

WELCOME!

Experiential Storytelling:  
Immersing Donors In Their Impact

*Presented by Vanessa Chase Lockshin*



**SILENCE = VIOLENCE**  
**#BlackLivesMatter**







#1 Help people understand something new

#2 Learn by doing

#3 Deepening donors' empathy and connection




Have you ever been deeply impacted  
by an experience?

**#1 Help people understand something new**







What is a core experience for people your organization helps?

How can you turn this experience into something that other people can learn from?



October 30, 2012

Dear Mr. sample,

You may wonder why I'm sending you a small piece of cloth.

Well, you probably know that when you join things together they become more valuable. And have a greater impact.

For instance, a small piece of cloth combined with hundreds of others can form a blanket. And a blanket can protect a sick and freezing mother and her children in a refugee camp.

A blanket means protection from cold, disease, and potentially even death.

Thank you for being a loyal *SharePlan* donor. Your monthly gifts give people hope for a brighter future. I want to assure you that when Oxfam joins your generous gifts with those of other Canadians, it makes a significant difference. I know that you've improved the lives of people you'll never meet, and I know if they could, they would love to thank you personally.

Mr. sample, I hope that today you will take a moment to do two important things:

1. I encourage you to write a message of hope on this small piece of cloth and return it to me. Why? Because your message will be sewn together with those from other Oxfam donors. This will create the "Threads of Change" quilt. And the quilt will be joined together with other quilts from around the world and be part of Oxfam Canada's 50th Anniversary celebration.

## #2 Learn by Doing

# People generally remember ...

10% of what  
they read



20% of what  
they hear



30% of what  
they see



50% of what  
they see & hear



70% of what  
they say & write



90% of what  
they do









HARVARD COLLEGE *Office of Admissions and Financial Aid*

March 15, 2012

Ms. Ashley D. Loggins  
112 New Bethel Church Road  
Lenoir, North Carolina 28649

Dear Ms. Loggins:

I am delighted to report that the Admissions Committee has asked me to inform you that you will be admitted to the Harvard College Class of 2016, and that a formal letter of admission will be sent on March 29. We send such an early positive indication only to outstanding applicants. The spirit of the Admissions Committee is not merely that your accomplishments—academic, extracurricular and personal—are impressive, but also that you would be a particularly good match for the opportunities and challenges here. In short, we think you would flourish at Harvard, and we are eager to encourage you to make it your college choice.

In making that decision we assume that you will maintain your current academic and personal standards. Our decision to offer you admission would be altered only by a significant decline in your performance or by conduct that raises serious questions of discipline or safety. The conditions in which our admissions offers are made.

There has never been a more exciting time to be at Harvard. Founded in 1636, Harvard's first college has been transformed in recent years by new initiatives that have greatly enhanced the undergraduate experience. Today's students come from all over the nation and the world to attend an institution that combines many aspects of a small residential college with the resources of an exceptional university.

Harvard's tradition rests on the extraordinary strength of the undergraduate college, the historic and physical character of its campus, and the rich intellectual experience of our students.

# #3 Deepening Donors' Empathy and Connection











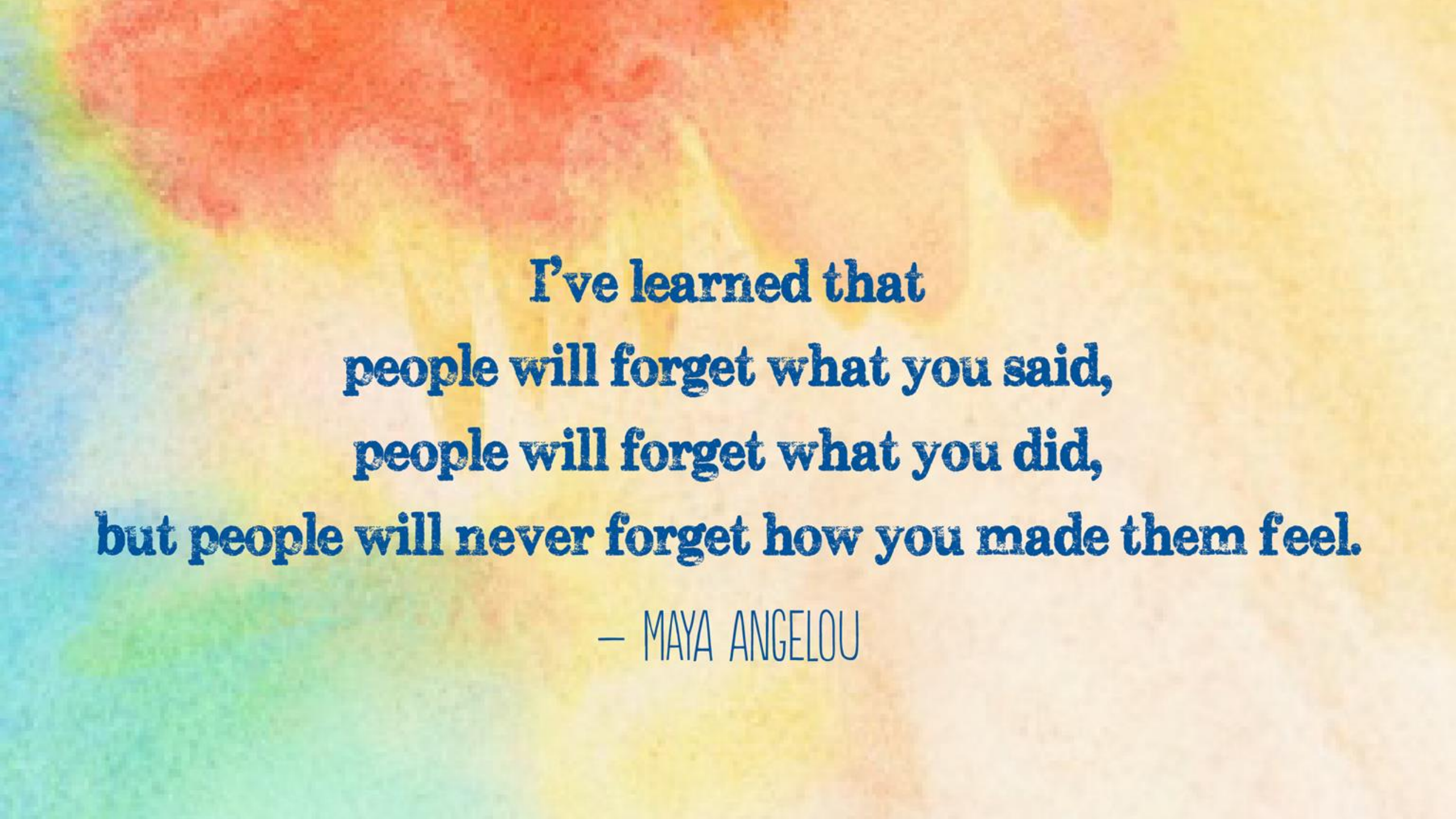




# Creating Your Story

- Thank you letter
- Video
- Event
- Or. . . Something else





**I've learned that  
people will forget what you said,  
people will forget what you did,  
but people will never forget how you made them feel.**

— MAYA ANGELOU





Let's Keep In Touch!

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