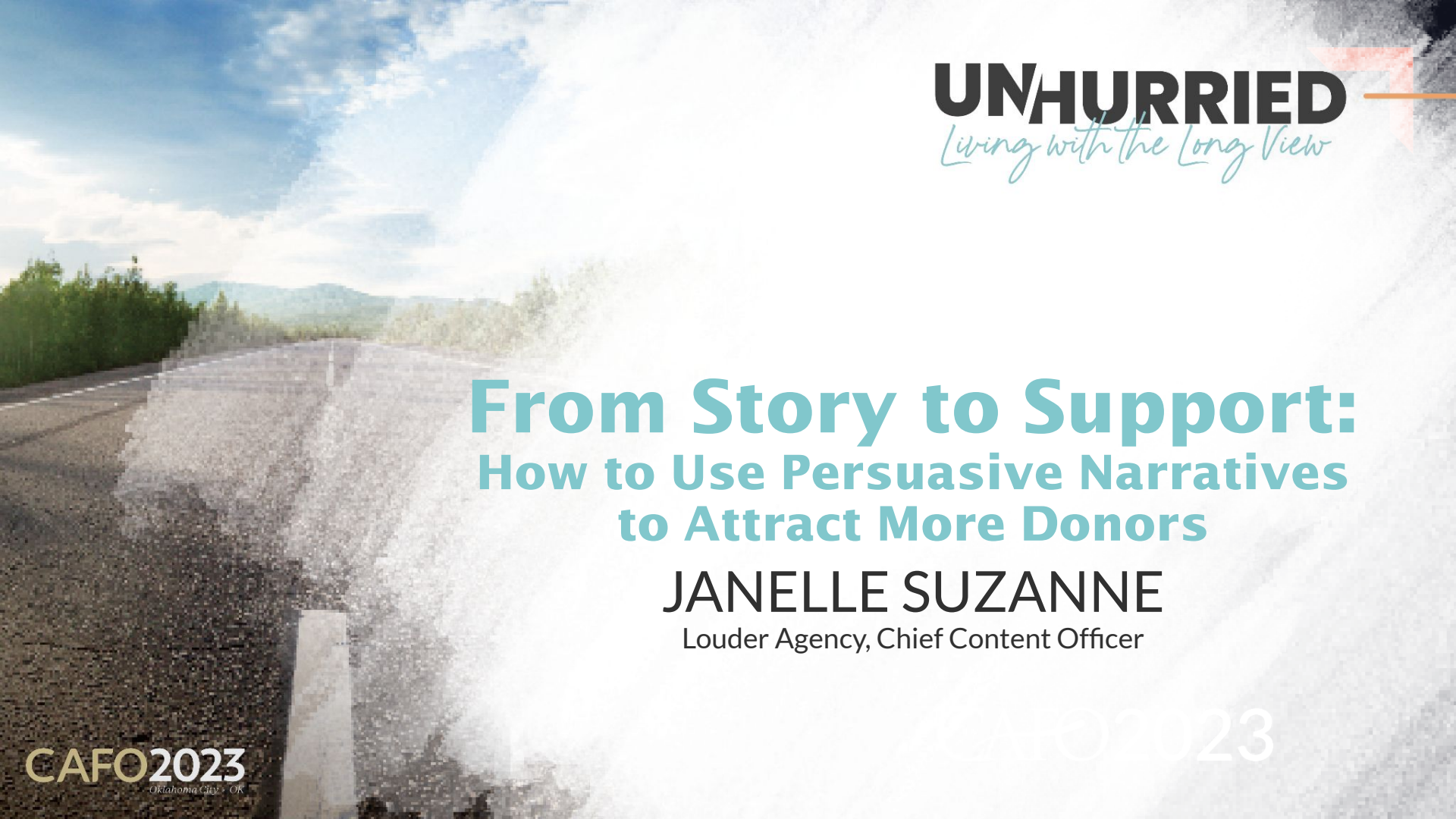




UNHURRIED
Living with the Long View

From Story to Support: How to Use Persuasive Narratives to Attract More Donors

JANELLE SUZANNE

Louder Agency, Chief Content Officer

From Story to Support: How to Use Persuasive Narratives to Attract More Donors

With

JANELLE SUZANNE

Louder Agency, Chief Content Officer

Thank you for coming!

We'll start soon





Inspire Action With Stories That Click

With Janielle Suzanne



WHAT WE'LL COVER TODAY...

- Identify the first three stories your marketing should be telling to your audience
- Learn where and how to incorporate those stories into your marketing
- Get simple templates to start writing your marketing stories



Why? The Problem:

**Most nonprofits are wasting their valuable
resources on ineffective marketing.**



Why? The Problem:

They are simply telling the wrong stories — usually making it all about them — or telling the right stories in the wrong places.



Our goal for today:

**To help you tell the right stories in the right places
to engage the right people with your marketing.**

Inspire Action With Stories That Click

With Janielle Suzanne



WHY STORIES?



**Stories are memorable and give you an opening
to talk with your audience, not at them.**

No matter what platform you're using to communicate, the stories you tell in your messaging should sound and feel consistent.



WHAT MAKES FOR EFFECTIVE MESSAGING?

Inspire Action With Stories That Click

With Janielle Suzanne



3 Goals Your Messaging Should Accomplish

✓ Build Trust

✓ Build Affinity

✓ Build Excitement



Make the conversation about them, not you.

You are not the hero of the story. Your supporter is the hero.

Check yourself:

Does your messaging pass the “We/You” test?



YOUR RECIPIENT'S TRANSFORMATION STORY

(and how your AUDIENCE is part of it)

Inspire Action With Stories That Click
With Janielle Suzanne



**What does your audience want
and how do you help them get it?**

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With Janielle Suzanne





People only buy/support/donate to one thing:

TRANSFORMATION

What transformation are you selling?



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With Janielle Suzanne



To get to the heart of the story...
Start with a

BEFORE & AFTER GRID



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With Janielle Suzanne

BEFORE & AFTER GRID



BEFORE	AFTER
HAVE	HAVE
FEEL	FEEL
AVERAGE DAY	AVERAGE DAY
WRONG	RIGHT
IDENTITY	IDENTITY



Problem + Solution + Result

WRITE YOUR MICRO STORY

A.K.A. elevator pitch
Don't get "list-y" here.



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With Janielle Suzanne



**Many people struggle with _____,
that's why _____,
so that _____.**





WRITE AN “IMAGINE” STORY

Use the senses & emotion to “show”
your audience the “after” state.



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With Janielle Suzanne



“

“No person can take action until they have first imagined that action in their mind.”

Roy H. Williams



Inspire Action With Stories That Click

With Janielle Suzanne



Where to tell these stories...

- ✓ Website Homepage (1st Story)
- ✓ Website Images & Headlines
- ✓ Landing Pages
- ✓ Website Explainer Video
- ✓ Cold Traffic Ads
- ✓ Nurture Email #1 — Excitement
- ✓ Lead Magnet PDFs (Intro & Final CTA)
- ✓ Pitch Decks & Fundraising Collateral



HOMEPAGE

Be *empowered* to care wisely and well

Join with a global community that unites and strengthens Christians to respond effectively for vulnerable children and families.



THE PROBLEM

It's easy to feel overwhelmed in the face
of *immense* global need.

The plight of children growing up without the protection of a family is too big to solve alone. But uniting our strengths, we work together toward a future where every child experiences God's unfailing love in a thriving family.

OUR RESPONSE

UNHURRIED: LIVING WITH THE LONG VIEW

The fruit of our labor often feels so small and incomplete, even as fresh needs rise before us every day. A deep sense of urgency can dominate us daily. Jesus faced all that we face and more, yet he never ever seemed hurried. He lived always with the long view – a horizon not of days or even years, but decades...and, ultimately, eternity. He was less concerned about immediate results than the slow growth of God's kingdom ... less focused on sweeping change than the transformation of a single heart ... less interested in what people accomplished than what they were becoming. Join us as we learn together – amidst a world of urgent needs and instant results – how to live, love, and serve with eyes that keep the long view always before us.

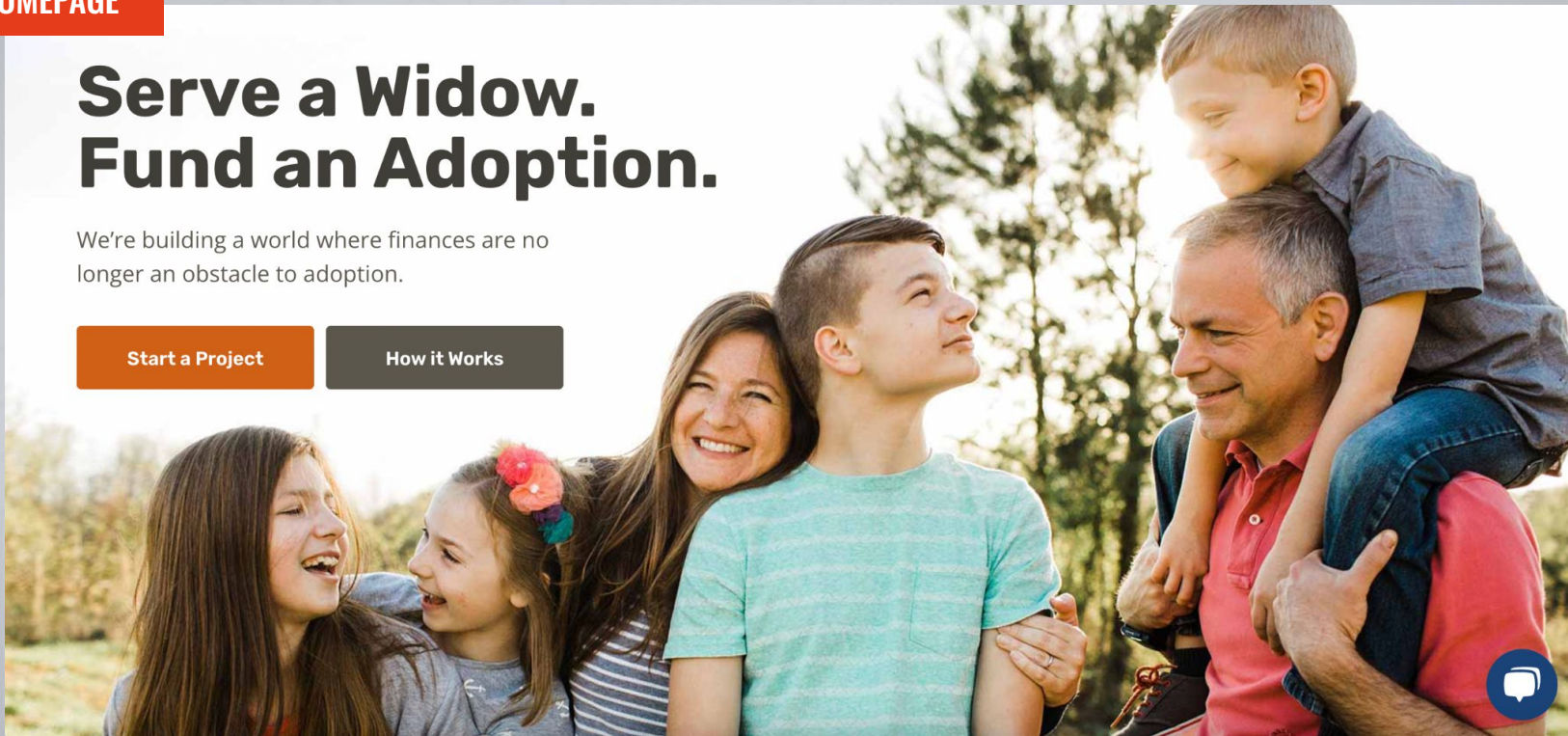
[Explore the Theme](#)

Serve a Widow. Fund an Adoption.

We're building a world where finances are no longer an obstacle to adoption.

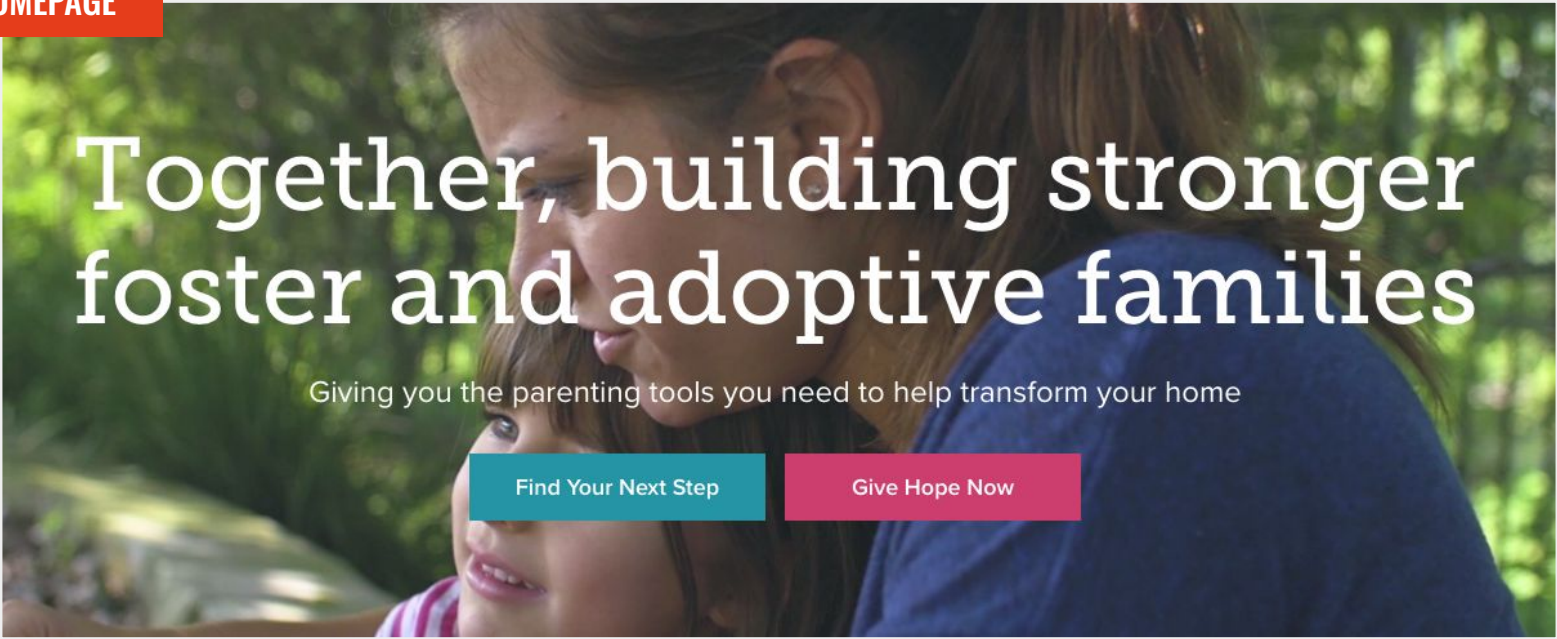
[Start a Project](#)

[How it Works](#)





HOMEPAGE



Together, building stronger foster and adoptive families

Giving you the parenting tools you need to help transform your home

[Find Your Next Step](#)

[Give Hope Now](#)

HELP FOR TODAY. HOPE FOR TOMORROW.

You don't have to do this alone.

Families are the primary source of healing for hurting children. Whether you're a foster or adoptive parent or want to support those who are, your role is vital to fostering hope and healing in the life of a child with difficult beginnings. However, we know that the path for you or your church to get involved can often seem unclear. And it can be even more difficult to find support for the journey of parenting a child with trauma.

But it doesn't have to be this way. There is help and there is hope.



Make A Difference In The Lives Of Vulnerable Children.

Providing practical opportunities for you to get involved in your local foster-care system – so together we can make a difference in the lives of children!

[GET INVOLVED](#)

[KNOW THE STATS](#)

Kids Deserve More Than Just A “System.” They Deserve A Village.

Today, another child was placed with a family, arriving with nothing more than the clothes on their back. A few may have a trash bag of mismatched items. This is the reality for more than 8,000 children in the Tennessee foster-care system.

[LEARN ABOUT THE PROBLEM](#)



Together We Can Meet Tangible Needs

Whether you just learned the term “foster care” or you’ve been engaged for years, you’re in the right place. We firmly believe everyone is capable of making a difference and anyone can use the resources they have to provide vulnerable children with the essential and comfort items they need.

[OUR APPROACH](#)

HOMEPAGE SLIDE-IN



FREE DOWNLOAD

Imagine being part of a like-minded community that supports your family values and prepares your child for success—both now and in the future.

GET YOUR FREE GUIDE

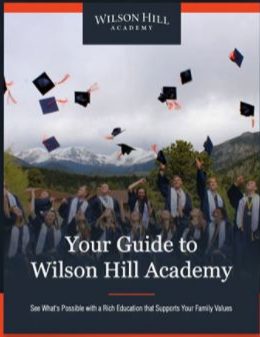
Registration Open



Wilson Hill Academy

Sponsored ·

Are you looking for a rich education that supports your family values and provides the flexibility you need? [...See More](#)



Wilson Hill Academy

Your Guide to Wilson Hill Academy

See What's Possible with a Rich Education That Supports Your Family Values

DOWNLOAD YOUR GUIDE TODAY!

[GO2.WILSONHILLACADEMY.COM](https://go2.wilsonhillacademy.com)
Transform Your Homeschool Experience

[LEARN MORE](#)

ADS

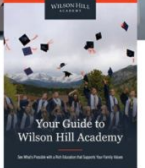
Wilson Hill Academy

"Wilson Hill Academy changed our lives and school!"

[...See More](#)



possible education starts your values.



Wilson Hill Academy

Your Guide to Wilson Hill Academy

See What's Possible with a Rich Education That Supports Your Family Values

[GO2.WILSONHILLACADEMY.COM](https://go2.wilsonhillacademy.com)

See What's Possible for Your Family

[LEARN MORE](#)

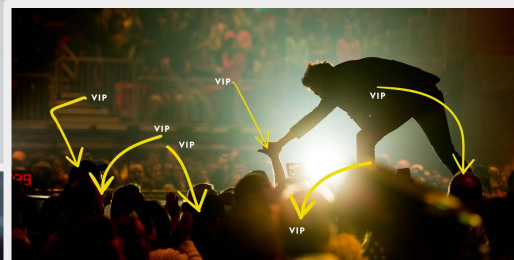
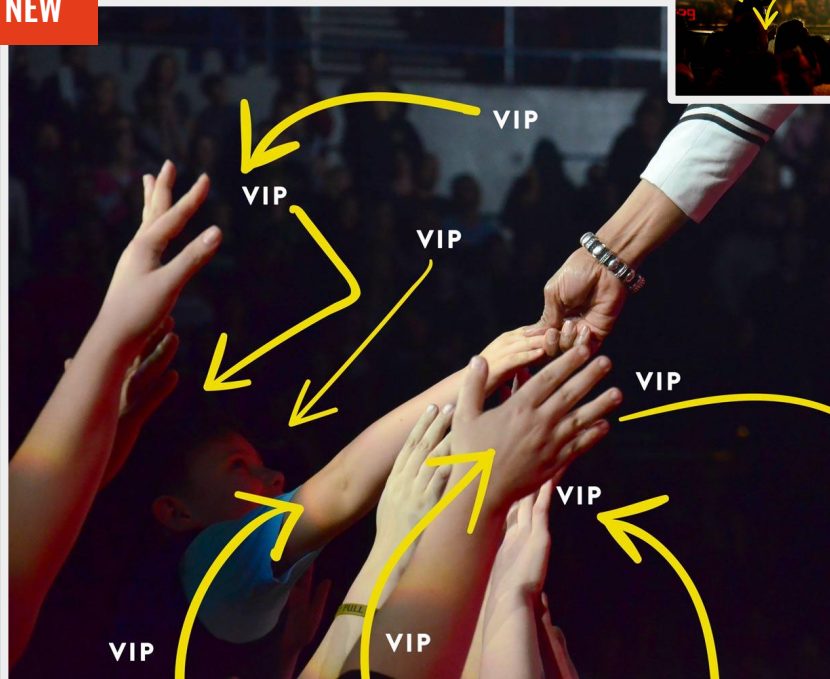
OLD

Go VIP!

EARLY ENTRANCE FOR PREMIUM SEATING, Q&A WITH
ARTISTS, EXCLUSIVE TOUR T-SHIRT, VIP LAMINATE AND
MORE!

[Learn More](#)

NEW



How do you like getting VIP treatment?

What if you had the power to **choose any seat in the building**—even the ones so close to the stage that your favorite artist could see you, point at you...even reach out and touch you?

What if you could avoid the line and get into The Roadshow early for a special VIP-only event with some of the artists?

Going VIP is your ticket to experiencing the magical moments that **ONLY** happen when you have that special badge hanging around your neck...**and it's remarkably affordable!**

If you're joining us, you and your crew will already be experiencing a powerful, meaningful, and downright FUN time with your favorite Christian artists.

Why not also make it a **completely unforgettable time for everyone** by grabbing a handful of exclusive VIP Experience tickets?

You can choose between two levels of VIP tickets: **VIP Experience** and **VIP Plus**. Both are priced so people on a budget can treat their families to an unforgettable, jaw-dropping evening!



YOUR EXISTING COMMUNITY'S EXPERIENCE STORIES

Inspire Action With Stories That Click

With Janielle Suzanne



QUOTES TESTIMONIALS IMPACT STORIES



Inspire Action With Stories That Click
With Janielle Suzanne



These stories provide

SOCIAL PROOF

People need to trust that you actually
do what you say you do.



Inspire Action With Stories That Click

With Janielle Suzanne



“

“They were great!”

= worst testimonial ever



Inspire Action With Stories That Click

With Janielle Suzanne



**Show potential supporters how you've
already helped others experience
the transformation they want to support.**

Problem + Solution + Result



Inspire Action With Stories That Click

With Janielle Suzanne



I was experiencing _____,
then I discovered _____,
and now my life is _____.





“I have struggled with disordered eating. Your organization gave me the resolve I needed to win back my life. Now I’m getting more physically and mentally strong every day with a supportive community of friends and family.”





These stories help your audience

OVERCOME OBJECTIONS

The #1 objection most people have for any product or service is: “Will it work for me?”





I was skeptical about _____,
but then I tried _____,
and now I know _____.





“

“I didn’t think I could sponsor a child until I traded eating out once a month to cover the cost. Now I cherish the letters I get from my sponsored child more than any meal I could eat out.”

Questions to ask your community...

- ✓ What problem were you trying to solve by partnering with us?
- ✓ How did that problem make you feel?
- ✓ What obstacle almost prevented you from partnering with us?
- ✓ What specific ways have you been impacted by partnering with us?
- ✓ What surprised you most about partnering with us?
- ✓ What would you tell someone who is skeptical about partnering with us?
- ✓ Anything else you want to add?



Where to tell these stories...

- ✓ Website Homepage (2nd Story)
- ✓ Landing Pages
- ✓ Social Ads
- ✓ Nurture Email #2 — Social Proof
- ✓ Lead Magnet PDFs (Final CTA)
- ✓ Pitch Decks & Fundraising Collateral
- ✓ Influencer Campaigns
- ✓ Mini-Documentaries





“When God called us to adopt, we were willing, but financially it felt impossible. But God does indeed provide! Both Hands has been His hands and feet and we cannot say how much it means to us.”

Casteel Family

Greenville, SC



EMAILS

Mercy* knows what it's like to wake up hungry and go to bed hungry.

Growing up, school and shelter weren't a given. Mercy often couldn't attend class and had low grades, limiting her chances of getting accepted into secondary school. Without secondary school, there would be no university. And without university, her future was limited.

Sadly, she was trapped in a cycle familiar to many vulnerable children in rural Kenya.

But when Mercy's mom learned about Oasis, she had renewed hope the future could look different for her family. During the day, Mercy and her cousins started attending class at The Well and enjoying extracurricular activities like dancing, basketball, and table tennis. Then at night, they returned to their nearby home to be together as a family.

Mercy's grades quickly improved, and her teachers noted her growth in discipline, self-esteem, and leadership skills.

"Oasis has really helped me realize who I am and what I can achieve," Mercy says. "I can make decisions, I have learned to trust and believe in myself, and I know that, with God, everything is possible. I feel loved, and I have people supporting me."

Getting into secondary school is a crucial step to a better future in Kenya; however, too many children aren't equipped to get there. That's why we're passionate about providing children with quality education and a holistic support system.



Thanks to [your support](#), children who otherwise would remain trapped in generational poverty have access to life-changing education. Now, students like Mercy have a clear path not only to higher education but to a brighter future!

SEARCHING FOR THE RIGHT YOUTH EVENT?

SO WAS PASTOR JONATHAN, UNTIL...

*"For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began the search for new possibilities, and in 2010 discovered The EDGE. We have never looked back.*

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. **Each year our students leave The EDGE with a renewed sense of purpose and a deeper understanding of who they are in Christ.** Then they begin to eagerly anticipate their next EDGE experience."*

— Pastor Jonathan

EMAILS

As soon as I finished reading this email from a youth pastor in Indiana, I knew I had to share it with you! Check it out...

*For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began our search for new possibilities, and in 2010 discovered The EDGE.*

We have never looked back.

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. Each year our students leave The EDGE with a **renewed sense of purpose** and a deeper understanding of who they are in Christ. Then they begin to eagerly anticipate their next EDGE experience.*

— Pastor Jonathan

That's incredible.

Have you struggled to find a youth conference with substance, that your students (and leaders) enjoy, and that's actually affordable?

If so, I would love to tell you about The EDGE. Hit reply or give me a call directly at **615-599-5595**.

Hello Friend-

I've had the privilege of serving hundreds (maybe thousands?) of youth pastors over the years. But emails like this one that I got from a youth pastor in Indiana still make me giddy.

Here's what Jonathan said:

*For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began our search for new possibilities, and in 2010 discovered The EDGE.*

We have never looked back.

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. Each year our students leave The EDGE with a **renewed sense of purpose** and a deeper understanding of who they are in Christ. Then they begin to eagerly anticipate their next EDGE experience.*

So. Good.

That's exactly why we put so much time and energy into [The EDGE](#) every year.

And we know there are plenty of other youth leaders just like Jonathan searching for a youth conference with **substance**, that students and leaders enjoy, and that's actually affordable.

Can you say that about your winter youth conference?

If not, please take 20 seconds and *hit reply or give me a call* directly right now... I

EMAILS

So many nonprofits are handcuffed by limited staff and limited resources. Yet, they are doing great work in the world — *scratch that* — they are doing *AMAZING* work in the world...

...but too often, nonprofits like yours are dismissed because they cannot clearly communicate their work in a way that CLICKS.

This is where the nonprofit Fostering Hope found itself. They had helped thousands of foster and adoptive families get the support they needed to bring healing to children from hard places. They had fundraising experts. And they had marketing experience. However...

...when it came to making their message relatable to donors, their team was falling short.

Sound familiar?

With one email series sent out over 7 days, we helped them implement [the 3 stories that every nonprofit should be telling](#), and donations **INCREASED by 1,986%** compared to the same time the previous year.

Founder and CEO, Julie Kouri, was blown away by how we messaged their stories: *"I feel kind of like you are the Aaron to my Moses! Thank you for interpreting for me. It's like... seeing the vision for the first time even though we have known all the pieces we have been working with for years."*

We want to help you get similar results!

LANDING PAGE

"I feel kind of like Janelle is the Aaron to my Moses!
Thank you for interpreting for me. It's like... seeing the
vision for the first time even though we have known all the
pieces we have been working with for years."

Julie Kouri
FOSTERING HOPE



ADS

Louder Agency
Sponsored
ID: 354213453409271

"I feel kind of like you are the Aaron to my Moses! Thank you for interpreting for me. It's like... seeing the vision for the first time even though we have known all the pieces we have been working with for years." — Julie K., Founder & CEO of Fostering Hope

Join us at this live webinar to learn the 3 must-have stories your nonprofit should be telling, plus where to tell those stories in your marketing to ma...



FREE WEBINAR

NONPROFITS:

Inspiring Action With

LANDING PAGE



"We felt overwhelmed and defeated. We needed a **fresh approach and fresh insights** into our brand messaging. The end product really helped us boil down and **simplify our messaging** for a clearer picture of what we do, how we do it, and how we are helping our community."

Glenna Steele

GLUT1 DEFICIENCY FOUNDATION

EVENT SCHEDULE



"The Brand Messaging process elevated our communications and gave us exactly what we needed to be able to relate to the families we served and the donors who supported our mission. As a result, we recruited more families and volunteers and increased funding from grants and fundraising campaigns. This investment has had such a high ROI and given us the tools we need to do more."

Nonprofit Executive Director

FOSTERING HOPE



"We lacked clarity and needed help articulating our message. Janelle was excellent to work with throughout the Brand Messaging exercise and helped draw out key themes that the team brought to life. Be prepared to put in dedicated time—the output will help enhance your web presence and core messages that can be used in all your marketing outreach."

Michael Hakoun

MOUNT ZION CHRISTIAN SCHOOLS



"We were in the process of building a new website and were overwhelmed. I was surprised by how extensive the Brand Messaging Strategy was. It has shifted the way that I think about marketing. I have since used the Brand Messaging Strategy for other brands within our organization. It was more than worth the time and effort."

Adam Tait

CROSSINGS MINISTRIES

ADS

 **Wilson Hill Academy**
Sponsored · 

"Wilson Hill Academy changed our lives and saved our homeschool!"
...See More



See what's possible with a rich education that supports your family values.

GO2.WILSONHILLACADEMY.COM
See What's Possible for Your Family

LEARN MORE

LANDING PAGE



"The passion and knowledge the teachers show for their subjects is amazing."

— Wilson Hill Academy Parent

"My daughter has never been much of a reader, but I have seen her interest in books grow so much. I love hearing her tell me about what she's read, and it's brought so many smiles to my face to see her sitting on the bed or sofa reading to herself. Reading, spelling and writing have been a challenge for her in general, and I feel like she's grown so much in these areas."

— Wilson Hill Academy Parent

See why hundreds of purposeful brands have partnered with us to Do Good and Be Louder...

“The most valuable part of our experience was the time spent by Louder to fully understand who we were and who our potential audience was in order to create a website that fit our needs exactly.”

Adam T.

Crossings Ministries

“Louder really stepped up our marketing. They became a part of our team for four or five months to develop our messaging, website, and more. We learned a lot from the experience and now our team has the experience and processes we need to do it ourselves.”

Adam L.

Connect Ministries



YOUR BRAND'S ORIGIN STORY

Inspire Action With Stories That Click

With Janielle Suzanne



This is the story of
YOUR WHY

Why do you do what you do? Attract an audience with a common mission.



Inspire Action With Stories That Click

With Janielle Suzanne



Build brand affinity.

We believe nobody should have to _____.

We believe everybody deserves _____.



Inspire Action With Stories That Click

With Janielle Suzanne



Show empathy.

We know what it feels like to _____.





Demonstrate authority.

Statistics, Awards, Certifications, Credentials, Etc.





**Give readers the right words
to tell your story to others.**





**The problem is, this is where many brands
START & STOP with their messaging.**





**Be human — but don't talk
about yourself too much.**





Bad fundraising is about you and your ministry. Good fundraising is about your community and their life.





“Once upon a time...” Old reality (status quo)

“Then one day...” Triggering event (something happened)

“Because of that...” Change (build momentum)

“Until finally...” Solution (committed)

“So now...” New reality (mission/vision)

Andy Raskin's 5 Essential Origin Story Elements



Inspire Action With Stories That Click

With Janielle Suzanne



Where to tell these stories...

- ✓ Website Homepage (3rd Story)
- ✓ Website About Page
- ✓ Retargeting Traffic Ads
(If It's Compelling)
- ✓ Nurture Email #3
— Empathy / Personal Connection
- ✓ Lead Magnet PDFs (Intro / Letter)
- ✓ Media Interviews & Stage Talks
- ✓ Pitch Decks & Fundraising Collateral

Hi! I'm Clare, the founder of Imprint Hope. I created this foundation out of a burning fire to bring help, hope, and purpose to children with disabilities in Uganda.

I grew up alongside a sister with a disability. Although, it's a challenge for Kate to use words to express her desires, thoughts, and feelings, I've never known a human love deeper than hers. Kate's life has allowed me to peek inside the complex soul of a person with disability—and see how valuable, purposeful, and beautiful it truly is.

That's the experience I want to offer you through Imprint Hope—whether that's serving, giving, or praying. You'll begin to see the world differently. You'll be more attentive to people you hadn't noticed before. And you'll have the opportunity to leave a powerful mark on a child's life forever.

ABOUT IMPRINT HOPE



HOMEPAGE



ABOUT PAGE



I was raised in northern New Jersey and graduated from Seton Hall University with a Bachelor's degree in Occupational Therapy in 2012. Ever since Clare could remember, God had etched in her heart the desire to serve children with disabilities. However, how this service was to take place, was always a resounding question in her mind. In 2013 an opportunity arose for Clare to travel to Uganda, East Africa. There she volunteered for a year as an Occupational Therapist to a severely disabled population of children. When Clare was in Uganda, her heart was forever captured how the children with disabilities were filled with boundless joy, compassion, and love, despite the obstacles they face on a daily basis. Clare was struck how these children seize the present moment and embrace it with gratitude. In their humble nature, they reveal that in order to live fully alive, the past should not rob you of the joy and gift of the present moment. Clare's heart was also torn how the children with disabilities in Uganda are marginalized, abandoned, rejected by society and their basic God-given dignity is not recognized. This disparity made her heart so restless and empowered her to want to do something about it. In 2016 in Uganda, East Africa, Clare founded Imprint Hope, a non-profit organization, designed to raise awareness, break down barriers, and overcome the stigma that children with disabilities in Uganda face on a daily basis.

THE RIPPLE EFFECT

How One Vision Can Impact Many Lives

Discover how Braid Mission's early days and enduring passion laid the groundwork for transformative change.

LANDING PAGE





Ruth Finsthwait

Author and Founder

Impact your students' lives—without giving up your own.

As a Spanish teacher, you have a **HUGE opportunity** to have a lifelong impact on your students.

But with little to no support, you end up sacrificing the relationships and activities you love for your students.

I know how it feels to burn the midnight oil night after night, still never quite feeling caught up. I also know there's a better way!

With the Maestro Membership Community, you'll have **everything you need** to inspire your students, develop Spanish speakers, and regain the time and energy to enjoy your life again.

[Join the Waitlist >](#)

EMPATHY

AUTHORITY

LANDING PAGE

We Believe in the Double Win

Do you feel forced to choose between success at work and life at home? With growing leadership responsibilities, more demands on your time, and increased pressures at work, your success in other areas of life can be shortchanged.

But you shouldn't have to choose between work and home. You can have the Double Win—where you win at work and succeed at life.

EMPATHY

Hi, I'm Michael Hyatt

I've been in your shoes before. When I was the CEO of a \$250 million dollar publishing company, I didn't know how to keep up with my responsibilities at work and be present at home. However, after making changes to my productivity, goal-setting, and leadership, I was able to lead the company through an economic recession and deliver winning results, all while making it home in time for dinner each night.

Now, I teach the same principles that helped my leadership then here at Michael Hyatt & Company.



AUTHORITY

ABOUT PAGE

ONE MAN'S ACT OF COMPASSION

More than 65 years ago, Rev. Everett Swanson flew from Chicago to South Korea to minister to American troops fighting in the Korean War. During his time there, he grew increasingly troubled by the sight of hundreds of war orphans living on the streets, abandoned by society.

One morning he saw city workers scoop up what looked like piles of rags and toss them into the back of a truck. He walked up to the truck for a closer look — and was horrified to see that the "piles" were not rags, but the frozen bodies of orphans who had died overnight in the streets.

Swanson could not turn his back on these unwanted children and vowed to find a way to help them.



1950s

Appalled by the great number of small, shivering and starving war orphans on the streets, Rev. Swanson began including his experience in Korea into his revival meetings, and Christians responded by donating funds to purchase rice and fuel for the children.

For 40 years we played an important role in Korea,
helping the children thrive and grow into the adults who
built a prosperous economy. Today, South Korea is a



People want to be seen, heard
and understood.



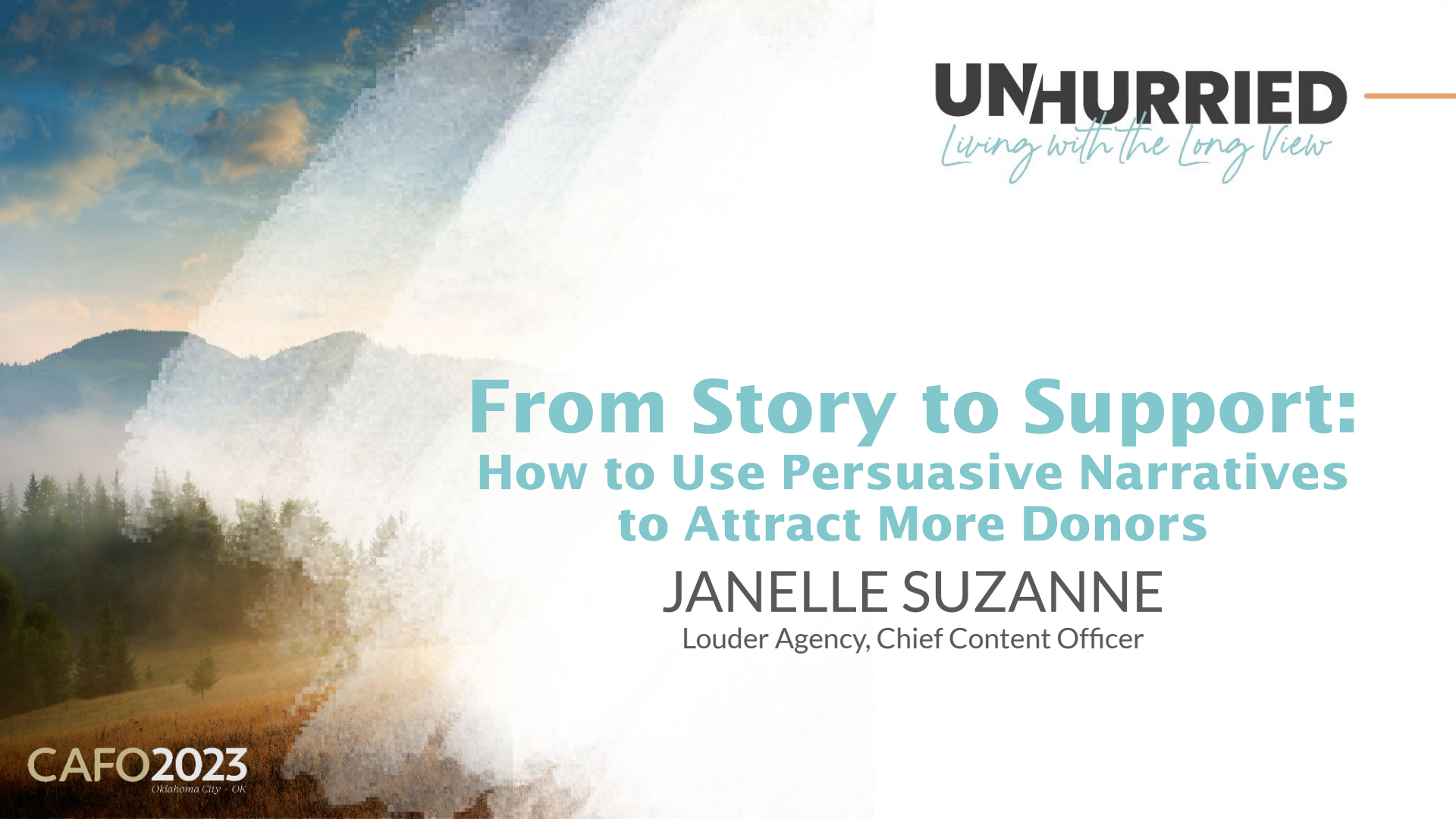
*“Do you see me? Do you hear me?
Does what I say mean anything to you?”*

Oprah Winfrey



QUESTIONS?

Get today's slides & additional resources:
louderagecy.com/cafo



UNHURRIED
Living with the Long View

From Story to Support: How to Use Persuasive Narratives to Attract More Donors

JANELLE SUZANNE

Louder Agency, Chief Content Officer

together—

Let's take 5 minutes to
complete this brief survey.

summit.cafo.org/survey

