Welcome!
We’ll get started at 10 a.m. ET.

- Introduce yourself using the Chat feature. Select To “All panelists and attendees” before sending your message.
- Use the Q&A feature to ask questions.
Session Three: Storytelling
1. Learn what makes a great story

2. Use GlobalGiving’s storytelling checklist to tell stories that invite your network to trust and support you
Agenda

1. Introduction
2. Storytelling Fundamentals
3. Let’s Review!
4. Your Next Steps
5. Q&A
Introduction
Meet Your Trainers

Megan DeSisti
Program Associate - New Partner Support

Kelly Wilson
Campaign Manager

Anna Juszczak
Program Fellow
Webinar Guidelines

• Comments → Chat
• Questions → Q&A
• Leave webinar + rejoin if experiencing audio/technical issues
• Webinar recording will be available on the Accelerator Hub page within 12 hours
Four Fundamental Questions

1. What inspired you in the first place?

2. How might a stranger relate to the problem you’re trying to solve?

3. Why is it important that this problem get fixed?

4. Why should anyone care?
Fundraising
Storytelling
Empathy
Communicating With Empathy During COVID-19

Know your network well (Network Mapping)
Be responsive to your donor community’s circumstances

Be upfront + honest about your organization needs
Strive for clear + concise communication on your project page, social media, emails, etc.

Highlight your constituents and lean heavily on visual storytelling
Personal stories inspire giving!

Highlight how interconnected we all are (especially now!)

Persistence is key to fundraising but respect donor rejection
Receiving “no’s” is part of the job
POLL:
How often does your organization share stories?
Our nonprofit partners are our favorite storytellers.
Legal Aid for 75 refugees ASAP in Mexico

by Home Storytellers - a fiscally sponsored by 501c3 nonprofit, Empowerment WORKS

Summary

Do you think it’s okay for a refugee to wait over 2 years for restarting a life with dignity? No. We neither. But it’s happening, again, at the southern border of Mexico. This project will ensure the delivery of legal aid during the Mexican immigration status determination process to at least 75 refugees fleeing violence from Central America throughout 2019. Be part of the movement committed to providing a second chance in life, with dignity, AS SOON AS POSSIBLE. Donate now and join today.
Home Storytellers combats the global refugee crisis with vibrant visual storytelling, bringing attention to proven and sustainable solutions.

Our Vision

Imagine a World Where...

The safety, dignity and human rights of all refugees is protected.

Our job is to help organizations gain visibility and increase their impact through character-driven documentaries that bring the world a little closer to this dream.
Summary

APOPO is a Belgian NGO that has developed an innovative system deploying African giant pouched rats (nicknamed HeroRATs) to detect landmines or tuberculosis, using their extraordinary sense of smell. APOPO’s scent detection technology has a massive potential to relieve human suffering and promote development when deployed in TB and landmine response, as well as in currently unexplored fields. APOPO has programs in Tanzania, Mozambique, Angola and Cambodia.
HERORATS IN ACTION

- HeroRATs detecting landmines
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- HeroRATs detecting tuberculosis
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- HeroRATs in research & development
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MINE ACTION ANGOLA - JOÃO

A landmine was found buried hardly 20 meters from where the school children play.

The military camp was very close to the school and after the war we had to be very careful with the children. The minefield was strictly off limits but children play and when your back is turned they do silly things. Often they would kick a football into the minefield and if we weren't around, they would nominate one of them to go into the undergrowth and retrieve it.

For the last 15 years they have been doing this and when NPA and APOPO came to clear the landmines, they addressed the area near the school first, so that the children could be safe. They very quickly found a landmine 20 meters away.

Even now, after NPA and APOPO are finished, we can't help be suspicious and we report it when we find strange metal objects. But soon we are going to build a football field so the children can experience freedom.

No child should have to face this kind of danger to get an education.

DONATE NOW
Center your story on a single character
Hook your audience as soon as possible
Narrate a transformation
Show, don’t tell
Convey emotion
Include a clear call to action
Build A Sense of Urgency

The Accelerator structure and COVID-19 answers ‘Why now?’
You must communicate ‘Why give at all?’ by sharing the purpose behind your cause!
Empower Your Constituents

Ask yourself, how would I feel if I/my friend/child/partner was portrayed in this way?
GlobalGiving Community Photo Standards

We, the members of the GlobalGiving Community, commit to photography, videography, and fundraising practices that uphold the dignity and safety of the people in our photos, and portray our work and communities in a responsible way. Created in collaboration with members of the GlobalGiving community, these are our community standards:

**Treat All People with Dignity and Respect**
We aim to protect the dignity of our photo subjects, treat them equally, and depict them in the most dignified way possible.

*Avoid:* A woman giving birth who is naked or whose body very exposed and who would likely prefer privacy.

*Instead:* A recovering, clothed woman holding her newborn baby after giving birth.

- Approach with empathy; continually ask ourselves: “Would I like to be portrayed that way?”
- Don’t depict people or animals in compromising or private situations.
- Demonstrate strength and resilience rather than showing people in their darkest hour.
- Instead of eliciting shock or pity; portray subjects in challenging situations in ways that focus on their humanity.
- Prioritize respect over getting the “perfect shot.”
- Don’t take photos that “look down” on the subject; choose a camera angle on the same level as the subject to imply respect and equality.
- If possible, offer to print or email photos of participants for them to keep, if it is a photo they like and want to keep, chances are it depicts them in a dignified way.

**Prioritize Privacy, Safety, and Consent**
We aim to get appropriate consent from the subjects of the photos and inform them about how their photo may be used.

*Avoid:* Taking photos of a group of schoolchildren without permission.

*Instead:* Ask school to get permission from parents, to take and publish photos of their children and explain how the photos may be used.

- If you’re not from the community, ask someone who is to facilitate a conversation about consent. They should explain what the photos will be used for, and ensure the subjects are OK with being photographed.
- Ask the subjects themselves and if they want to be photographed. Show them the photos and ask for their opinions.
- Be aware of power dynamics; you might create when asking for consent (and taking photos/video).
- Don’t publish personal information, like last names, with photos that could put the subject at risk.
- Discuss with your staff and volunteers when it is or is not appropriate to share photos of participants on their own social media accounts or other platforms.
- Bring examples with you of how their photos could possibly be used.

**Ensure People Documenting Reinforce the Mission**
We aim to train photographers (including staff) to reinforce our mission through their sensitive approach and high-quality work.

*Avoid:* Taking a friend to take photos of an event without explaining how the photos should reinforce your mission and why they could possibly harm the people in them.

*Instead:* Share this guide and discuss these important topics before the event.

- Ensure the photoshoot or publications don’t make the subjects feel like victims; make the process empowering and fun for them, and do it in a way that upholds your values.
- Hire local photographers/videographers when possible. Or, work with local facilitators who can ensure the process is appropriate for the culture.
- Teach photographers and videographers about your work and why it matters so they can portray your work accurately and powerfully.
- Be aware of the photographer/videographer bias in capturing what he or she perceives as fulfillment of project objectives.
- Get high-quality photos that show action, emotion, and context.
- Discuss your organization’s style with your photographer to ensure their photos align with your brand.

**Avoid Harmful Stereotypes in Our Imagery**
We aim to avoid photos that reinforce stereotypes, misconceptions, and harmful power dynamics.

*Avoid:* A standing Caucasian woman handing food to a woman on the ground, implying “giver” and “receiver” roles.

*Instead:* Two women standing together, implying they are equals, cooperating and choosing food together.

- Be aware of unhealthy power dynamics like giver/receiver, us/them, or victim/hero.
- Focus on the voice of the participants and not the organization.
- Be careful not to portray program participants as “less than” the staff or donors. Always show them as equal.
- Avoid “stereotype” photos of donors or outsiders posing for photos to build their own personal brand.
- Take photos of people in ways viewers don’t usually see them. Rather than showing them in the way they are typically portrayed (like as receivers), highlight their individuality and unique qualities outside the normal stereotype.
Let’s Review!
Good Nonprofit Storytelling Involves…

• An effective character
• Hooking your audience ASAP
• Narrating a journey/transformation
• Showing, not telling
• Conveying emotion
• A clear call to action
• A sense of urgency
• Empowering imagery
Your Next Steps
Facebook Group Activity

Share the photo you plan on using as the main photo on your GlobalGiving project page.

Include a one-three sentence summary that tells us about your project in easy-to-understand language.
We’re here for you!

Email us at accelerator@globalgiving.org if you have questions!
Thank You