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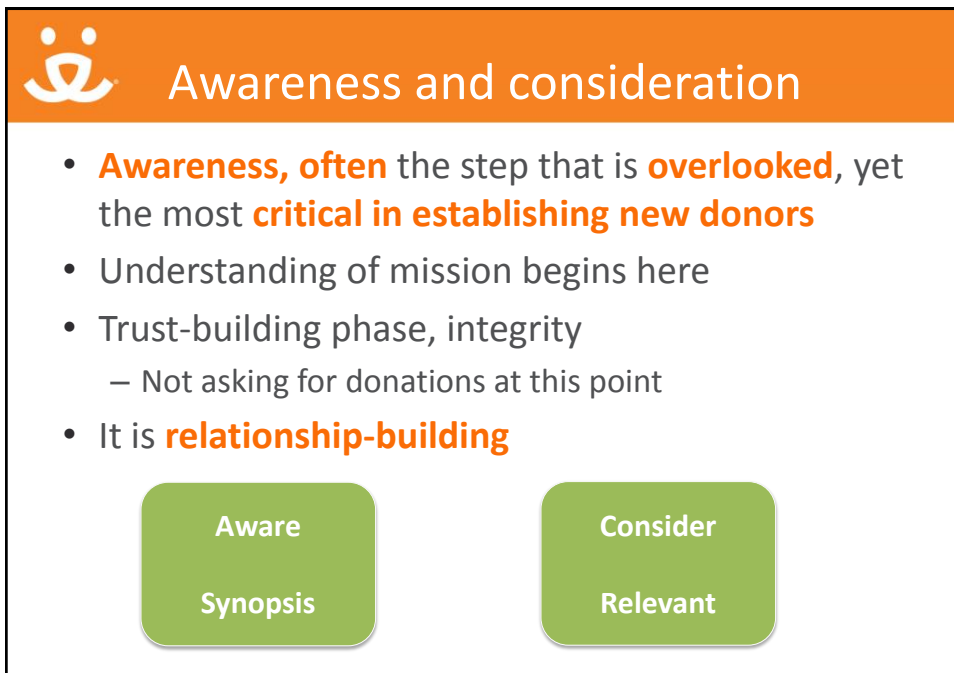
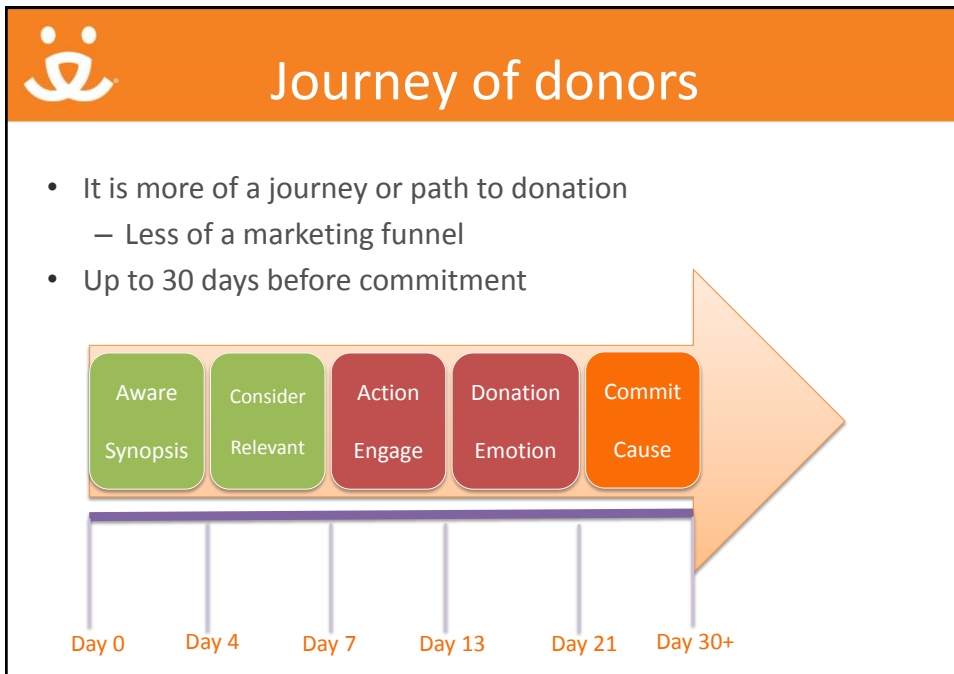


Kelly Preston

- Digital acquisition manager for Best Friends
- Over 15 years of online marketing experience
- Pet parent



Journey of donors





Engagement

- Engagement begins with action and donations
 - Relationships are developed
 - Getting long-term donors begins here
- Same goals and values are shared
- **KIS (Keep It Simple)**

Action

Engage

Donation

Emotion



Commitment

- Trust has been established
- **Empowerment** begins
- **Advocacy** often occurs in this phase
- **Loyalty**-building
- Reinforce positive sentiments

Commit

Cause

 **Putting it together**

- **Create** social media **posts** that **attract**
 - Educational and “Did you know?”
 - Will attract new donors more quickly
- Begin **building relationships**
 - Built with people
 - Feel like part of the organization
- **Empower everyone**
 - Feel like they are making a difference



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 **Digital storytelling**



What is digital storytelling?

- Digital storytelling is taking all the digital tools available and creating a story
- Contains a mixture of images, text, video



Benefits of storytelling

- Storytelling is engaging
- Generates interest, attention and motivation
- Sharing and collaboration
- Connections are made
- No boundaries or time restraints
 - Occurs anytime, anywhere
- Instills emotions



 We begin with the basics

Social media

Building relationships



 The basics (continued)

Social media

Telling a story









The basics (continued)

Social media

Creating conversations



Develop a plan

- Identify the who, when, where, what and how
- Storytelling comes in **three segments**
 - **Self**, the organization
 - **Us**, the community
 - **Now**, change the world: **Save Them All**
- Build the story out and begin sharing
 - Family, friends, visitors



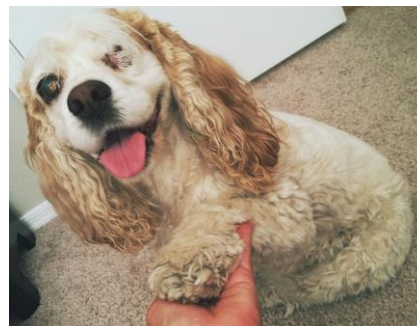
The art of listening

- Most powerful tool for success: **Simply listen**
- Three powerful metrics:
 - Where is your audience?
 - How are they engaging with each other?
 - What are they discussing?



Build relationships

- Past: Monologue
 - Organizations spoke, donors listened
- Present and future: Open dialogue
 - Engaging conversations
 - Active listening and responding
 - No longer inbound, it is now reaching out and engaging




**Everyone has a great story to tell.
What is yours?**



Identifying opportunities




Questions?



Contact info

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Appendix



Free tools and resources

- [Google Alerts](#)
- Animoto (Use [nonprofit portal](#))
- [Volunteer Match](#)

