or services.

The 'golden circle' from Simon Sinek



Our **subscription produce box** is affordable, convenient, customizable, healthy, and delicious.

By eating 'ugly,' you're helping build a more sustainable and effective food system. You're helping fight food waste. You're ensuring farmers are rewarded for their full harvest with less wasted land, fossil fuels, and water. You're improving access to healthy food. You're creating fulfilling careers for employees. With every bite into a misshapen apple or crooked carrot, you're helping shape our world for the better.

AUDIENCES

- Individuals
 - Donations
 - Membership
 - Project appeals
- Foundations
- Corporations



- Data

- Attendee Numbers
- Projects Completed

- Stories and Quotes

- From volunteers
- Users

- Good Photos

**PLANNING
AHEAD**



- Have a goal
- Know your audience
- Short paragraphs
- Call to action early on
- Using bold and postscript
- Consider:
 - Reader's device
 - Timing
 - Subject line
- Ask others to review



TIPS FOR WRITING APPEALS

RESOURCES



- Foundation Center by Candid
- Association of Fundraising Professionals
- Development Executives Roundtable
- Blogs:
 - *The Storytelling Nonprofit Blog: 25 questions to ask to get the story*
 - *Simone Joyaux: A few words about emotions*
 - *Gail Perry: FiredUp Fundraising*

A low-angle, upward-looking photograph of a dense bamboo forest. Numerous tall, slender bamboo stalks rise vertically from the bottom of the frame towards the top, creating a strong sense of height and scale. The stalks are light green with visible dark nodes. The upper portion of the image is filled with a thick canopy of bright green bamboo leaves, through which patches of a clear blue sky are visible. The overall lighting is bright and natural, suggesting a sunny day. Centered over the middle of the image is the word "QUESTIONS?" in a large, white, bold, sans-serif typeface.

QUESTIONS?