Crafting a Story that Inspires!

@donorguru

LYNNE WESTER  DONOR RELATIONS GURU
Those who tell the stories rule society.

Plato
EMERGENCY RESPONSE FORM

Lyne, will you help? Your gift today:

YES, I will help Mercy Corps deliver immediate aid to people who are suffering around the world. Enclosed is

$20 $30 $50 $100 $250 $500

Ms. Lynne Wester
808 Hawthorne Lai. Unit 451
Charlotte, NC 28204-0113

Mr. or Ms. Wester, please see reverse side of this form. Please return your gift to Mr. or Ms. Wester in the event allowed by law.

Rush your gift immediately. Give or card is

September 9, 2015

Dear Lynne,

We recently sent a team into the field to assess the impact of Heifer International projects in Africa. When they reached the remote village of Gomina in Malawi, they witnessed the impact of our work making a remarkable difference in the lives of a determined mother named Lucia Mwalo and her children.

Before joining our project, the family was facing a truly desperate situation.

Small farm seldom produced enough food for everyone to eat and they seemed to be sliding into an endless cycle of hunger and poverty.

But then —in seeking help and hope like you.

As a part of a donation to Heifer International, Lucia joined a new initiative to help her family transform a family's future.

Like your first gift to Heifer of $20, a contribution today of $30, $50, $100 or $250 has the potential to completely transform a family's future.

That was certainly true in Lucia's case. Soon after she received the news that she would be able to join the project, she began constructing a shelter and food source. She worked hard to ensure that it would have plenty to eat. She networks with the families who receive the livestock and other gifts, and her income has increased.

In addition to her work for Heifer, Lucia also cares for her husband, who has been very ill. She has struggled to feed her family and keep them healthy.

We at Heifer International are committed to providing a sustainable future for her family.

Lucia and her children love their new home. They feel more secure and can focus on their future.

Lucia is grateful for her husband's help in building their new home. She is proud of her family's hard work and how they have improved their lives.

With your gift, Lucia can provide her family with the resources they need to thrive.

Your help is urgently needed to aid families suffering through crises.

Please rush your emergency gift of $20 right now!

For more than four years, millions of refugees from Lebanon, Syria, and Iraq. More than 11.6 million people are in need of immediate and urgent aid.

With resources from these countries getting to Europe for help. This is truly a humanitarian crisis.

As the crisis escalates throughout Europe, refugees there. That's why the emergency help is urgent.

Rush your gift immediately.
Once you’re grown up, you can never come back. Never!
I don’t know any stories.
SHARE YOUR STORY

UNITY IS STRENGTH

5390 STORIES SHARED

Login

Share Your Story (registration required)

FIND A STORY

Need Help?
The following will help you with Share Your Story.
How to Share Your Story
Share Your Story FAQs
Share Your Story Etiquette

Lance’s Story
Austin, TX

“I am a cancer survivor... When we share our stories, we learn that we are not alone in the fight. When we share our stories, our experiences take on a deeper meaning.”

John’s Story
Boston, MA

“My story is about Unity... I met real heroes. The people who say 'I'm a cancer survivor too.' Or they're still fighting it. You want to see courage? Talk to them.”

John’s Story
Phoenix, AZ

“My story is about Attitude... live strong means to leave defeatism behind... I was lucky enough to learn at an early age that misfortune doesn’t determine your fate.”

Denise’s Story
Stanford, CA

“My story is about Knowledge... The knowledge I possessed was instrumental to the process of healing, surviving, and thriving.”
Passive
Lengthy
Organization Centered
Same-ness
Full of Jargon
Numbers Driven
What if a nonprofit had written Nike’s slogan?

While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative.
Active
First (you have one screen)
Donor Centered
Unique
Plain Spoken
Storytelling
HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING
A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.

MIRRORING
Listeners will not only experience the similar brain activity to each other, but also to the speaker.

DOPAMINE
The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY
When processing facts, two areas of the brain are activated (Broca’s and Wernicke’s area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.
Your brain on story.
Figure 15: Written length preferences
Percent of donors still engaged after X minute(s)
Information  Persuasion

Gratitude  Impact

Donor
Identify your “core stories” and make sure everyone who represents your organization knows them by heart.
THANK YOU LYNNE!

YOU’VE JUST CHANGED LIVES.

This is Helen Apio. She used to walk a mile and a half to a neighboring village to get water. The walk was long, and the wait was even longer once she got there. Helen’s village didn’t have a well.

When she brought the water home, she’d say to herself, “How should I use this water today? Should I water my garden so we can grow food? Should I wash my kids’ uniforms? Should I use it to cook? Should we drink this water?” With two children, one husband and 10 gallons, Helen never had enough water.

We saw the shame in her eyes when she described how her two kids were often sent home from school because their uniforms were dirty.

But a few years ago, people did exactly what you did today — they donated. And because of those donations, Helen’s village got a well. Now, Helen has all the water she needs.
UGANDA

will the beautiful women of the world please stand up.

This is when I met Helen Apio. Placing both hands on my shoulders and smiling, she said, “Now, I am beautiful.” That really hit me. My job is to focus on sustainable development, health, hygiene and sanitation; to make sure charity: water’s projects are working in 20 years. But nowhere on any of my surveys or evaluations was a place to write, “Today we made someone feel beautiful.”

READ THE STORY >
Helen Apio. Seven years later.

She told us that clean water made her feel beautiful then. Her story is even more beautiful today.
In 2009, we met Helen Apio in Uganda right after her community had received clean water for the first time. Helen proudly told us that she had enough water at home to truly take care of herself. "Now, I am beautiful", she said.
Helen Apio is feeling more beautiful than ever.
Which One?
THANKS TO DONORS LIKE YOU...

“Davin has always had a love of the water. He began swim lessons at 3 years old; he is now 6 and even had a pool party birthday this year! One of the greatest outcomes of his swim journey thus far has been the confidence and encouragement our son has gained and received. Now Davin aspires to be a champion swimmer. All of this is possible because the YMCA took our son’s love for the water and turned it into a passion.”

-Nicole, Hayes-Taylor YMCA Member and Mom
Pixar Pitch

Once upon a time _______________________.
Every day, ________________________________.
One day A donor showed up. Someone JUST like you! __________.
Because of that, __________________________.
Until finally _______________________________. 
Team Rubicon’s water rescue teams are in Houston conducting search and rescue. YOU made this possible. THANK YOU!

Team Rubicon lifesaving operations continue in Houston. Three of our floodwater rescue boat crews completed 42 rescues of survivors yesterday. You made that possible. Thank you.

Situation Report: Dozens of Residents Rescued | Team Rubicon
www2.teamrubiconusa.org
Hi Lynne,

My name's David Burke. Like many on our team, I started as a volunteer, quickly realized the tremendous impact Team Rubicon was having and joined full-time as Director of Field Operations. Back in July of 2015, we were responding to the devastating floods in Texas. More than 100 Team Rubicon members from across the country deployed to help those in need. One of those was Lissie Hagerman, an Air Force veteran.

Lissie came to help Texans in need, but ended up finding something much greater.

I knew to expect devastation and hard work. What I didn’t expect is the confluence of events that places me with an incredible team already dispatched and ready to meet the challenges of the day. A marine, a soldier, two airmen, and a civilian, ready to muck and shuck all kinds of debris. We know exactly where we’re headed, confident in the assurance that we can make a difference in the lives of these people who we encounter during our recovery ops. In a single day, we’ve managed to become brothers and sisters.

LISSIE HAGERMAN
USAF Veteran

Through Team Rubicon, tens of thousands of veterans like Lissie have found that community in service. And with donors like you and the Support Squad, we’ll be able to continue to engage veterans and first responders in building community.

Thanks for helping us on our mission,

David Burke
Director of Field Operations
Hi Lynne,

I joined Team Rubicon in 2014 because I was lacking direction in my life. After leaving the Marines, I couldn't find that same purpose or drive in civilian life.

But after my first service project with Team Rubicon, I knew I had found exactly what I was looking for.

My journey within Team Rubicon has taken me from a volunteer to regional manager to Clay Hunt Fellow to a full-time staff position as the Region II Administrator. I've deployed to help those affected by earthquakes in Nepal and Hurricane Sandy in New Jersey.

I'm not great at talking about myself, so I figure this video is a better way to share my story with you.

My experience with Team Rubicon is not unique; there are tens of thousands of veterans and first responders who find the same sense of purpose, community, and identity that I have found in joining this new mission.

I hope you'll join the Support Squad to help engage more folks like me in Team Rubicon. $11 a month isn't always easy, but you are making a tremendous impact on our veterans and the lives of those affected by disasters.

Jon Connors  
Region II Administrator
Storytelling is the essential human activity. The harder the situation, the more essential it is.

Tim O'Brien
Thank YOU-
Reach out to Me

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