

A photograph of a sunlit forest. Sunbeams filter through tall evergreen trees, casting bright rays of light onto a grassy lawn in the foreground. The scene is peaceful and natural.

# 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!



Community Challenge Grants



GARDEN MATERIALS, INC.



Services of the San Francisco  
Public Utilities Commission

Kelly Nice,  
Parks Alliance  
Board Member

**CMG**





# 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



A photograph of two women outdoors. The woman on the left, wearing a red puffer jacket, is placing a flower crown on the woman on the right. The woman on the right is wearing a brown jacket, sunglasses, and a flower crown. They are both smiling. The background is blurred green foliage.

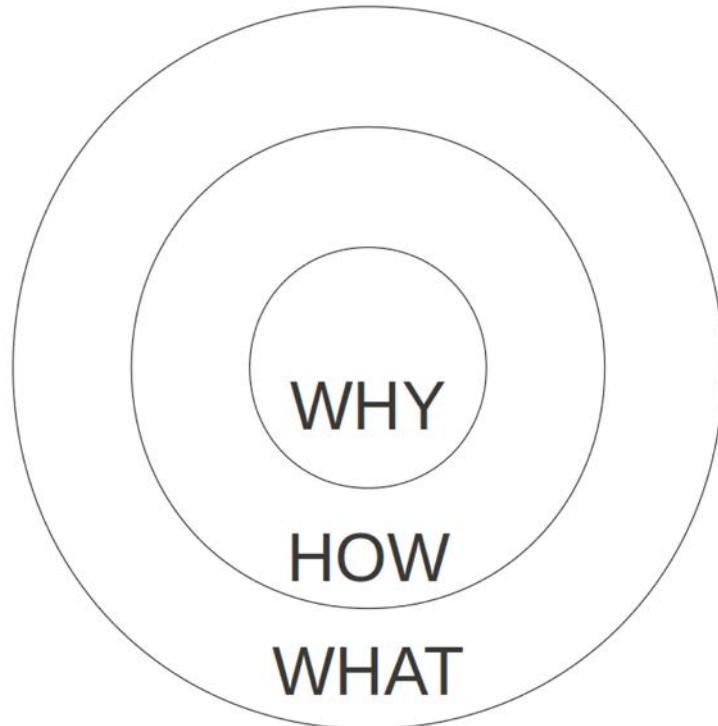
# WHAT MAKES A GOOD STORY?

A photograph of two women outdoors. The woman on the left, wearing a red puffer jacket, is placing a flower crown on the woman on the right. The woman on the right is wearing a brown jacket, sunglasses, and a flower crown. They are both smiling. The background is blurred green foliage.

# WHAT MAKES A GOOD STORY?

- Communicate
- Connect
- Remember

# THE GOLDEN CIRCLE

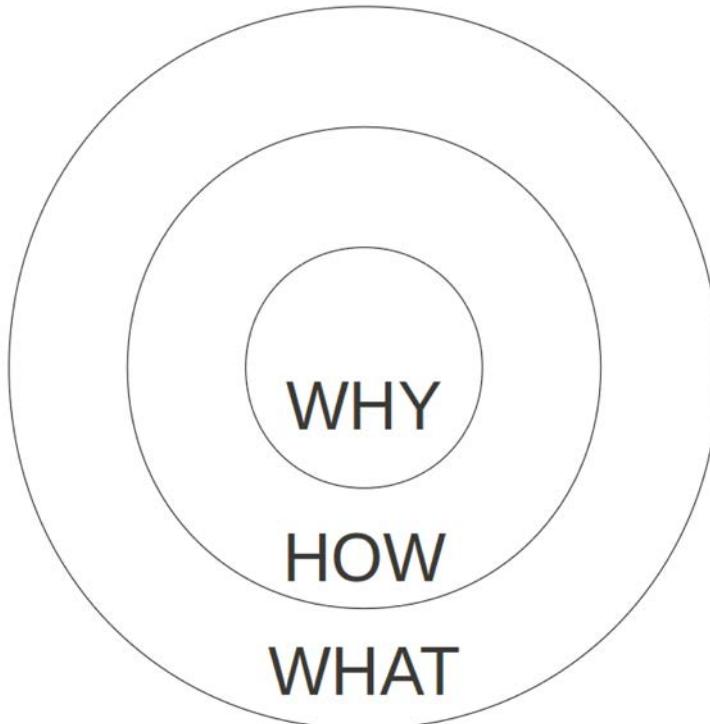


The 'golden circle' from Simon Sinek

# 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.**

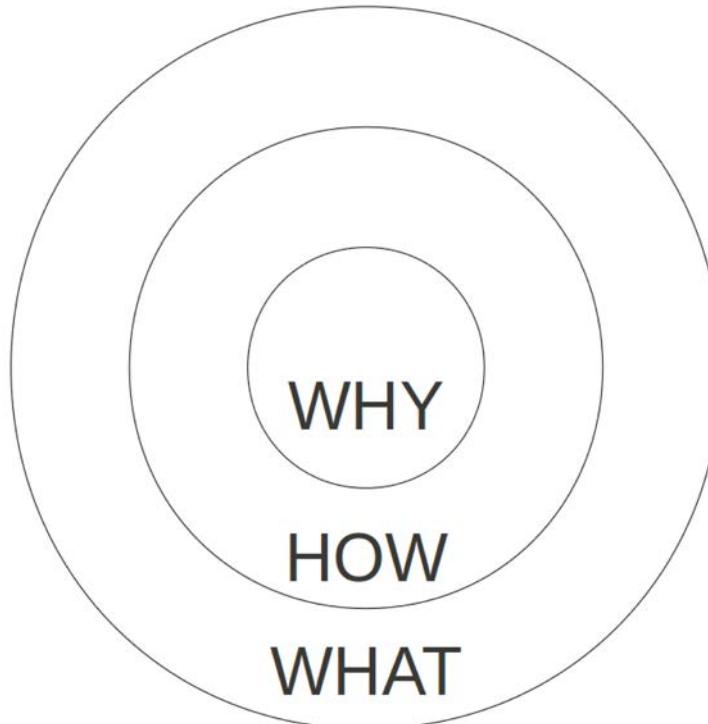
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## HOW

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

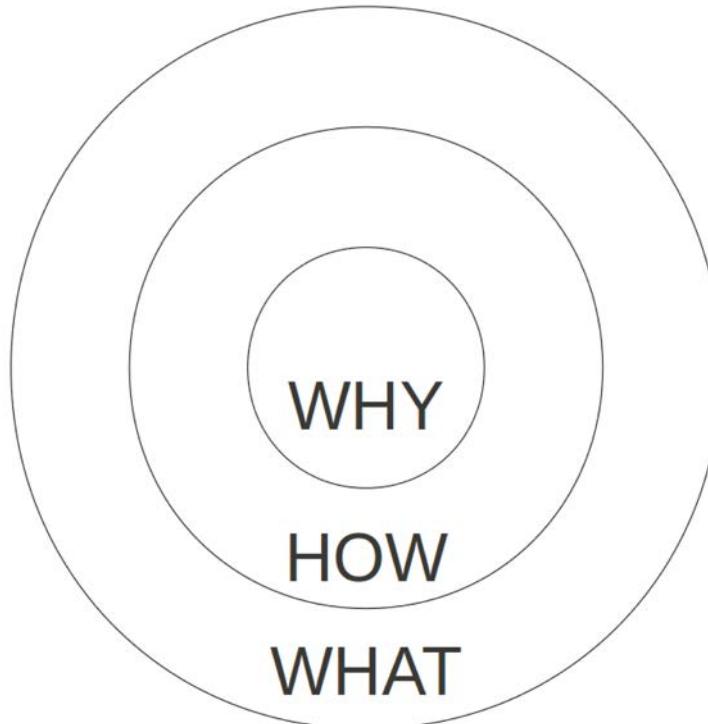


Imperfect fights food waste by **finding a home for 'ugly' produce**. We source it directly from farms and deliver it to customers' doors **for about 30% less than grocery store prices**.

# THE GOLDEN CIRCLE

## WHY

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## HOW

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## 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



- 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



# 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*



QUESTIONS?