

The Power of Storytelling in the Realm of Nonprofits

Presented By:

Lexi Tintlemann

Community Action, Inc. of Rock and Walworth Counties





ABOUT YOUR SPEAKER

Education:

- Master of Communication Studies, NIU
- MBA Digital Marketing Certificate, NIU
- Major in Mass Communication, Minor in Marketing, NIU
- Professional Sales Certificate, NIU

Experience:

- 7 years in PR and marketing
- Skilled in strategic communication, digital marketing, and community engagement

Current Role:

- Public Relations/Marketing Manager, Community Action, Inc. of Rock and Walworth Counties
- Focused on impactful storytelling and addressing poverty-related issues

Community Involvement:

- Passionate about community service and helping others
- Active volunteer and community participant



Lexi Tintlemann



AGENDA

- Icebreaker
- The Elements of Storytelling
- Visual Storytelling
- Emotional Appeal and Personal Stories
- Social Media Stories
- Storytelling Tips





ICE BREAKER ACTIVITY

Name

- Introduce yourself with your name.

Affiliation

- Share which Community Action agency you are affiliated with.

Success Story (Optional)

- If you'd like, share a brief success story from one of your agency's programs. This could be a personal experience or a story that highlights the positive impact of your work.





ELEMENTS OF STORYTELLING

- Why stories matter
- The science behind storytelling
- Key elements of a story
- How to make stories engaging

*Draw Emotion and
Inspire Action*





VISUAL STORYTELLING

Why Visuals Matter

- Engagement
- Clarity

Types of Visuals to Use

- Photos
- Videos
- Infographics
- Charts and Graphs

Best Practices for Visual Storytelling

- Authenticity
- Consistency
- Emotion



PERSONAL STORIES

Meet Enoch: Enoch struggled to find employment due to his background. After enrolling in CAI's Project Thrive, he received coaching and rental assistance, which helped him secure a stable job at Ecolab. Today, Enoch and his family enjoy a positive and stable life, thanks to the support from Project Thrive.

Enoch had a hard time finding work before he enrolled in Project Thrive.

COMMUNITY VOICES: THE IMPACT OF STORYTELLING THROUGH VIDEOS

Emotional Connection

- Visual and Auditory Impact

Authenticity and Relatability

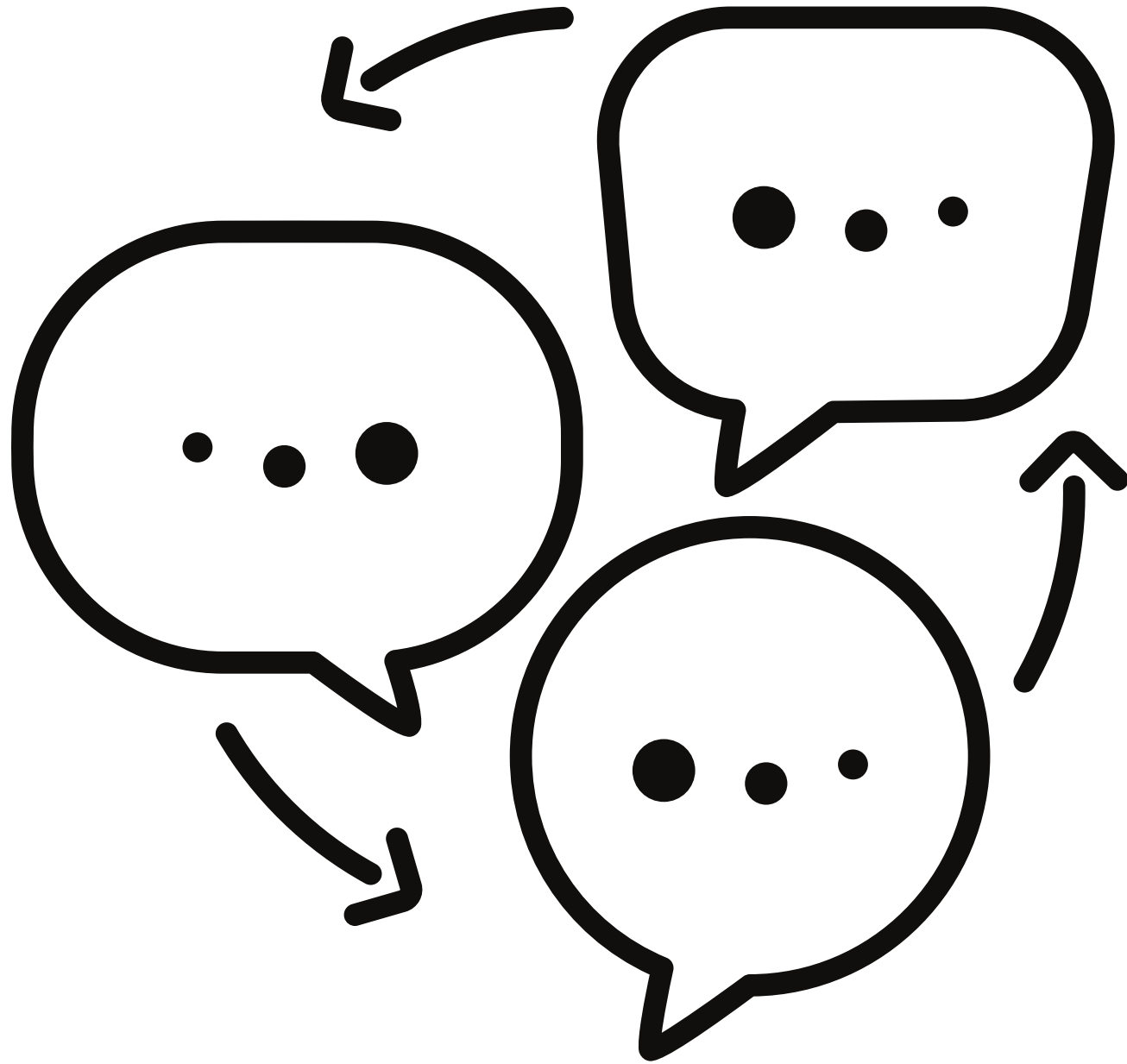
- Real Faces, Real Stories

Engaging and Shareable Content

- Social Media and Outreach

Visual Storytelling Techniques

- Compelling Narratives
- High-Quality Production



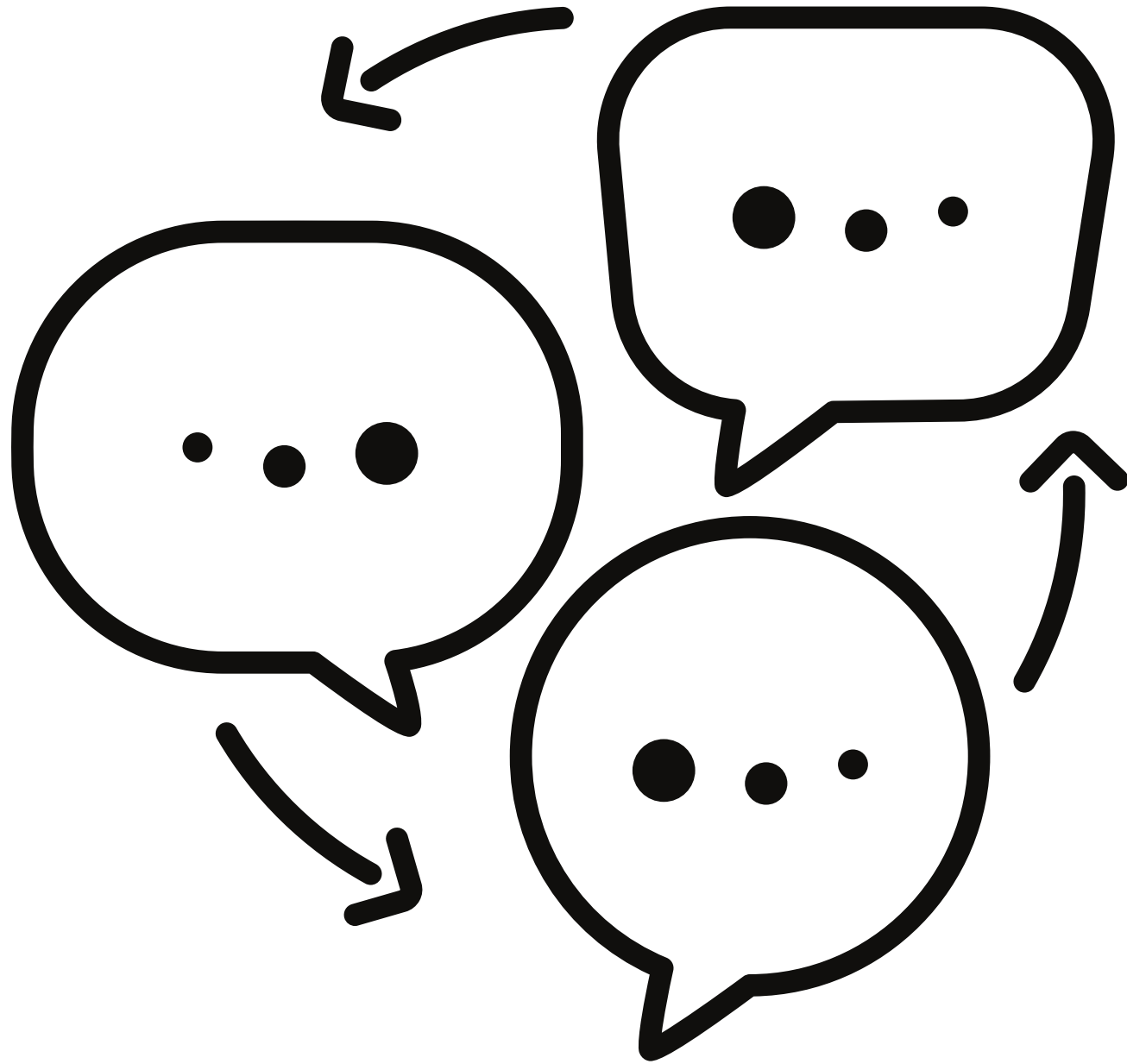
DISCUSSION

Engagement

- How have you seen visuals enhance engagement in your communications or presentations? Can you share an example where a visual element significantly captured your audience's attention?

Clarity

- In what ways have visuals helped clarify complex information for your audience? Are there specific types of visuals that you find particularly effective for this purpose?



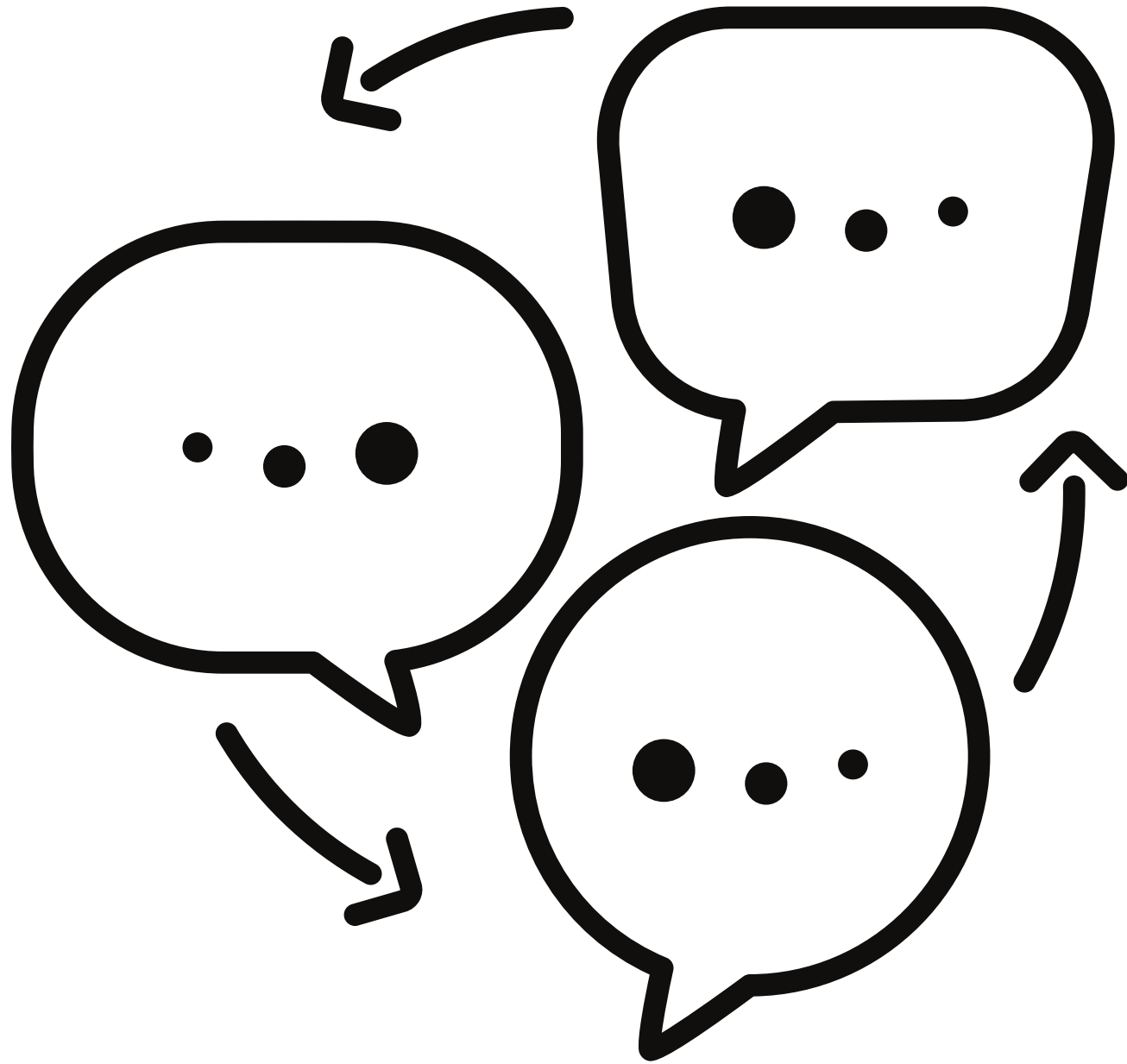
DISCUSSION

Photos

- How do you select photos that best represent your organization's mission and impact? Can you share a story where a photo made a significant difference in conveying your message?

Videos

- What are some best practices for creating impactful videos? How do you ensure that your videos resonate emotionally with your audience?



DISCUSSION

Authenticity

- How do you ensure that the visuals you use are authentic and accurately represent the experiences of those you serve? Can you share a time when authenticity in visuals made a significant impact?

Emotion

- How do you use visuals to evoke emotion and create a personal connection with your audience? Can you share an example where an emotional visual element led to increased support or engagement?

EMPATHY & CONNECTION

In 2022, Dylan* lost his job due to health issues. He and his wife couldn't pay their rent on her salary alone. After being evicted, they moved in with relatives, but they needed a more stable place to raise their toddler. They applied at Twin Oaks Shelter for the Homeless to help determine their next move. Twin Oaks Shelter's staff and volunteers motivated them to find better employment, connect with health care providers and move into their own apartment in Delavan.



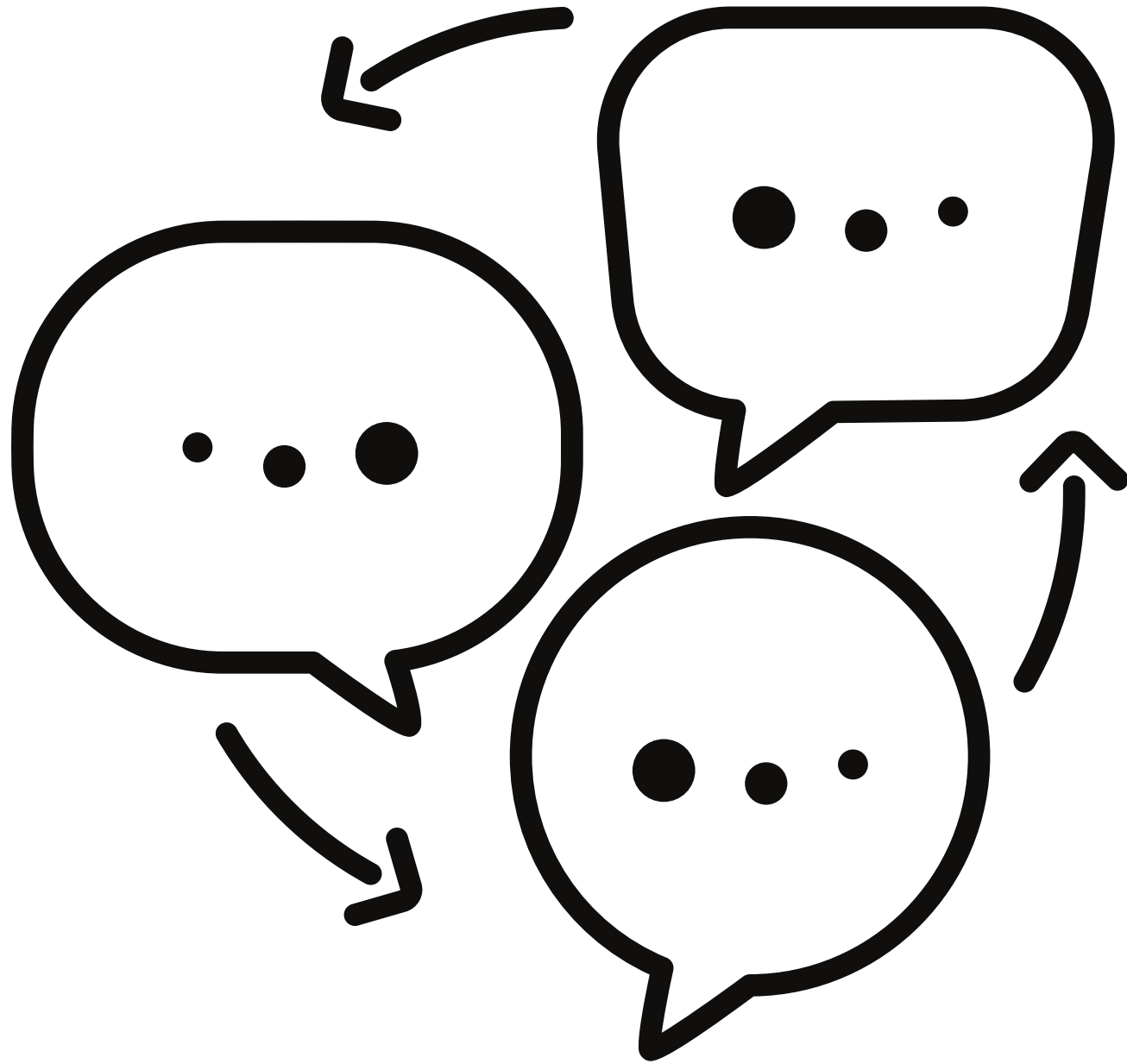
"You gave us shelter, you gave us comfort, you gave us time."

-Dylan*



EMOTIONAL APPEAL & PERSONAL STORIES

- Share real-Life Experiences
- Share Heartfelt Quotes
- Provide a Transformative Impact
- Highlight Needs
- Emotional Appeal Techniques
 - Descriptive Language
 - Personal Stories
 - Visuals



DISCUSSION

Share Real-Life Experiences

- Can anyone share a powerful real-life story from your organization that had a significant impact on your audience? How did this story help convey your mission?

Share Heartfelt Quotes

- How do you gather and incorporate heartfelt quotes from those you serve? Can you share an example of a quote that resonated deeply with your supporters?

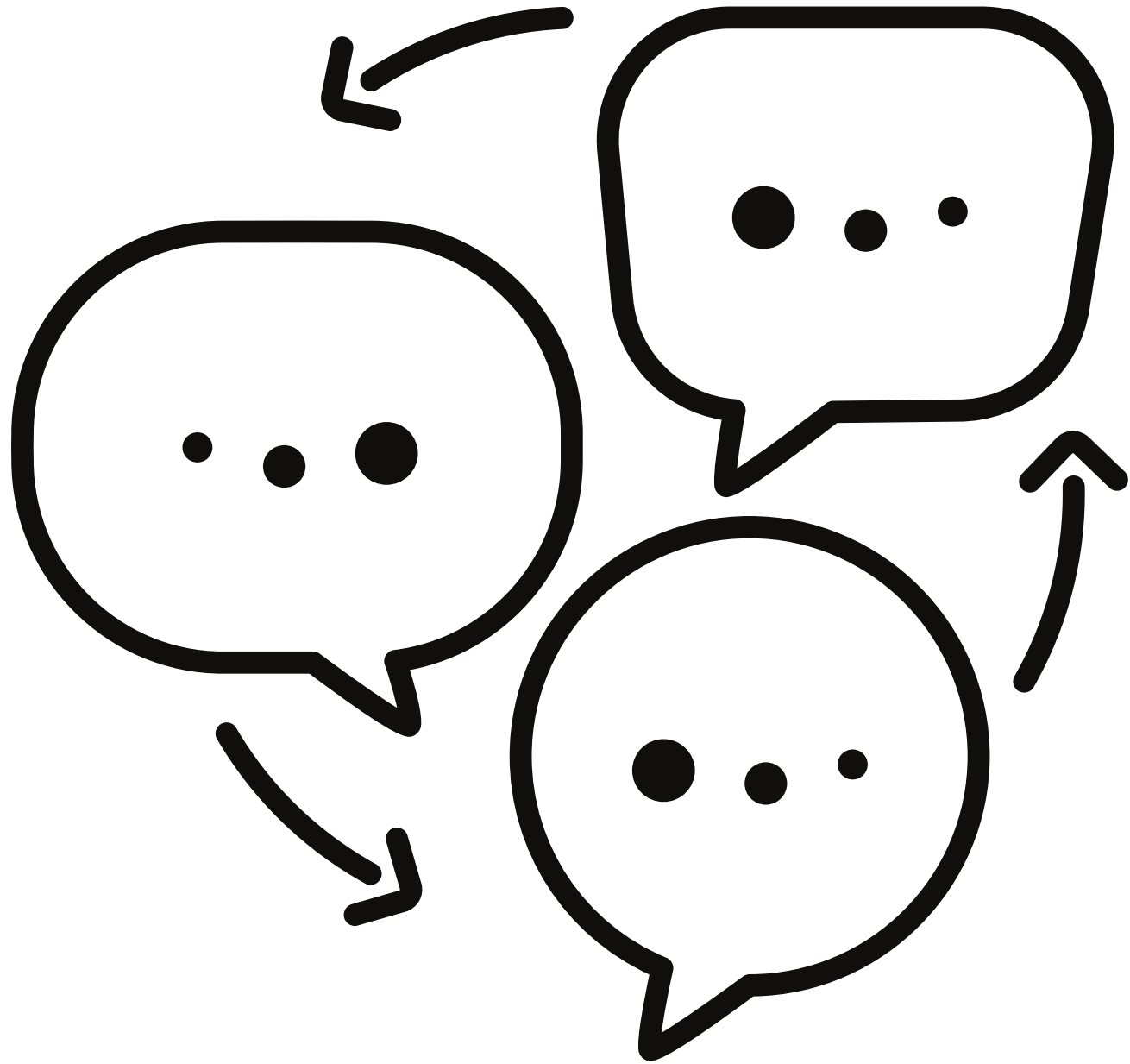
DISCUSSION

Personal Stories

- How do you identify and select personal stories to feature in your videos? Can you share an example of a story that had a significant impact on your audience?

Highlight Needs

- How do you effectively highlight the ongoing needs and challenges faced by your community? What strategies do you use to ensure your audience understands the importance of continued support?



IMPORTANCE OF SOCIAL MEDIA

- Wide Reach
- Engagement



SOCIAL MEDIA STORIES

Types of Content

- Short Stories
- Videos
- Infographics
- Live Streams

Best Practices

- Consistency
- Authenticity
- Visual Appeal
- Call to Action

Examples of Effective Storytelling

- Success Stories
- Behind-the-Scenes
- Community Highlights



EXAMPLES OF SOCIAL MEDIA GRAPHICS

TIPS

- National Holidays
- Statistics
- Needs



TWIN OAKS' GREATEST NEEDS

Brooms
Toilet Paper
Paper Plates

Diapers (Size 5&6)
Floor Cleaner
Multi-Purpose
Spray Cleaner

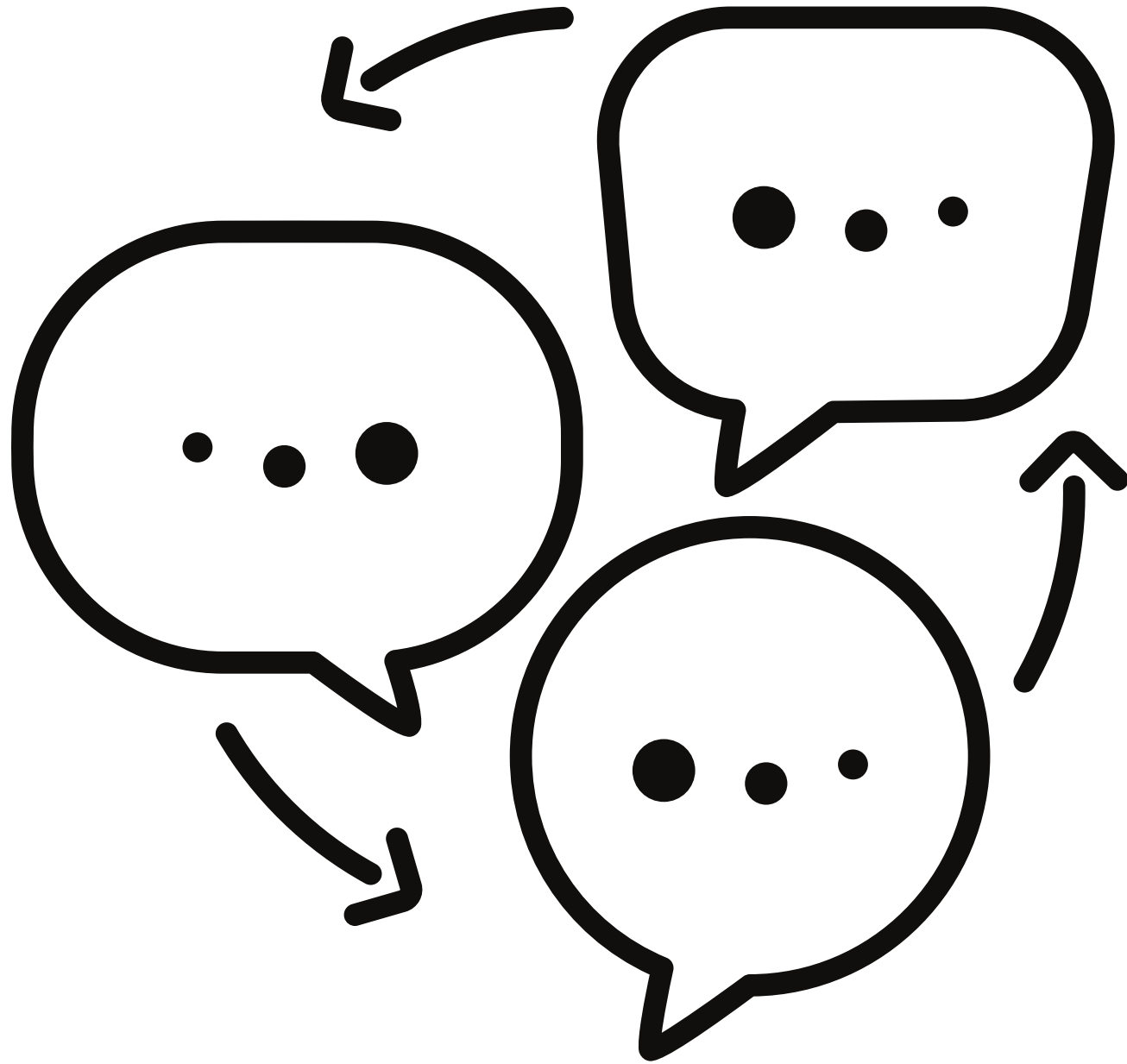
Call 262-882-3662
to arrange drop-off



DID YOU KNOW?

In 2024, CAI served
5,115 individuals and
1,803 households.





DISCUSSION

Social Media and Outreach

- How do you leverage content on social media to spread your message and reach a wider audience? Can you share an example of a video that successfully attracted new supporters?



Storytelling Tips

Start with a Strong Hook

- Grab Attention

Focus on Personal Stories

- Human Connection

Use Descriptive Language

- Paint Vivid Pictures

Incorporate Visuals

- Enhance Your Narrative

End with a Call to Action

- Inspire Action

Community
locality a

THANK YOU

For Your Attention

Please feel free to stay in touch!



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