

Storytelling as a Marketing Tactic

Thursday, October 3rd, 2024

Your Give Local 2024 Team



Today's Agenda

Introduction of Special Guest

What is Storytelling?

United for Baby's Storytelling
Journey

Tools for Storytelling

2024 Arras Foundation Give Local
match opportunities



(headshot of Shameka)

Shameka Huff | Executive Director

United for Baby was founded to assist the residence of Kershaw and South Carolina with diaper and incontinence supply needs.

Our Vision is to eliminate the diaper need in Kershaw County. United for Baby along with our sister organization here in South Carolina look forward to day when all incontinence needs are fulfilled.

What is storytelling?

Using a **narrative** to connect your mission to individuals with a focus on linking what you stand for to the values you share with your supporters.



Tools for Storytelling

Find your storytelling comfort level

1. Complete Profile
2. Basic Give Local Promotion
3. Personalized Give Local Promotion
4. Full Marketing Campaign

Find your storytelling comfort level

1. Complete Profile

1. How to make the most of your Give Local profile

1. https://www.givegab.com/nonprofits/grasp/giving_days/arrasfoundation2024

2. Basic Give Local Promotion

3. Personalized Give Local Promotion

4. Full Marketing Campaign

Find your storytelling comfort level

1. Complete Profile
2. Basic Give Local Promotion
 1. Where to find free graphics and how to use them
 1. <https://www.givelocalsc.org/info/nonprofit-toolkit>
 2. <https://www.facebook.com/help/389849807718635>
3. Personalized Give Local Promotion
4. Full Marketing Campaign

Find your storytelling comfort level

1. Complete Profile
2. Basic Give Local Promotion
3. Personalized Give Local Promotion
 1. Using Canva to up your game! <https://www.canva.com/canva-for-nonprofits/>
4. Full Marketing Campaign

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2024 Arras Foundation Matches!

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\$900 for 9 Years! Every dollar raised on November 15 will be matched by the Arras Foundation until your organization hits \$900. Only money raised or entered by your organization on November 15 from 12:00am to 11:59pm is eligible.



9 Minutes to Win it x2! Fire up your donors, it's time for dollar-to-dollar beat the clock matches! At 9AM AND 9PM. For NINE Minutes, Arras Foundation will match all funds raised up to \$900 (from 9:00am to 9:09am and from 9:00pm to 9:09pm) in celebration of NINE years of Give Local.

Match Opportunities =

\$2,700

for EVERY organization participating in Give
Local 2024!

Questions?



Upcoming Important Dates



October 10 Give Local Lunch & Learn with the Chester Chamber and Chester Healthcare Foundation (12pm)



Give Local Help Labs:

- October 17, 9am-12pm
- October 24, 12pm-3pm
- November 7, 9am-12pm