



Senior Art Director, Open





in the next hour...

We'll explore everything you need to create great, responsive content, the importance of 'why' for your organisation, how to find and tell the stories that bring your cause to life and look at the key ingredients needed to be inspiring, emotive and persuasive in any channel.



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our framework





our framework



warning: we're going to play quite fast & loose with these rules...



OLD POWER VALUES

NEW POWER VALUES

Managerialism, institutionalism, representative governance

Exclusivity, competition, authority, resource consolidation

Discretion, confidentiality, separation between private and public spheres

Professionalism, specialization

Long-term affiliation and loyalty, less overall participation Informal, opt-in decision making; selforganization; networked governance

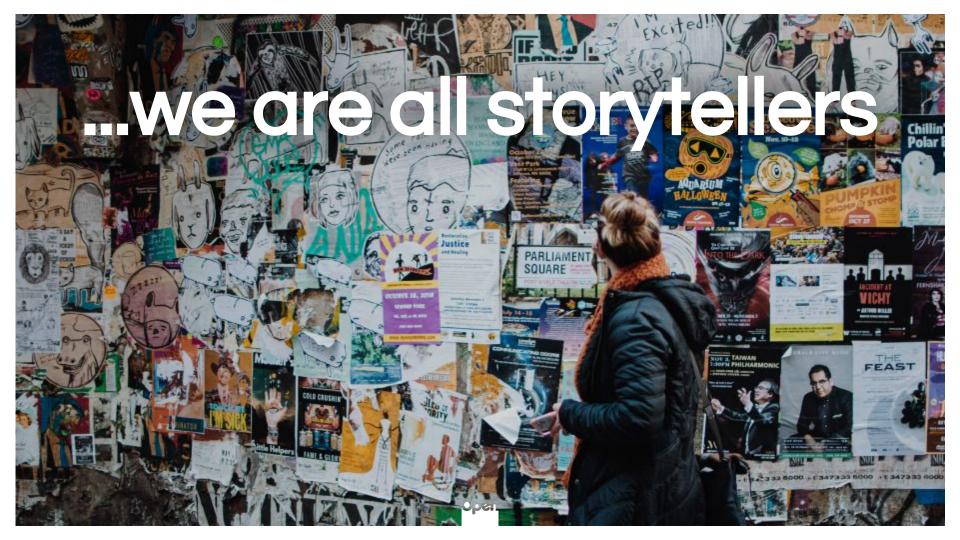
Open source collaboration, crowd wisdom, sharing

Radical transparency

Do-it-ourselves, "maker culture"

Short-term, conditional affiliation; more overall participation

but before we begin...



but what makes a good story?



makes us feel something



make us do something











a strong narrative has **never** been more important





" The space for charities is closing.

People increasingly don't see a distinction between charity, social enterprises and corporates doing good.

Those charities that don't adapt will get lost, they'll lose their relevance."

Charity Benchmarks Sector Report October 2019



believe that the escalating climate crisis is

the defining issue of our lifetimes and that the planet is in the grip of an emergency. We know that our readers and supporters around the world care passionately about this too, as so many of you have told u

Support the Guardian

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We want the Guardian to play a leading role in reporting on the environmental catastrophe. So today at the Guardian we commit to the following:

We will continue our longstanding record of powerful environmental reporting, which is known around the world for its quality and independence. In April 2019, the Columbia Journalism Review said, 'For some time now, by far the best daily reporting on climate change has come from the Guardian, which covers the science, politics, economics, and health aspects throughout the world with great force and clarity. We will prioritise and give prominence to environmental journalism from The Guardian and Observer, bringing you the news and information you need. Our reporting on the environment, from our international team, will never be influenced by commercial or political interests and will always be rooted in scientific fact.

• We will report on how environmental collapse is already affecting people

• We will use language that recognises the severity of the crisis we're in. In

May 2019, the Guardian updated its style guide to introduce terms that more accurately describe the environmental crises facing the world, using "climate emergency, crisis or breakdown" and "global heating" instead of "climate

change" and "global warming". We want to ensure that we are being scientifically precise, while also communicating clearly with readers on the

The Guardian will achieve net zero emissions by 2030. We are developing a detailed plan for how to achieve this, involving a full audit of our emissions Our priority will be to reduce our carbon footprint meaningfully and

We will be transparent with our progress. We have announced today that we



around the world, including during natural disasters and extreme weather events. We will bring you the world's leading voices on the climate crisis, and we will cover issues across food, travel and lifestyle in order to help readers live sustainably. We will undertake investigations into the economic and political structures that underpin the carbon economy, and examine the role the climate crisis plays in many other critical issues - including inequality, migration and "The Guardian will give the battle over scarce resources.

urgency of this issue.

nermanently

the climate crisis the attention it demands Katharine Viner

Editor-in-chief

"The climate crisis is the defining issue of our lifetimes, and informs all our journalism John Mulholland Editor, Guardian US

"Only a properly informed debate can help us avoid the worst impacts of the climate crisis

Lenore Taylor Editor Guardian Australia

have become the first news organisation to acquire BCorp certification, which means joining a community of businesses from across the globe who openly commit to driving positive societal change. This is an important milestone in public transparency and accountability for our global environmental footprint. Environmental journalism from the Guardian and the Observer has a powerful impact around the world and we have received financial support from readers in more than 180 countries. This support means we can keep Guardian journalism accessible to everyone. We hone you will consider supporting Guardian journalism today with a contribution or subscription - every form of

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EXTINCTION



EVERYONE GONE FOREVER



Facing extinction

I strike for climate action

Keely Ferrando

.....

Tell Congress there is no room in government for climate deniers

Text CLIMATE to 71333

Answer with Action

patagonia

we're competing with **brands building a purpose-led narrative** that by following, liking, sharing, buying - you are aligning with and becoming part of that story

our framework



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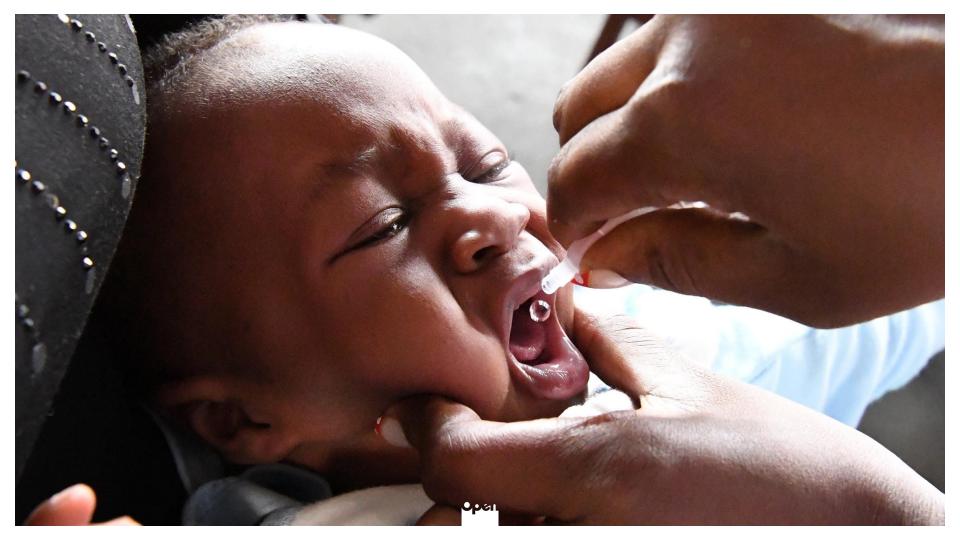
















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By My Side TV advert

.....





















whose story are you telling?





who's telling this story?

THANK YOU FOR YOUR CONTINUED SUPPORT OF WWF

FRIOCH

Kerry Blackstock Fundraising Manager

So, thank you SO MUCH for taking part and enjoy your walkies — I know we will!

Woofs and tail wags!

Jemma My Big Walkies Team

PS Don't forget to check out our last minute tips for clever ways to make the most of your walkies!

Kind regards,

Cirdy Kent

Cindy Kent Senior Manager of Membership Services PETA Foundation I hope you'll join us - RSVP on our facebook page to join the march

Thank you,

Laura Trevelyan Priority Campaign Manager Amnesty International UK

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who is your audience?



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who is your audience & how to talk to them...

- make it **personal**
- talk **to** not at
- you is glue
- **use names** (but make sure the data is right!)
- likability and **friendship** matter
- use **compliments**, highlight **shared beliefs** & **show interest** in your reader
- speak with familiarity e.g. you and I know...



the secret to successful storytelling?

the secret to successful storytelling? whatever else you do, **make it about the listener**.

" The accepted wisdom that charities need donors in order to help them achieve their organisational mission, ought to be replaced by an understanding that donors choose to support charities in order to achieve their personal missions. "

Paul Schervish Boston College



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My Bernie Story Training Webinar

A good story has the power to change the world and to unite a movement. This is a training webinar to learn how to craft and share your personal story about why you support Bernie and the political revolution.

*Required field

First Name*

Last Name*

Email Address*

Zip/Postal Code

Phone Number

By clicking this button, you submit your information to the webinar organizer, who will use it to communicate with you regarding this event and their other services.



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Bernie

Alexa Rodriguez

As the daughter of immigrants I've always made sure to never take for granted that I am able to speak out against injustice without fear of repercussions. I've been an active member in my community for many years advocating for social, racial, economic and climate justice. I've learned and witnessed firsthand how systematic racism & classism is embedded in this country and we will not be able to change those foundational systems unless we have a big movement of people wanting that change to occur. Any movement in history that was seeking to change the status quo had to organize people behind that movement to achieve that goal. That's what we do everyday on this campaign. Bernie Sanders has been advocating for basic human rights for longer than I've been alive. I believe that consistency is an extremely important quality for a person seeking elected office to have. We must have a government that works for all people, and we must also elect candidates that not only understand that, but also embody it. Bernie has been that candidate for this. "Not me, Us" isn't just a catchy campaign slogan, it's the purpose behind our movement.



Volunteer Principles

We represent Bernie.

When we talk with voters about Bernie and his platform, each of us is the face of the campaign. The impression that we make matters, and we take that responsibility seriously. We treat everyone we encounter with care and respect, whether or not they agree with us. If we ever encounter disrespect or hostility from others, we walk away from the situation.

We listen with empathy.

We're interested in the people we engage, in their stories and experiences as individuals. Our canvass scripts invite people to share their thoughts with us. We actively listen and validate people's experiences, even if we don't always agree with them. Active listening allows us to find common ground that we can build upon.

We don't argue or debate.

Research has shown that when two people enter an argument or debate, both parties usually come out more committed to their prior beliefs than before. In other words, rational debate is not an effective tool for persuasion. That's why instead of arguing, we always come back to sharing our own stories and motivations. (See below.)

We connect by sharing our stories.

We share what motivates us as individuals to vote and volunteer for Bernie Sanders' campaign. This opens the door for others to resonate with our motivations. Sharing familiar and relatable parts of your own story is key. Talking about your own struggle with student debt or with the healthcare system is much more powerful than an abstract policy argument.









when should you tell your story?

- be timely
- be relevant
- think 'why now?'



urgency is key 💈

It drives people to make **emotive** choices **before** their **rational** mind kicks in...



urgency is key 💈

- that doesn't mean we have to use the word **urgent**
- instead, use **short**, **punchy phrases**
- we need **your** help. Right now.
- let your story drive forward with momentum



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source: stickyeyes.com





source: thinkwithgoogle.com

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old power

new power

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GREENPEACE

Our blue planet is under threat.

From climate change and plastics, to deep sea mining and overfishing - the threats facing our world's oceans are growing bigger and more urgent day by day.

Now we have a chance to turn things around, by putting the most vulnerable and important parts of our seas off-limits to destructive industries.

Governments are starting work on a Global Ocean Treaty. If they get it right, it'll open the door to a vast network of ocean sanctuaries, which could protect over a third of the world's seas.

SIGN THE PETITION

To the UK government:

"From climate change to overfishing - our oceans are facing vast and multiple threats. We call on you to do everything in your power to deliver a strong Global Ocean Treaty and help create a network of ocean sanctuaries across our blue planet."

221,595 have signed. Help reach 250,000.

First name*

Last name*

Email address

Postcode

Phone

*Required







where is this taking place?

- think local
- proximity is so important







but also...

* where *





<Date>

IN THE WAR ON DISEASE. VACCINES ARE OUR GREATEST WEAPON. PLEASE SEND A GIFT TODAY.

Dear <Personalised>.

Right now, children around the world are fighting a dangerous, powerful enemy that they have no chance of defeating on their own - disease.

Measles, pneumonia and diphtheria are some of the biggest killers of children under five. And measles is leading the charge with a terrifying global increase in outbreaks. Cases of this deadly disease have risen by 300% this year alone.

There can be no more casualties. Which is why we're taking action this winter to protect children like Nilton (above). We are declaring war on disease. But we can only vaccinate children and win this war with you on our side

<Personalised>, v <X> children again

You'll remember fro of Congo, just how become much bigge of losing their lives t

Measles overwhelm from infections, bron these complication:

<Personalised> thi cannot be reasoned Vaccines are our gre

child like Nilton It st lasting for the rest o





CHILDREN CAN'T FIGHT MEASLES ALONE, THEY NEE

weasies is a cangerous, intectious cisease that no child should have to face. That's why wo're launching an ambitious snound nave to race. I nat s why we re launching an ambition campaign to vaccinate the world's children – and we need

CHILDREN ARE AT WAR

Poverty, conflict, disaster

and mistrust for vaccines

have all contributed to

a global rise in outbreaks

the ones paying the price.

They're at war with disease.

and vulnerable children are

Measles is a danger to any Without urgent action, many child, but especially those more children will lose their who live in countries with lives to preventable diseases poor access to healthcare or like measles where children might already be weak from malnutrition.

WILL YOU FIGHT? It takes two quick vaccines to keep a child safe from measles for life. With a gift today, you can give children that protection. You can help give them a chance at life. You can help save them from ever having to know

WILL YOU JOIN THE WAR ON DISEASE THIS WINTER?



unicef WAR ON DISEASE

THANK YOU gistered Charity Nos. 1072612 (England & Wales) and SC043677 (Scotland). Photo: © UniceATadhai



SPREAD THE WORD.

IN THE WAR.

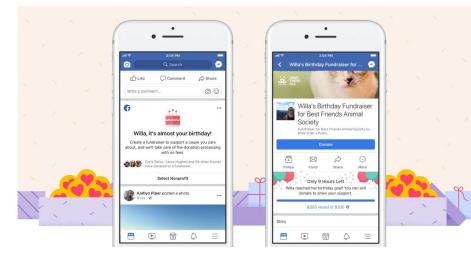


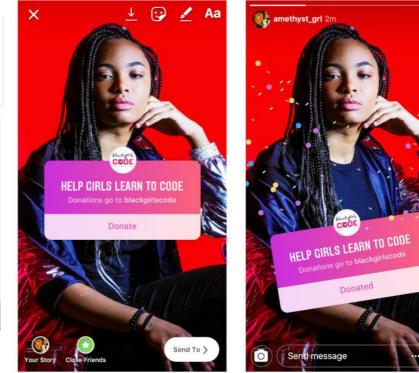
Registered Charity Nos. 1072612 (England & Wales) and SO043677 (Scotland).

THANK YOU FOR JOINING THE WAR ON DISEASE THIS WINTER



Facebook says birthday fundraisers have raised more than \$300 million over the past year





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How can we...

... use video content to **support** our key appeal moments?

... use video to **drive offline supporters online** and vice-versa?

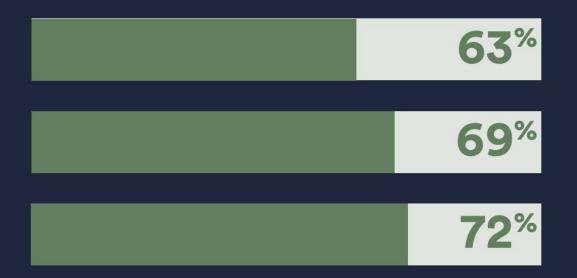


Video is popular as a primer.

Respondents agreed that "We find video to be effective for converting/fundraising"

Agreed that "We always include a call to action in our videos"

Agreed that "We find video to be more effective as a primer for direct fundraising (rather than making the ask with the video)"



Third Sector Video Content | 2019 Benchmark report



Alexandria Ocasio-Cortez

Following

V

Climate change is here + we've got a deadline: 12 years left to cut emissions in half.

A **#GreenNewDeal** is our plan for a world and a future worth fighting for.

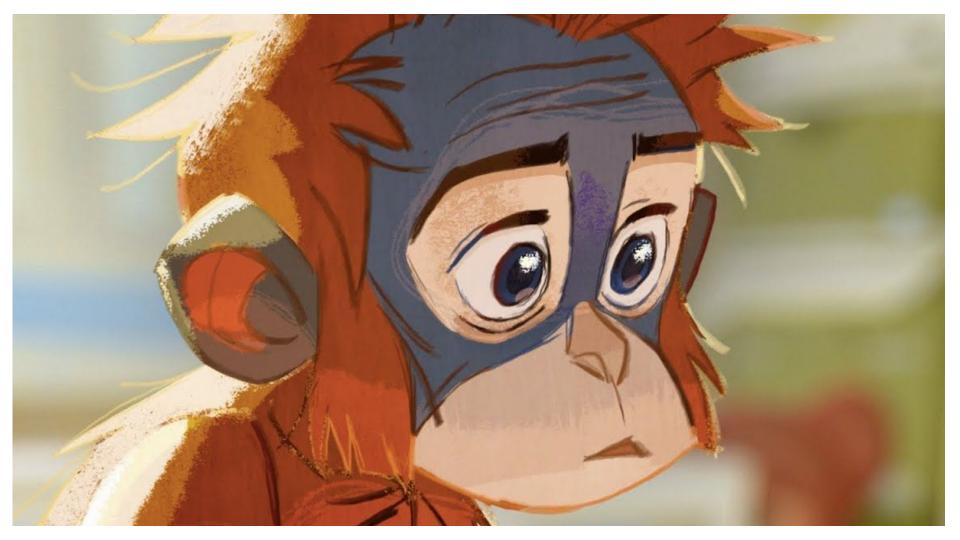
How did we get here? What is at stake? And where are we going?

Please watch & share widely



Art of the Green New Deal: A Message From the Future With AOC Watch this seven-minute postcard from the future about how, in the nick of time, a critical mass of humanity came to believe that we were actually worth saving.

• • . **



which is great news...

#newpower











We just love when sponsors send in gifts for their sponsor dogs! Oscar received the loveliest Easter package from one of his sponsors! Doesn't he look so delighted with himself!?

You can find out more about sponsoring one of our dogs here: dogstrust.ie/sponsor/









traditionally? it's the only thing you can do



but that's not enough anymore...

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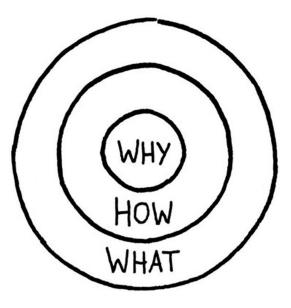
of surveyed global consumers prefer to purchase products & services from companies that **stand for a purpose that reflects their own values and beliefs**

source: 'from me to we, the rise of the purpose-led brand' Accenture Strategy, via markettingdive.com, 2018



why do you do what you do?



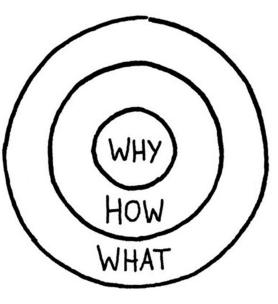


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WHY Why do you do it? (not a lot of organisations know this)

HOW How you do it? (some know this)

WHAT The work that you do (everyone knows this)

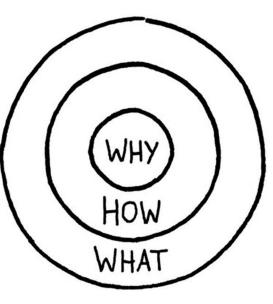




Why do you do it? (not a lot of organisations know this)

HOW How you do it? (some know this)

WHAT The work that you do (everyone knows this)



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WHY

In everything we do, we believe in challenging the status quo. We believe in thinking differently

HOW We make products that are beautifully designed & user friendly

WHAT

We just happen to make great computers, wanna buy one?

use the why to...

- ... highlight shared beliefs & values
- ... build a shared vision
- ... show donors that you are **the** organisation for them



there's a strong correlation between **the why** and **building trust** with your supporters



As fundraisers it's our job to make the problem we want to solve relevant to people who can help solve it.

We have to raise our issue to be their issue. We have to connect them. "

Angela Cluff Consultant and Chair of the IoF Supporter Experience Project Advisory Panel

brands are already using stories to (re)define themselves as purpose led...





Accept

The most important button on our platform

Learn more about the Airbnb Community Commitment



I Tell My Sons

A poem about then and now by **Matt Harvey**

9



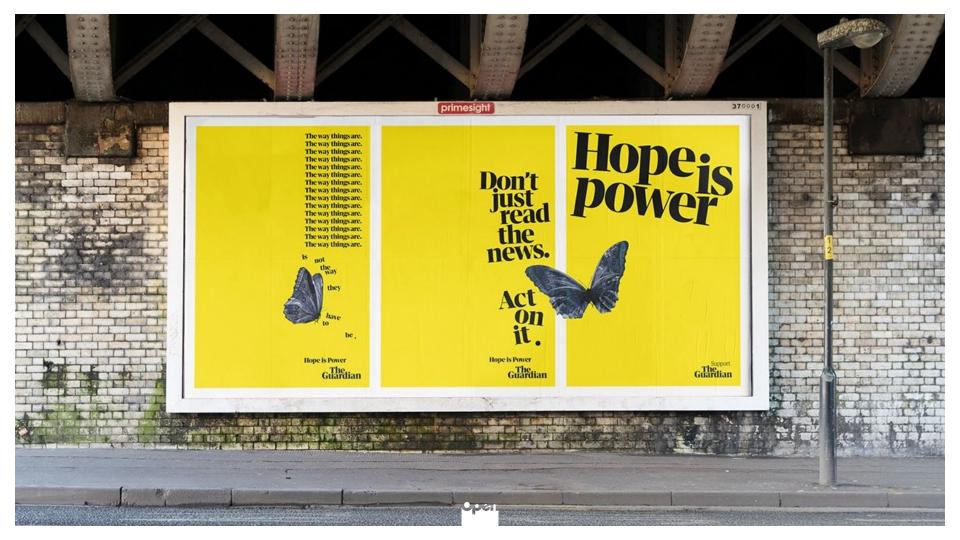
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MORE THAN THE MILD, MILD WEST. YOU'RE A SUPERSONIC CITY THAT TARMACKED THE WAY FOR THE WORLD. FROM THE FIRST FEMALE DOCTOR TO THE BIRTH OF AMERICA, ORANGE AND WHITE CLASSICS TO TRUSTY SIDEKICKS IN SIDECARS.

YOU ARE BRISTOL

EVEN IN THE WRONG TROUSERS YOU STILL HAVE THE MARKS OF A KINGDOM. HOT AIR BALLOONS OR ROBINS, YOU'RE NOT AN ISLAND. YOU'RE A HIGH FLYING GREEN CAPITAL THAT'S PART OF SOMETHING TRULY MASSIVE.





So how can this work for us?

A life for every animal



Getting to why

WHY

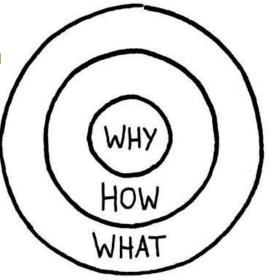
Because we believe in a life for every animal

HOW

We research, we investigate, we lobby, we campaign, we change behaviours

WHAT

We work to protect animals from lives of cruelty, suffering & neglect





and when people have responded...

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because...



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when people have responded...

... start a conversation

- give them the chance to share more than their money with us
- connect them with staff and beneficiaries
- give them something to talk about
- ... get to know them

... show them that their voices count

THE ENGAGEMENT PYRAMID

Leading: Leads others, engaged becomes the engager. Focuses on training others, easily confused as staff. Organising others, recruiting donors, serving on a board.

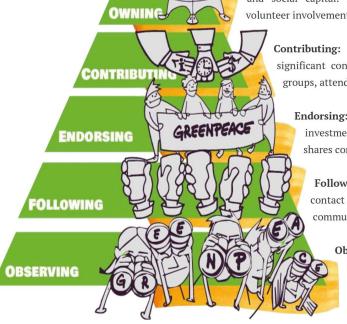
Owning: Ongoing and collaborative actions; major investments of time, money and social capital. Publishing about campaigns, public speaking, deep volunteer involvement.

Contributing: Multi-step assignments or actions, representing significant contribution of time, money and/or social capital. Joins groups, attends events, makes large donation.

Endorsing: Single-step or straightforward action with low risk or investment. Signs petition, makes one-time/ small donation & shares content.

Following: Agrees to receive information from us; provides contact info or subscribes. Reading and watching direct communications.

Observing: Interested in cause; aware of the organization: learning more via friends, media and social media. Visits website, sees news story or social media, attends an event – but we do not have a way to contact this person directly.



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GREENPEACE

epilogue

responsive storytelling in 2019...

Makes people feel
Makes people do
Talks to the right people
Has an itch and a scratch
Is authentic

... Has quality and quantity
... Plays to the power of video
... Taps into timely moments
... Brings you close to the cause **
... Builds on why



old power...

... is A-B
... tells you a story
... is organisation focussed
... is calendar-led
... asks you do something
... is transaction led

new power...

... is a circle
... invites you to tell the story
... is audience focussed
... is always on
... asks what you'd like to do
... is values/purpose led





