

Storytelling

ZACHARY HUBER,
TOLEDO LUCAS
COUNTY PUBLIC
LIBRARY

Storytelling examples

Class submissions

What to do with your story next

Recommended tools and resources

What we are
going to
cover

8% of Hancock County, or 4,000 adults are functionally illiterate, which means they possess reading and writing skills that are inadequate to manage daily living and employment tasks that require reading skills beyond a basic level.

Hancock Literacy is supported 100% through donations, community support and grants.

Every penny stays right here in Hancock County. Please consider making a donation today to help support our mission; to coordinate and support community initiatives that promote lifelong literacy.

[View our 2018 Donor Thank You tab.](#)

[DONATE NOW](#)

Make a Lasting Gift to Ensure the Future of the Wilds

We are grateful to our annual donors who so generously support us. We are also very appreciative of our supporters who have included the Wilds in their estate plans. Your gifts to the Wilds are more important than ever as we continue to “advance conservation through science, education and personal experience”. When you give to the Wilds, you join a community of people who are passionate about wildlife and wild places. Give today and help us to inspire hope and conservation around the world.

WHAT AMERICA'S BIRDS FACE NOW



Climate change

endangers nearly half of all North American birds



The federal agenda

lacks support for conservation and clean energy programs



Critical landscapes for birds are at risk from **development and drilling**

PRINCIPLED PROTECTION FOR BIRDS AND THEIR HABITATS

For more than 100 years, Audubon has embraced the mission of protecting birds and the places they need. Your gift funds a well-integrated program of science, advocacy, education, and on-the-ground conservation. Your support lets us stand up for birds, defending the clean air, clean water, healthy habitat, and stable climate they—and we all—require.



2017-2018 Sponsorship Opportunities



Your sponsorship dollars help The Arts Partnership provide arts education, enrichment, and entertainment opportunities to the members of our community, making Findlay and Hancock County an attractive place to live.

All of our events and performances benefit our education programming which served more than 17,500 students and adults last year - 46% more than the previous year!

Last year:

- More than 680 students were immersed in the arts through our Youtheatre workshops and performances with audiences of more than 5,300
 - More than 5,600 students experienced a live performance through our School Day Performances program
 - Our Professional Development and Arts in the Schools Program impacted 5,500 educators and students
 - Area seniors shared their memoirs through our creative writing programs and "Yes, I Remember That Too."
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**Storytelling
Kidney Donor Conversations**

Why?	How?	What?	
We believe everyone deserves one healthy kidney.	We provide education and support for living kidney donation.	Will you say yes to helping those on the kidney transplant waiting list?	

Vision	Enemy	Hero	Recipient
Everyone has one healthy kidney.	There aren't enough kidney donors, so most people who need a kidney will die waiting.	Compassionate people who care about finding more living kidney donors.	95,000 people on the kidney transplant waiting list.

Call to Action

95,000 people are on the kidney transplant waiting list. Today, with your help, we can help save a life and find more living kidney donors.

Button

I want to help find living kidney donors!

Story

We believe everyone deserves one healthy kidney. Let me tell you about Pattie. She had no knowledge of kidney donation until she spoke with us. Our education and support inspired her to donate her kidney to Doug. She is back to running 5Ks and Doug is off dialysis and is now able to travel and take vacations with his wife and children.

Will you say yes to helping more people like Doug?

Awakening Minds Art instructors see an array of physical, mental, and emotional challenges in nursing homes that make it difficult for residents to believe that participating in a painting class will be successful and rewarding. I met Barb in 2018. She is a resident in a local assisted living facility where I instruct classes, and she is sweet as can be! A petite, soft spoken woman, she loves to be around the others while they paint, but can't fathom the idea of participating.

Barb has tremors so badly that she needs a neck brace to help hold her head up. Her hands shake almost constantly. I imagine she needs help in almost every aspect of her life, and struggles with feeling defeated. When I first met her, Barb consistently felt insecure about her ability to finish a painting and fought me over the point of even trying. Oftentimes though, with some reassuring from me and some supportive comments from her fellow residents, she'd join the painting group.

She realized that when I held her arm up for support, she could paint details and that she could do them well! She realized that when I broke down the painting into small, achievable steps that she was able to complete the painting successfully. Visual aids, like connecting dots, also make it possible for her to create beautiful masterpieces. She is rightfully very proud of her work, and she loves to give enthusiastic hugs at the end of each session!

When nursing homes were locked down on quarantine from the pandemic, residents lost physical contact with their loved ones and all activities with outside contractors were canceled. Barb tells me that she was so lonely and scared during this time. Her daughters who regularly visited could only call. There were some activities to keep her active, but not a lot to look forward to.

As Awakening Minds Art begins services again, there is a new hope in the group at painting class. A dopamine rush of colors, movements, and excitement that this next painting will add a confident declaration of beauty and control over their lives!

Today, with your help, community members like Barb can continue to receive a consistent boost of confidence to try new things and to believe that success is achievable!

What's Next

TELLING YOUR STORY

January	February	March	April
Issue e-news	Prepare Newsletter	Mail Newsletter	Prepare annual report
Issue press release	Issue e-news	Issue e-news	Issue e-news
Web updates	Issue press release	Issue press release	Issue press release
	Web updates	Web updates	Web updates
	Presentation	Board cocktail party	Editorial meeting
		Direct Mail 1	Donor program
May	June	July	August
Prepare annual report	Mail annual report	Issue e-news	Prepare Newsletter
Issue e-news	Issue e-news	Issue press release	Issue e-news
Issue press release	Issue press release	Web updates	Issue press release
Web updates	Web updates	Board cocktail party	Web updates
Donor appreciation			
September	October	November	December
Mail newsletter	Issue e-news	Prepare newsletter	Mail newsletter
Issue e-news	Issue press release	Issue e-news	Issue e-news
Issue press release	Web updates	Issue press release	Issue press release
Web updates	Donor Program	Web updates	Web updates
Presentation		Direct Mail 3	
Direct Mail 2			

Building a Communications Calendar



It is more less costly to retain existing donors than to acquire new donors – but you have to start somewhere.

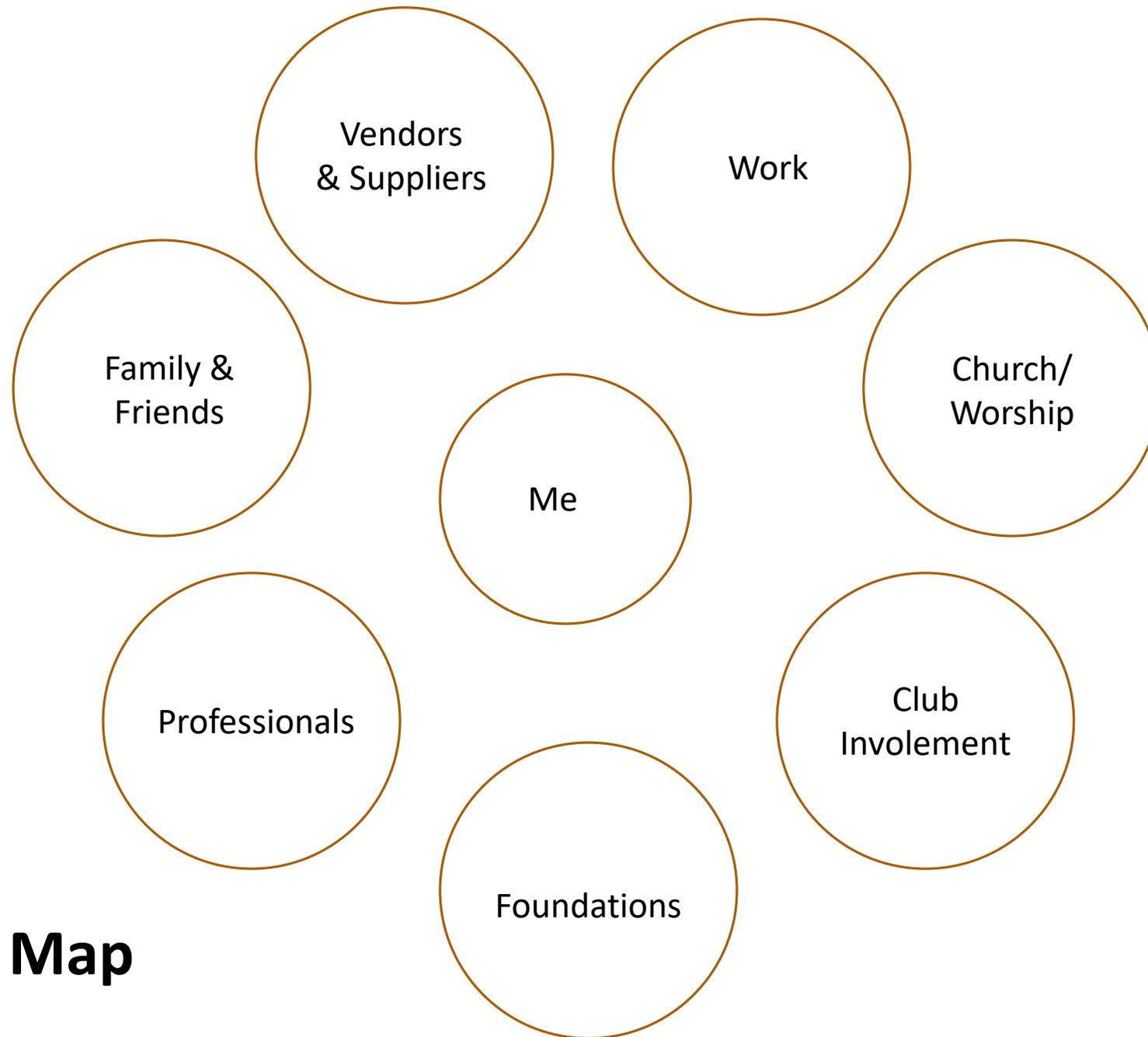


Bulk Direct mail has a response rate of .5 to 2 percent making it very costly and inefficient method to acquire new donors but it does.



The library can help you build and acquire lists.

Finding Prospective Donors



Your Treasure Map

Using your story to build a case for support

Consider taking your story a step further and start developing a Case for Support

A Case for Support explains:

- Who you are
 - What you've accomplished
 - And where you're going
-
- It is a comprehensive document to share when donors during a campaign

Book Recommendations

- **The Fundraiser's guide to irresistible communications : real-world, field-tested strategies for raising more money / Jeff Brooks**
- **How to write fundraising materials that raise more money : the art, the science, the secrets / Tom Ahern**
- **Keep your donors : the guide to better communications & stronger relationships / Tom Ahern, Simone Joyaux**
- **Raising more money with newsletters than you ever thought possible / Tom Ahern**
- **Seeing through a donor's eyes : how to make a persuasive case for everything from your annual drive to your planned giving program to your capital campaign / Tom Ahern**
- **The Zen of fundraising : 89 timeless ideas to strengthen and develop your donor relationships / Ken Burnett**

Contact

Zachary Huber

Zachary.huber@toledolibrary.org

419-214-6131