

From Story to Support: How (and Where) to Use Persuasive Narratives to Attract More Donors

With

JANELLE SUZANNE

Louder Agency, Partner + CMO

Thank you for coming!

We'll start soon





FROM STORY TO SUPPORT

With Janielle Suzanne



What We'll Cover Today...

- Identify the three stories your marketing should be telling
- Learn where and how to incorporate those stories into your digital marketing to build real connection
- Get simple templates and tactical tips to start writing your marketing



THE PROBLEM

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



THE PROBLEM

**You are simply telling the wrong stories
—usually making it all about your org—
or telling the right stories in the wrong places.**



OUR GOAL TODAY

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



Why **STORIES?**

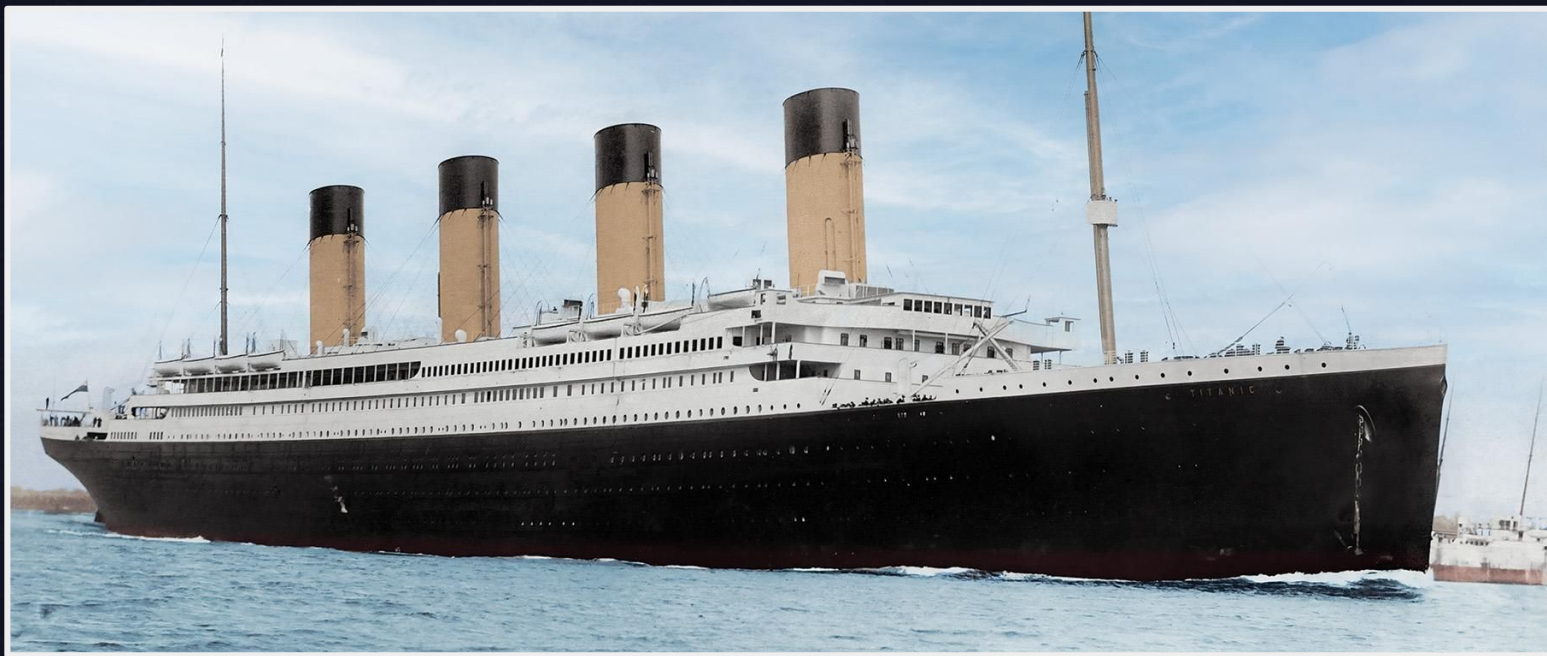
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**Stories are memorable and give you an opening
to talk *with** your audience, not *at** them.**

No matter what platform you're using to communicate,
the stories you tell should look and feel consistent.



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What makes for **EFFECTIVE MESSAGING?**

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Your Messaging/Stories Should Accomplish 3 Goals:

- ✓ Build Excitement
- ✓ Build Trust
- ✓ Build Affinity



**Make the conversation
about them, not you.**

Check yourself:

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



Your Client's

TRANSFORMATION STORY

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People only donate / buy / support / register for one thing:

TRANSFORMATION

What transformation are you selling?



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To get to the heart of your brand, start with a

BEFORE & AFTER GRID



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BEFORE & AFTER GRID



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



PROBLEM + SOLUTIONS + RESULTS

WRITE YOUR MICROSTORY

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



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





Problem: *Mothers impacted by homelessness feel hopeless, unable to overcome the many obstacles holding them in poverty.*

Solution: *That's why we empower them with the support and training they need.*

Result: *So more moms and children can thrive.*



USE AN “IMAGINE” STORY

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



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

Roy H. Williams



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Where to tell these stories...

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



Transformation Headline

Breaking Cycles of Poverty in Lexington

Join our mission to meet the urgent and long-term needs of the most vulnerable in our community.

Get Involved

Take a Tour

Photo or video showing transformation or hope

"How" subheadline

MEET A NEED TODAY

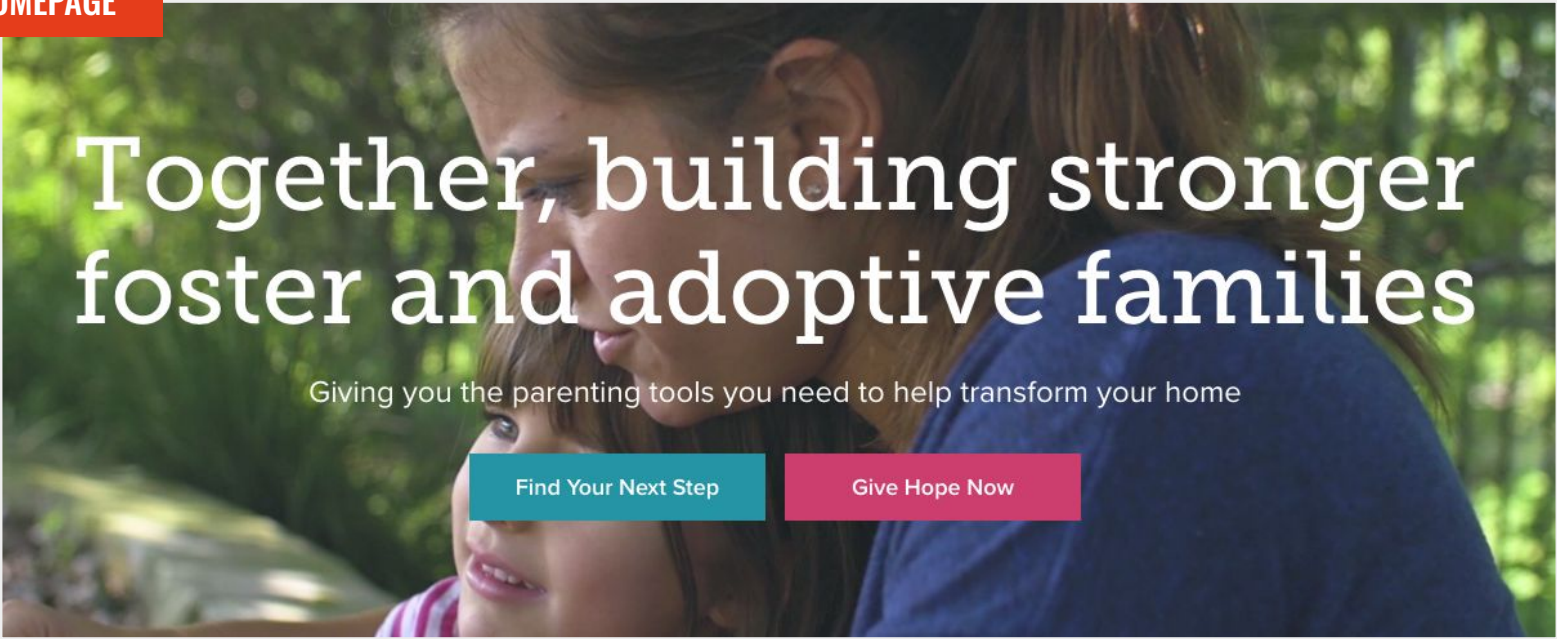
Fight Hunger this Summer

The simple act of providing a nutritious meal can open the door to addressing the deeper issues that keep





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](#)

MEMBERSHIP LANDING PAGE



Don't face the challenges of ministry alone

With a supportive community, access to best practices, and advocates amplifying your concerns, you can overcome obstacles, grow your ministry, and implement more solutions to effectively reach individuals in crisis.

[Apply Now >](#)

[Request More Info >](#)

No matter your ministry's specific focus, there's a place for you at our table—and resources to help you thrive.

By equipping leaders and organizations with support, best practices, and a strong network, we help move people from crisis to stability and toward lives of flourishing.



Belong to an authentic community

Join a trusted community who shares your heart for people in crisis and uniquely understands the complexities of this work.



Equip yourself for greater impact

Gain access to dynamic learning experiences and resources that equip you with best practices, the latest research, and practical tools.



Earn the trust of your community

Learn how others build relationships, communicate



Gain federal representation

As a Citygate Network member, you can stay also benefiting

JOIN THE MOVEMENT

Maximize your impact

Join 315+ ministries committed to addressing homelessness and its root causes.

[Apply Now >](#)

[Request More Info >](#)





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

META AD

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Cold pavement. An empty stomach. Nowhere to go.
That's where the journey begins for so many who walk through our doors.
What happens next is only possible because someone gave.
A warm meal. A safe bed. A second chance.
Your gift doesn't just meet needs. It transforms futures.



DAWSONMISSIONSERVICES.ORG

Give One Night of Hope—and a Path to Healing

Help Someone Start Over Tonight

182 49 comments 5 shares

Like Comment Share

HOMEPAGE SLIDE-IN



He walked in **hungry,**
cold, and **alone.**

Give one night of hope—and a path to healing.

Give Now



EMAIL

Janelle,

Right now, a mom hasn't left her child's side for days.

She's sleeping in a hard hospital chair and living on vending machine snacks because she doesn't want to leave her child alone for even a minute. She's exhausted, separated from her other children, and 200 miles from home.

You can change that.

The email goes on to speak to the “after” the donor can provide and uses photos to reinforce the “after.”

INSTAGRAM FEED

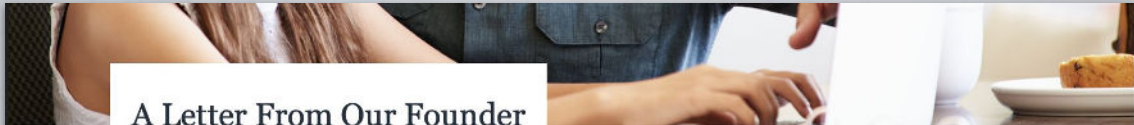
Consistent use of engaging,
organic transformational
photos.



@mobileloaves



@lightoflife



A Letter From Our Founder

PDF LEAD MAGNET

OPENING LETTER

Making educational choices for your student can be an overwhelming part of parenting. When my children were in elementary school, I wasn't satisfied with the school options I was finding. Schools either didn't support our family values or didn't offer the rich educational experience I wanted to give my children. I wanted more for our family.

If you're feeling frustrated with your current school options or overwhelmed as a homeschooling parent, it doesn't have to be that way. **Imagine if you could raise and educate your students in a Christ-centered environment with curriculum grounded in a biblical worldview without experiencing burnout trying to juggle high-level teaching, or constantly wondering if you're adequately preparing them for college.** Imagine regaining a parent-child relationship with your student instead of trying to play the role of teacher, discipler and parent 24/7. Once my husband and I found the classical Christian model of education, our family thrived. Our kids were not just prepared to succeed academically in college but were equipped to walk with the Lord and be Kingdom builders for the rest of their lives.

I believe everyone should have that option, regardless of where you live. You should have a partner in parenting and education who comes alongside your family's unique needs to make sure your student thrives. Online school gives you the flexibility to educate your student anywhere without sacrificing your family values or losing quality instruction from caring, gifted teachers. That's why my husband and I founded Wilson Hill in 2014, to offer families the classical Christian experience we have found so successful—online.

If you're curious about the lifelong benefits of classical Christian education and the flexibility of online school, I invite you to explore what Wilson Hill could offer your family.

Terry R. Donaldson

BEFORE: EVENT LANDING PAGE

Go VIP!

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

Learn More

AFTER: EVENT LANDING PAGE



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**

FROM STORY TO SUPPORT

With Janielle Suzanne



Quotes

Video Testimonials

Impact Stories





These stories provide

SOCIAL PROOF

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



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“

“They were great!”

worst testimonial ever



FROM STORY TO SUPPORT

With Janielle Suzanne



**Show ideal audience how
you've already helped others
experience the transformation
they want to be part of.**

PROBLEM + SOLUTIONS + RESULTS



FROM STORY TO SUPPORT

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





I was sleeping in my car with my daughter, trying to make it through one more night. Then I found the Mission—they didn't just give us a place to stay, they became our family. Now my little girl has a bed, I'm working again, and for the first time in a long time, I have hope.



SHARE STORIES THAT HELP YOUR AUDIENCE

OVERCOME OBJECTIONS



FROM STORY TO SUPPORT

With Janielle Suzanne



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





“

I wasn't sure my donation would actually make a difference. But I gave anyway—and started getting updates and stories. Now I'm all in. It's clear this place is changing lives.



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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?
- ✓ What surprised you most about partnering with us?
- ✓ What would you tell someone who is skeptical?
- ✓ Anything else you want to add?

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

And these quotes came from people answering those questions...



"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

Where to tell these stories...

- ✓ Website Homepage (mid & lower half)
- ✓ Landing Pages
- ✓ Video Library or Blog
- ✓ Social Ads
- ✓ Nurture Email #2 — Social Proof, Trust
- ✓ Lead Magnet PDFs (After Final CTA)
- ✓ Influencer Campaigns
- ✓ Mini Documentaries

STORIES OF TRANSFORMATION

Community & relationships matter



Shane's Story



Renecia's Story



Bishop's Story

Growing up in a large family of 15, Bishop was surrounded by family who stuck beside one another...until tragedy struck. When he was young, Bishop ...

[Meet Bishop](#)



Daniel's Story





“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





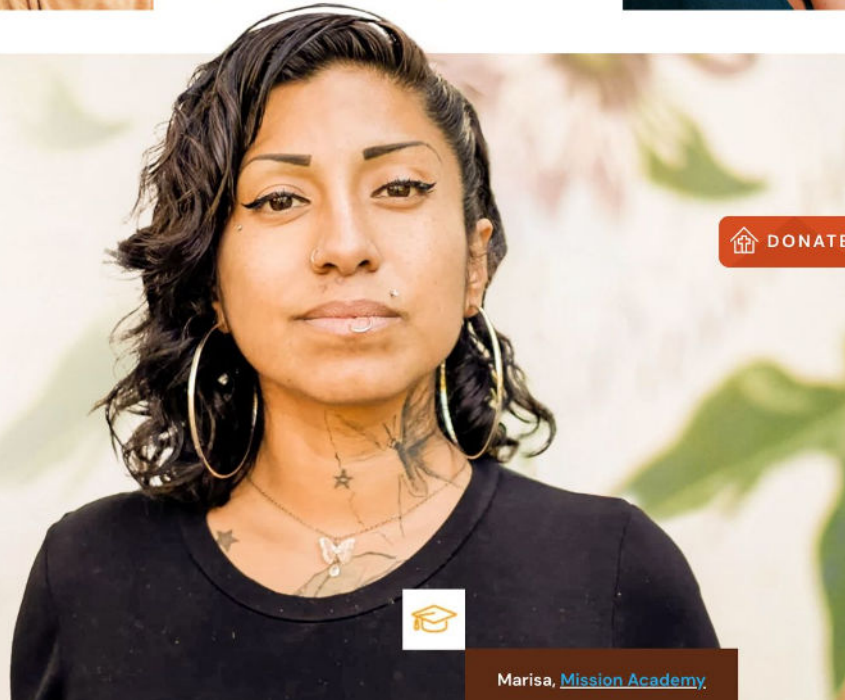
RESTORATION + TRANSFORMATION

Meet Marisa. Watch her story...

Abuse, drugs and crime left Marisa alone... and without hope. But God had other plans for her.

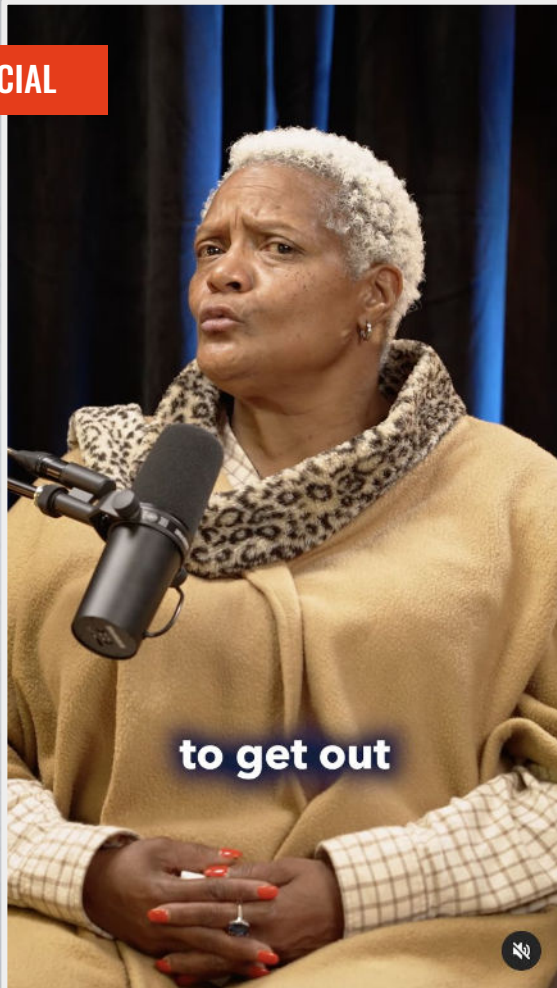
WATCH HER STORY >

 DONATE



Marisa, [Mission Academy](#).

ORGANIC SOCIAL



atmission • Follow

Original audio



atmission 🗣️ "She told me she only had enough room for her kids."

This week on Unseen Atlanta, we meet Sherri: a mother, a survivor, and a woman who spent years ping-ponging from one unsafe place to another, doing everything she could to protect her children while holding herself together.

💔 Abuse. Addiction. Homelessness. And the impossible choices in between.

🔊 Episode 10 is out now – hear Sherri's story of resilience at the link in our bio.

1w



witsendllamas This is why we love you. Supporting the unseen. Such a perfect word to describe those who are in need of compassionate hands that have the power to aid.



1w 1 like Reply

— View replies (1)



atmission .



Liked by aboutplayot and others

May 14



Add a comment...

Post

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."

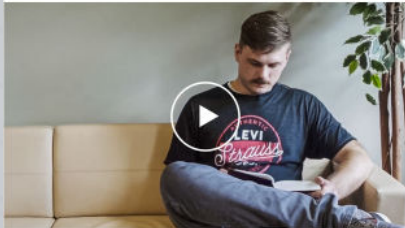
— Wilson Hill Academy Parent

ADS

Sponsored

"I went to the pills and then I went to harder drugs like heroin, and then to fentanyl... I couldn't afford rehab, and I knew that if I kept doing what I was doing, I was going to be dead."

For struggling neighbors like Travis, your support can be the difference between life and death...



MILWAUKEE RESCUE MISSION.ORG
Give Today to Help Change a Life
 Give today to help struggling neighbors in need.

Learn More

182 49 comments 5 shares

Like Comment Share

EMAILS

Dear Friend,

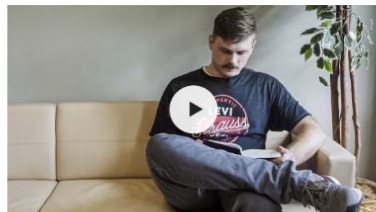
Travis' story starts like so many others: with a prescription for medication.

As a teenager, Travis suffered from chronic bronchitis, resulting in a prescription for cough syrup. He liked the taste and feeling of the medicine — so much that when he ran out, he lied for more...and then sought other substances to satisfy him.

This led to an addiction to harder drugs — first pills, then heroin, then fentanyl. "I didn't know what to do," he said. "I just couldn't escape the reality that I was in."

For struggling neighbors like Travis who want to rebuild their lives, a fresh start can begin with a meal but it takes so much more to achieve lasting change. They need safe shelter, job training, counseling, spiritual guidance, clean clothing, and a stable community to create a foundation for transformation.

Can neighbors in need count on you? Through God's grace, your gift provides more than a meal for those seeking stability, shelter and community.



[See How Travis Turned His Life Around with the Support of Donors Like You](#)

When Travis arrived at the Milwaukee Rescue Mission with no other options, he found a compassionate community ready to walk alongside him in his recovery —every step of the way.

Right now, there are hundreds of men, women and children who are in desperate need of that same support. Thanks to your generosity, they have a safe place to land as they rebuild their lives.

Thank you for being a tangible expression of God's love to our community; your gift will bless many neighbors in need!

Sincerely,

Travis

gh, D.Min.

P.S. Generous friends have given a matching gift challenge of \$308,744 —so when you give today, **your gift will go TWICE as far** to help men, women, and children in urgent need of support.

[Give Now to Double Your Impact](#)

MEET THE MATCH

Give Today to Help Even More Neighbors in Need

When you give today, your gift will go **TWICE** as far to help men, women and children in urgent need of support.

Give Once Give Monthly

\$25 \$50 ✓ \$100 \$200

\$ Enter amount

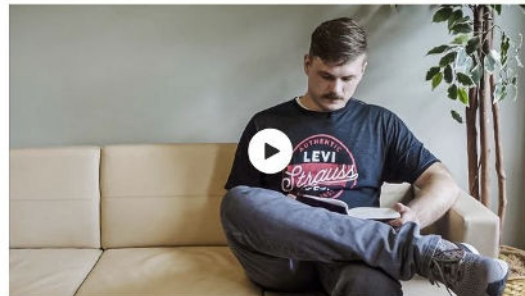
TOTAL: \$100.00

Next

To the donor's account To the gift tax account

Other ways to give

GIVING PAGE



"When I got to the Milwaukee Rescue Mission, I discovered what it truly means to be a man. I found how to change my life around, and I think the most important thing I found is God."

Through the generosity of supporters like you, neighbors like Travis have found a new start in life.

[Give Now to Double Your Impact](#)



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

PDF LEAD MAGNET

AFTER FINAL CTA

"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 FOUNDATION STORY

FROM STORY TO SUPPORT

With Janielle Suzanne



THIS IS THE STORY OF

YOUR WHY

Why do you do what you do?

Move beyond what you do.
Tell us why it matters.



Features tell. Benefits sell.

Your features are the services.

Benefits are the value your clients receive
when you provide those services.



FROM STORY TO SUPPORT

With Janielle Suzanne



Build brand affinity:

We believe nobody should have to_____.

We believe everybody deserves_____.

We know what it feels like to_____.

FROM STORY TO SUPPORT

With Janielle Suzanne



What makes a good foundation story?

- ✓ Reflect a real need
- ✓ Be emotionally or practically relevant
- ✓ Be worded as a benefit (not a service)
- ✓ Pass the “So what?” test
- ✓ Be 3–4 unique selling points, not a laundry list





**Bad fundraising is about
you and your nonprofit.**

**Good fundraising is about
your community and their life.**



FROM STORY TO SUPPORT

With Janielle Suzanne



Where to tell these stories...

- ✓ Homepage
- ✓ About Us / What We Do / Our Solution
- ✓ Video Library or Blog
- ✓ Social Ads
- ✓ Nurture Email #3
- ✓ Pitch Decks & Grant Proposals
- ✓ Organic Social (no more than 1 per post)



HOW TO CRAFT YOURS

**Write 3–4 unique selling points
using this format:**

Headline (the benefit)

1-Sentence Description (how you uniquely deliver it)



FROM STORY TO SUPPORT

With Janielle Suzanne

Be confident in your next step.

Whether you are exploring ways to get involved or are looking for ways to respond to the needs of foster and adoptive families, we want to help you wisely discern your next step and empower you to make a difference in the life of a child or family.

Gain community that feeds your soul.

When your community is stronger, you are stronger to help your child heal. This is why we encourage and train churches, support teams, and organizations so that they understand what it's like to parent a child with trauma. When your community "gets you", you can go that extra mile.

Learn strategies that heal and actually work.

Traditional parenting strategies may do more harm than good. Learn specific attachment-based, trauma-informed strategies so you can connect with your child and confidently meet their unique needs.

Have a soft place to land when things are hard.

Parenting children with a history of trauma is hard. We have been there ourselves. But you never have to do the hard things alone. We are committed to walking alongside you with empathy and care.

[Find Your Next Step](#)

No matter your ministry's specific focus, there's a place for you at our table—and resources to help you thrive.

By equipping leaders and organizations with support, best practices, and a strong network, we help move people from crisis to stability and toward lives of flourishing.



Belong to an authentic community

Join a trusted community who shares your heart for people in crisis and uniquely understands the complexities of this work.



Equip yourself for greater impact

Gain access to dynamic learning experiences and resources that equip you with best practices, the latest research, and practical tools.



Earn the trust of your community

Learn how others build relationships, communicate effectively, and navigate pushback, so you can expand your impact with confidence.



Gain federal representation

As a Citygate Network member, you can stay focused on your local context while also benefiting from collective advocacy efforts.

TRANSFORMATION MODEL

Our Hope Giving Model

Transforming, through Christ, the lives of those facing homelessness.

We meet each person where they are, in their unique circumstances, to provide customized services to help them overcome the cause of their homelessness.



Watch video 

Begin Journey



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



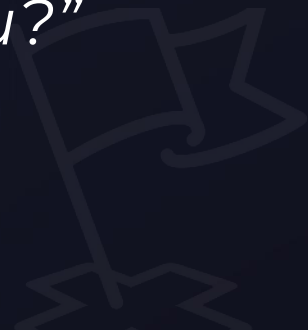


People want to be seen, heard
and understood.



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

Oprah Winfrey



FROM STORY TO SUPPORT

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Your Stories = Their Invitation



Help people know they
BELONG HERE.

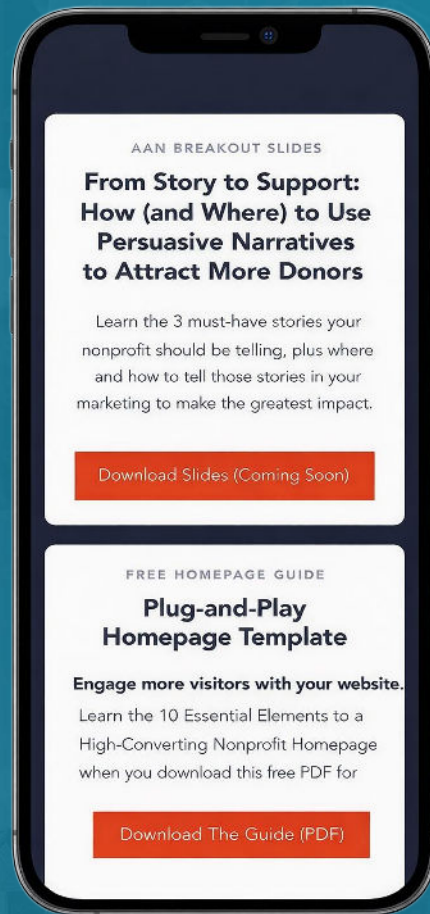
Get A Free Homepage Audit

Schedule yours at:
louderagency.com/aan



Get Today's Slides

Download at the same link:
louderagency.com/aan





QUESTIONS?

Get an audit, the slides and more at
louderagency.com/aan