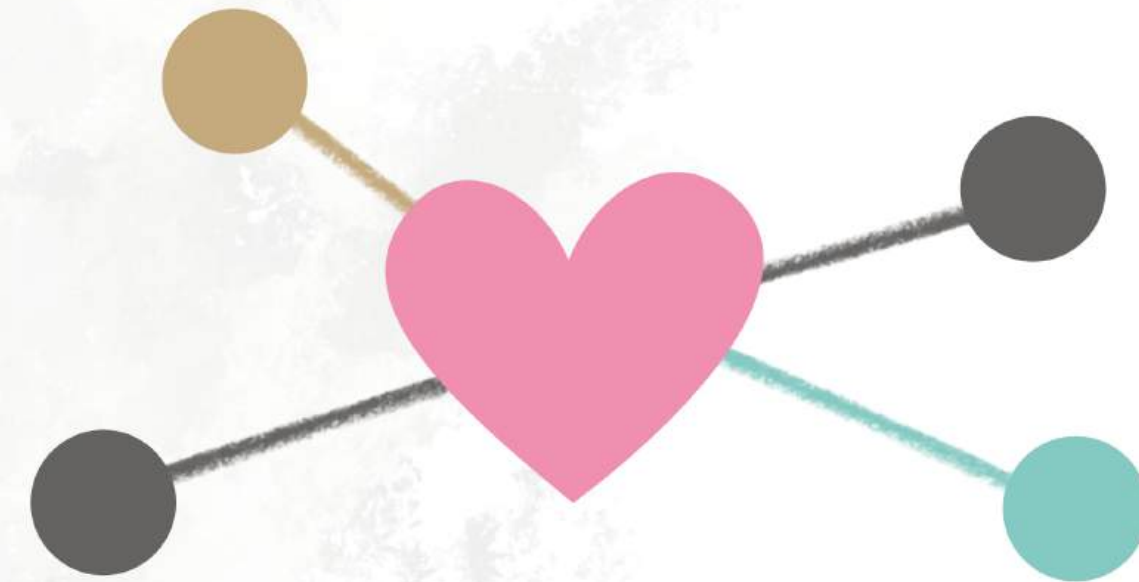


POCKET TALK:

Connections to Contributions

Heather DeVine
W/ TRANSCEND IDEAS



@transcendideas



POCKET TALK:

Connections to
Contributions 

Hi, I'm Heather!

- I'm from Northern VA & college in Richmond, VA
- Bachelors in Fine Arts/Animation & production & Media Studies
- Television production
- I moved out to Jackson in 2010
- 16 years of Web design & marketing
- My husband taught me how to ski at 27!
- I have a 7 year old son & a 12 year old dog
- Founded People Spread Love in 2015
- Founded Transcend Ideas in 2021 & moves to Victor
- *I love to learn new things!*

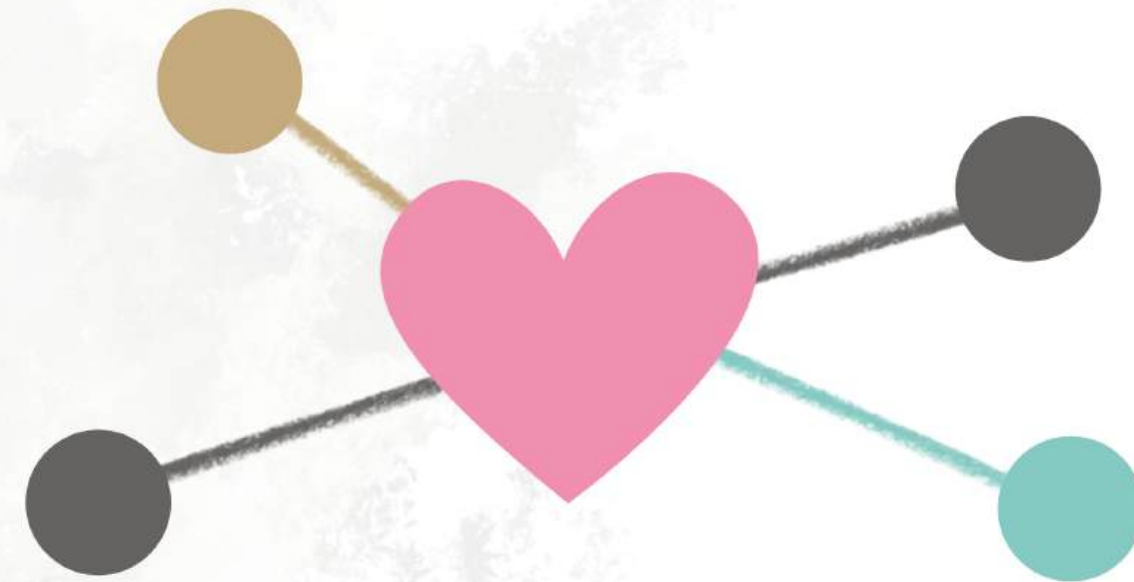
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POCKET TALK:

outline

- CONNECTION
- STORYTELLING
- CASE FOR FUNDING
- COMMUNICATION
- THE ASK
- IDEAS + RESOURCES
- QUESTIONS



connection

people with whom one has social or professional contact, especially those with influence and able to offer one help.

linked or associated with something



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storytelling

serves as a powerful tool for bridging
connections by fostering empathy,
understanding, and shared human experience.

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authentic *storytelling*

- Do real stories from organizations inspire you?
- What makes “authentic storytelling” stand out to you?
- What words comes to mind for you?



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Share
your
Story
authentically

human

unique

vulnerability

responsible

reigns true

often personal

relatable

trustworthy

empathetic

genuine

clear





storytelling questions

*For more prompts, ask me
I will email them to you.*



- What's the org story?
- Who makes up your team?
- What makes your organization motivated to continue this work?
- Why should people care about _____? (*housing insecurity, wildlife, ecosystem, mental health, art, etc.*)
- Ask the community to share their story & their connection to the org!



State of support the who, what & why

State the nonprofit's mission, programs, and needs, effectively telling its story to draw in donors to invest in its work.

state
your case



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discovery 

Highlight a lesser known fact
about your org to the public:

- collaborations
- services
- programs
- responsiveness
- milestones

highlight
your impact

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identify
your theme

What make's this giving season
a bit different from last year?
Perhaps it's based on your:

- program
- impact
- anniversary
- expansion
and more!
- Pick a word or phrase to
wrap your “ask” around





refine
the ask

Make the ask clear:

- the goal amount
- what it'll be used for (be transparent)
- donation increments & their impact
- use action verbs (e.g. support, help, make a difference)
- make the ask time-sensitive
- gratitude is the best attitude!





best practices

- **Short/concise videos** help!
(0:30, 1:00 & 3:00)
- Play off of pop culture to grab the attention of your audience
(e.g. *funny memes, trends*)
- Canva
+ Reel (1080 x 1920)
+ 4:5 (1080 x 1350) – carousels
- Collaborative posts with partners to leverage visibility



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Try this on

- **Share humanity** in your marketing strategy (e.g. interviewing your team)
- **Pick a catchy phrase** that can help stir your fundraising them
- **Brainstorm** regularly with your team on new ideas, trends, local insight
- **Ask AI** sometimes for brainstorming concepts
- Step outside of your branding package and try on **new templates for *fun***
- **Create your own memes and/or gifs** from pop culture to share important info on your org (draws attention)

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What not to do:

- **Don't over do it with too many emails** right after another. there is rhythm you can get into that shares enthusiasm but doesn't tire your audience.
- **Don't cast your net too far and wide.** With online ads, focus on geo location, age range, interests and more
- Don't assume your audience is on Instagram or Facebook, they may not be. **Honor where they are and meet them there.**



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Resources

- **Canva** OR **Adobe Express** (graphics)
- **QR Code Generator** (tracks all QR codes for data you need for each campaign effort)
- **Google Business Listing** (even without a brick & mortar helps your visibility)
- **LinkedIn** (great platform for nonprofit connections)
- **Nonprofit Resource Hub** (online webinars)
- **CFTV workshops** (professional development & networking)
- **Buy a tiny mic, ring light and tripod** (*you won't regret the investment on your storytelling*)

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Contributions



POCKET TALK:

Thank You!
Now let's go make
those connections.

Heather DeVine
W/ TRANSCEND IDEAS

