

Storytelling: The secret sauce of successful advocacy and fundraising!

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1



Today's Political Environment

- "All Politics Are Local"
- Election time
- More than elected officials
- Kitchen cabinets
- Mental Wellness, Childcare, Education (others) have become priorities and people are aware of it more than ever

2



3



4



5



6

A SEAT AT THE TABLE



7

Lasting positive change in your community is possible. As an advocate for the YMCA, you can take an active role in influencing policy that can help make your community healthier, happier and more equitable.



8



ROI

- Lafayette Family YMCA: New Facility/Outreach = \$32 million
- Crossroads Family YMCA: 2 New Facilities = \$30 million
- Miami County YMCA: New Facility = \$3.7 million
- Muncie Family YMCA: New Facility = \$2 million
- Randolph County YMCA: New Childcare Ctr: = \$1.7 million
- Washington County YMCA: Facility Expansion = \$800,000

9

Cutting through the noise with Storytelling

- Allows elected officials and other decision-makers to learn
- Connects decisions with constituents
- Human impact
- Statistics alone do not equate to action



10

What Research Reveals

Stanford University found that storytelling

- engages the mind and the heart
- impacts our brain chemistry
- helps us learn
- **encourages us to care about strangers and take action**

Scientific American

- 65% of our conversations are based on storytelling
- We are telling a lot of stories
- **That does not mean our stories are told well**



11



Simon Sinek: Golden Circle Speech - TED Talk








<https://www.youtube.com/watch?v=Jeg3lIk8lro>

12



13

How

-  **Early Learning**
-  **Older Adult Programs**
-  **Child Care**
-  **Afterschool Programs**
-  **Youth & Government**
-  **Day and Resident Camps**
-  **Teen Outreach**

14

Why

- Employment
- Strain on Families
- Mental Wellness
- Health Risks
- Suicide Risks


Why Should They Care?

15

The Golden Circle

WHY
HOW
WHAT

16



WHY	HOW	WHAT
Needs THEIR Priorities Opportunities ?	Programs Impact Solutions Change	Expertise Experience Data Partners

17



Hunger Task Force, Inc.
1 hr · 🌐

When you support Hunger Task Force, you're supporting your local neighbors. Each one has a unique story.

Take Henry, for example. He's 97 years old, and a former employee of Rexnord Industries. Long retired, he picks up a Stockbox each month at Greenbrook Terrace Apartment (after his morning exercise and 50 sit-ups, of course) to help stretch his food budget.

"Stockbox helps my daughter and I each month. It includes some healthy foods that we normally wouldn't be able to buy, like juice and cheese. My brother is 98, and sometimes he needs the help, too. This is really nice to have."

18

Todd's story - It Takes a Village program



In April 2015, Todd was brought into the "It Takes a Village" program after living in multiple shelters, parks, cities, and other uninhabitable locations for the past 20 years. He moved into his apartment and is currently sleeping in a warm bed and furnished home for the first time in two decades. The morning after the first night in his apartment, he called up staff nearly in tears saying, "I forgot how nice it is to sleep in a bed. I haven't done that since 1995." While still new to his program, Todd has demonstrated immediate progress. He has a desire to participate in case management and access community resources to increase his stability and self-sufficiency. Without the ITAV program, he would never had had this opportunity to succeed.



Each week, our Y serves 300 kids in **Day Camp**. Summer Day Camp at the Y is more than looking after kids. It's about nurturing their development by providing a safe place to learn fundamental skills, build self-reliance, and find a greater sense of purpose. Kids learn to swim, stay active, make crafts, and make new friends. Summer Day Camp at the Y is so much fun.



Building Your Story

- Who's your **audience**?
- What do you want them to **know**?
- How do you want them to **feel**?
- What do you want them to **do**?



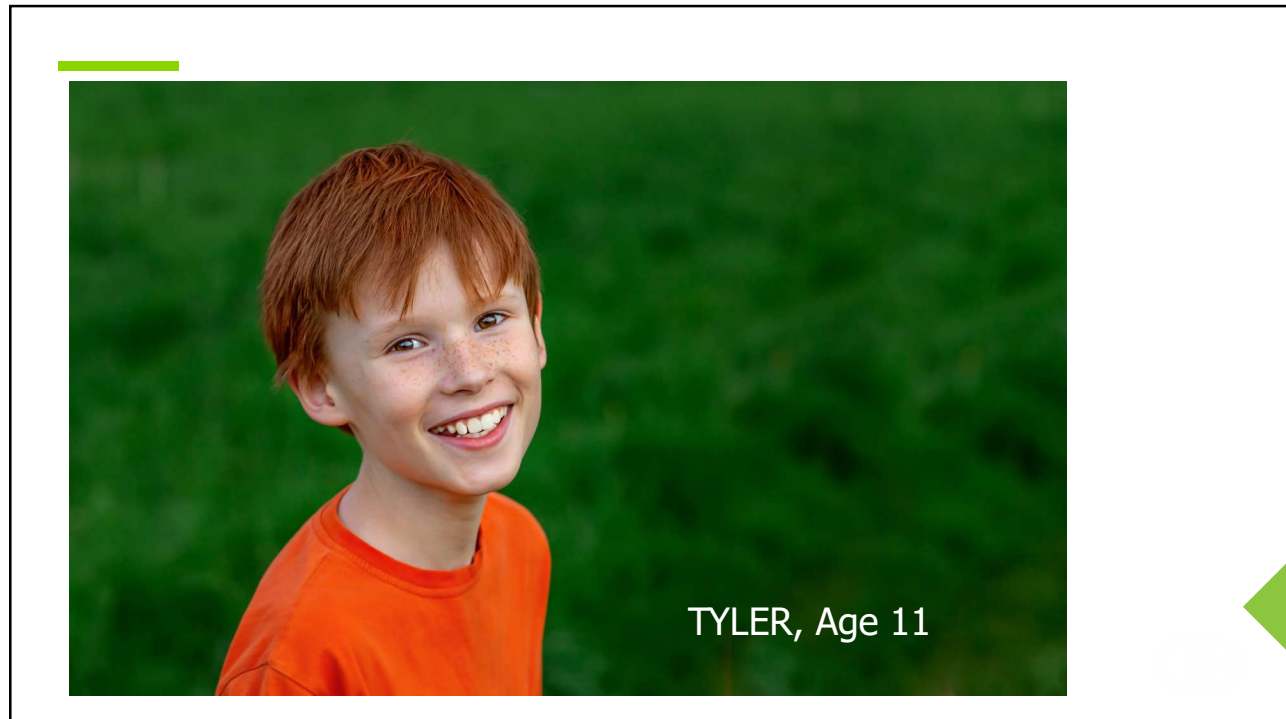
21

Building Blocks of Your Better Story

- **Why:** What is the problem?
- **Character and Conflict:** Who is it? Details help! Put a face to the case. How has the problem affected that person?
- **How?** What changed as a result of their involvement with the Y? The Y has solutions.
- **Conclude with What:** What is the greater need? How many are impacted? What needs to happen for more kids to be served?



22



23

Both Laura and her son, Tyler, were nervous on the first day of day camp. Laura was returning to work after being home the last 3 years and needed a place for her son during the summer. She told us that he's a quiet and sometimes quirky kid and has a hard time making friends. But she has no relatives in town and heard good things about Y Day Camp.

About the third week of camp, she called our camp director during her lunch hour and wanted to share how it was going. She was so grateful for the counselors that took Tyler under their wings and made him feel comfortable. They placed him in a group with another quiet kid, sensing they'd get along. Tyler and Jordan are inseparable and Tyler looks forward to going to camp each day...and chats the whole ride home about what he did that day.

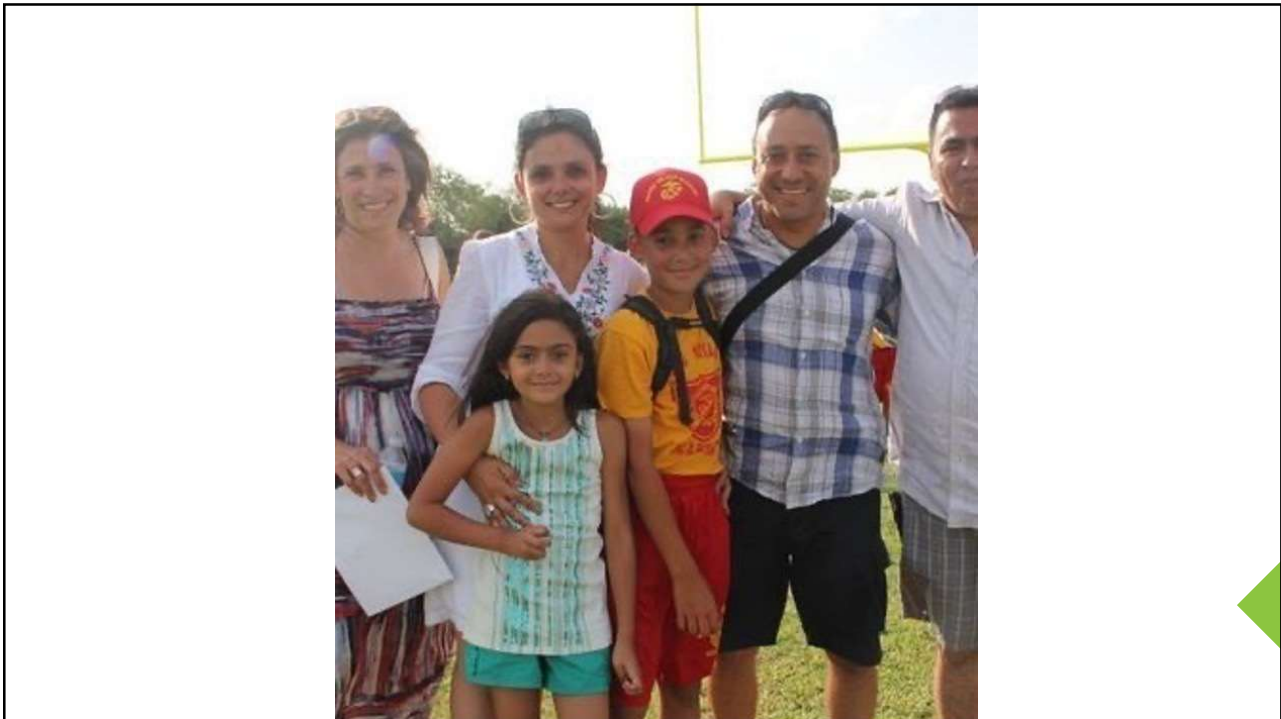
Laura said there's a noticeable difference in his confidence. And she's hopeful he'll take that into the school year with him. She said she is so relieved to be able to focus on work during the day, knowing Tyler is having fun and is in the best care.

Each summer, 300 kids just like Tyler come to camp with unique needs and interests. Some will sing along with the camp songs from day one and others take a little more time to warm up. But for all of them, they will have a summer filled with fun, positive role models, and good old fashioned outdoor fun.

24



25



26



27



<https://www.dropbox.com/s/30jn2j96azw7nxw/Michael%20Jr%20What%20vs%20Why.mp4?dl=0>

Don't forget the WHY!

28

THANK YOU!



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29



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30