

Bringing Your Donor Stories Online

LIFE & LEGACY™ Gathering 2017
Presented by Debra Askanase





TODAY'S WORKSHOP

Why stories?

Science of storytelling

Using social media to tell your stories

Types of stories you have right now

Create your own social media stories

Debra Askanase

Tweet your “aha!”
moments
@askdebra



communityorganizer2.0

All day long, we tell stories



***Personal stories and gossip make up 65% of our daily conversations**

When we hear a story, we try to
relate it to one of our existing experiences



We remember stories **because we empathetically experience them**



<http://lifehacker.com/5965703/the-science-of-storytelling-why-telling-a-story-is-the-most-powerful-way-to-activate-our-brains>

Our brains process stories differently





THE MOTH

True Stories Told Live

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Right now, think of a story
you have heard.
Why has it stayed with
you?

**“Everybody’s on the dance floor. I’m in the
corner, standing there, chicken in hand.”**

Storytelling engages because

It helps people remember who you are through emotion and story.

It helps others delight in your.

It creates a connection with your organization.

It lights up a section of our brain that creates emotion: we laugh, we cry, we are thrilled.

It creates active participation. (“Me, too!”)

A strong digital story* ...

- Has a relatable “main character”
- Simplifies a complex idea to its essence
- Elicits an emotion
- Creates a connection with the audience
- Gives the audience one strong message
- Inspires action
- Has a story arc

**a good story can also be very simple and brief!*



Social Media Storytelling

Facebook, Instagram, Twitter, Video, infographics, and other visuals

Families of visual storytelling

Static Photo



- Instagram
- Tumblr
- Jpegs
- Snapchat
- Facebook
- Tumblr

Data Viz



- Infographics
- Maps
- Mindmaps

Video Storytelling



- YouTube
- Animoto
- Vimeo
- Instagram

Curated



- Pinterest
- Storify
- Scoop.it
- Twitter moments

**Social media stories
connect emotionally, and
convey a message**



HONY



Humans of New York

Like This Page · December 5, 2016 · Edited ·

"I come from Ghana. I'm always smiling. People ask me: 'Isaac, why are you always smiling?' I tell them: 'What else can I do?' I am so blessed to be in this country. I work in customer service at the CVS on 57th Street and I love it. CVS is the best place that I love so much. I help people with their needs and it makes me so happy. I help them with their coupons. I help them with their medication. People bring me their challenges and I solve their problems. You can say that I am their champion. I am not a citizen. But when I help people with their problems, that makes me part of the community. So I do feel like an American."

Like Comment Share

661K

Top Comments

39,131 shares

11K Comments



Humans of New York I found documentation of



Write a comment...



Why I belong Facebook feature



What a story!



Alpha Epsilon Pi

February 24 at 10:51am · 🌐

Welcome to #FridayPiday!

Born and raised in Fremont, CA, [Rajiv Vasudevan](#) (UCSD, 2018) never strayed too far from his home on the peninsula with his parents. So it was not an easy decision to go to the University of California – San Diego—7 hours away—but it's one he doesn't regret.

Brother Vasudevan was always passionate about the medical field and had planned to become a cardiologist. But those dreams changed when his mother became ill. His perspective changed, and his int...

[Continue Reading](#)



facebook



Search for people, places and things

You are posting, commenting, and liking as Ed Bernstein — [Change to Temple Torah](#)



Temple Torah of West Boy...

Timeline

Now



Temple Torah of West Boynton Beach

April 25 near Boynton Beach

Complete the following sentence: My first experience being welcomed at Temple Torah was:

[Did you enjoy the contests from the last few weeks? Let's expand the community conversation and further use the Temple Torah Facebook Page to strengthen relationships. In coming weeks please read and respond to questions from Temple Torah staff. Complete the sentence above in the comments section. ~Rabbi Bernstein]

Use Facebook to discover stories

Like · Comment · Share

Debra Askanase and Lisa Narodick Colton like this.



Susanne Greene Sussman Our first experience was being greeted after services on a Shabbat morning by three or four people, among them Madelyn Saul, who instantly took us under her wing, and the rest is history.

Like · Reply · 1 · April 25 at 6:10pm



Natalie Fromkin Stolbach Was Nat Katz :)

Like · Reply · 1 · April 25 at 6:37pm via mobile



Blake Alexis Cohen Was Shari Young giving me the chance to work at the best preschool around.

Like · Reply · 1 · April 25 at 6:57pm via mobile



David Breuer When we moved up here from Davie, and looked around for the best pre-K we could find and decided on Temple Torah's, Alyssa was 2 and she has been in school their ever since 9 years later. It didn't hurt that Jackie and Scott were already members.



Like · Reply · 1 · April 25 at 7:20pm



Janet Chaikin I joined Temple Torah 3 1/2 years ago and was immediately welcomed into an adult b'not mitzvah class with the most incredible women ever. Since then, I have met so many wonderful people and love the sense of family that Temple Torah engenders.

Like · Reply · 1 · April 25 at 7:40pm



Charlie Deutch 19 1/2 years ago we went to services when TT

Facebook Live



 **Jewish Community Foundation, Inc. (JCF) of Southern New Jersey** shared Jewish Federation of Southern New Jersey's live video.

April 14 at 3:54pm · 🌐

Check out this week's #JFedToday, focusing on none other than the Jewish Community Foundation! Enjoy! 😊

On a separate note, we hope you are having a pleasant Passover with loved ones. In observance of the holiday the JCF will be closed on Monday, 4/17 and Tuesday, 4/18.

Until we meet again, Shabbat shalom!

ecamm live
LIVE
-2:44

460 Views



United Jewish Federation of Greater Stamford, New Canaan and Darien



December 2, 2015 · White Plains, NY, United States · ✱

VIDEO #1! Yesterday we held a [#GivingTuesday](#) sweepstakes. We announce the winner of the \$100 Soosh Gift Card below...We raised over \$26,000 for people in need here, in Israel and around the world.

Thanks for all of the great support! In the video: Sharon Franklin-Shavrlick, Rebekah Shapiro Raz, Marcia Lane, Sandy Golove, and James Cohen



Instagram: Impact storytelling



gatesfoundation

FOLLOW

331 likes

3w

gatesfoundation 47 year old Ibu sits with the children of women who participated her session on #familyplanning in #Makassar, #Indonesia.

Ibu says and her greatest satisfaction is the ability to interact with different kinds of people, to gain a lot of new information and organizational skills, and to know that she's doing something beneficial for her community. #healthworkers #powerwomen #globalhealth

Photo by Prashant Panjjar @indianisms

perfectlynormal.co 🏆 champion of the people

praveen498 6 children

pabloalofeudo 🙌🏆🙌🏆🙌🏆🇺🇸

Instagram: a moment (that is a story)





nextupfound
Next Up Foundation

Follow

793 views

10w

nextupfound Carlos dropping in by himself for his first time.
@ethanespinozuh 50/50 across & down and kick flipping 🙌👍🙌 .

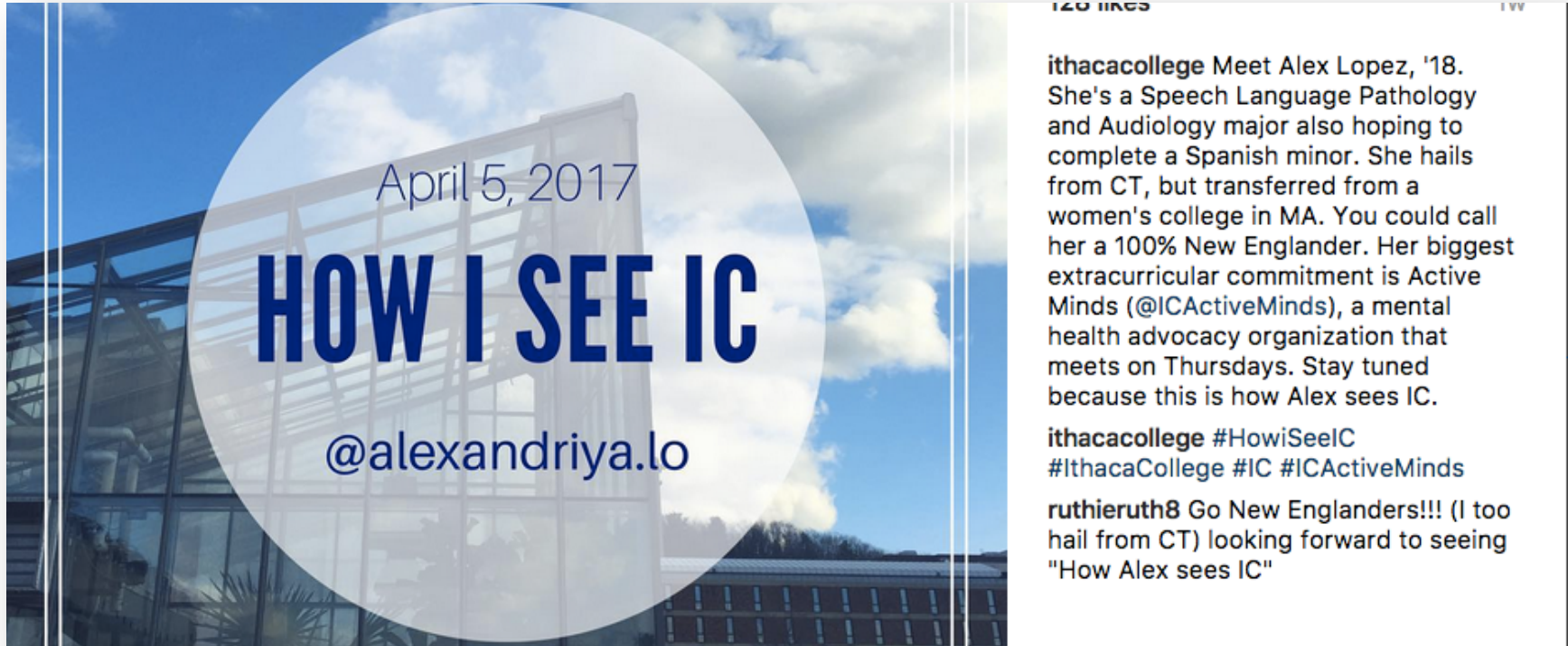
.
. .



Add a comment...



Instagram takeover: #HowISeeIC



April 5, 2017

HOW I SEE IC

@alexandriya.lo

120 LIKES 1w
ithacacollege Meet Alex Lopez, '18. She's a Speech Language Pathology and Audiology major also hoping to complete a Spanish minor. She hails from CT, but transferred from a women's college in MA. You could call her a 100% New Englander. Her biggest extracurricular commitment is Active Minds (@ICActiveMinds), a mental health advocacy organization that meets on Thursdays. Stay tuned because this is how Alex sees IC.

ithacacollege #HowISeeIC
#IthacaCollege #IC #ICActiveMinds

ruthieruth8 Go New Englanders!!! (I too hail from CT) looking forward to seeing "How Alex sees IC"

Instagram takeover: #HowISeeIC



282 likes

1w

ithacacollege "Good morning! I start my Mondays and Wednesdays by observing real therapy sessions at the Sir Alexander-Ewing Ithaca College Speech and Hearing Clinic. But first, some chaga chai tea that I brewed last night! ☕ #chagachai #slp2be #slpeeps"

ithacacollege #IC #HowISeeIC
#IthacaCollege

Instagram takeover: #HowISeeIC

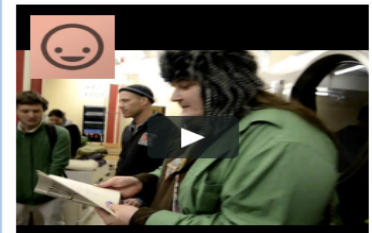
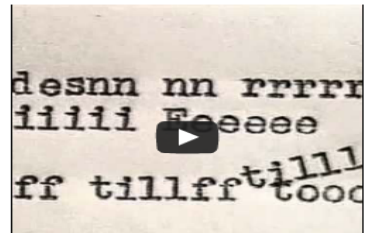
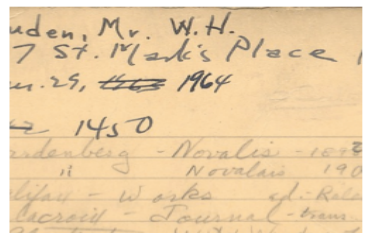
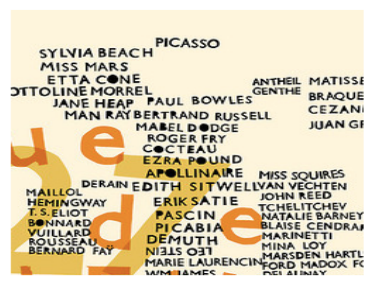


Tumblr – visual blogging

POETS.org

The Academy of American Poets is for people who love poetry. Our membership is nearly 9,000 strong and growing, and our programs reach over 20 million people every year. Our programs include **Poets.org**, the Poets Forum, Poem in Your Pocket Day, National Poetry Month, American Poet magazine, the Poem-A-Day email series, the Poetry Audio Archive, educational initiatives, readings and events, awards and prizes, and so much more. We've been doing this since 1934, and we still think it's fun.


Follow us on: **Facebook & Twitter**





Blog about your LIFE & LEGACY™ story


Jewish Community Foundation, Inc. Blog


Classic Flipcard Magazine Mosaic **Sidebar** Snapshot Timeslide


 LIFE & LEGACY Year 3 i...


 JCF Funds KBA and RG...


 JCF Community Grants ...


 How Many JCFers Does...


 JFNA's 2017 Investmen...


 JCF and Federation Invi...


 JCF-Funded Torah Stud...

 How Are Endowment Fu...

 JCF Welcomes New Sc...

 Mazel Tov, Sabrina!

 LIFE & LEGACY in SNJ: ...

 It's Awards Season!

LIFE & LEGACY Year 3 is in the Books for SNJ!

Can you believe it's been three years since the **LIFE & LEGACY™** initiative of the **Harold Grinspoon Foundation** launched here in Southern New Jersey?


Don't know about you, but April 1, 2014 seems like a blink of an eye ago.

But alas, here we are in 2017, and we are fortunate to be able to reflect on these three years and feel thrilled with the SNJ Jewish community's efforts in turning legacy giving into a vital conversation topic with donors.

Looking back over the past 12 months, the **Jewish Community Foundation, Inc.** is excited to announce that another successful year of LIFE & LEGACY is in the books.

Here's a glimpse of Year 3 of LIFE & LEGACY in SNJ by the numbers:

- **Community Goal #1:**
 - The 17 existing participating organizations were each tasked with securing four new Letter of Intent commitments (aka "LOI," which is a form where donors indicate their intent to leave a legacy gift at some time in the future, if not already done so). This amounts to a total of 68 new commitments needed from across the community, and this does not include new LOI's secured by our newest partner, Temple Sinai.
 - **Result:** Collectively, **81 new Letter of Intent commitments were received**, exceeding the community goal by **19%**!



Video: Tell many stories why



Tough Mudder ✓

January 4 · ✨

Like Page

When's the last time you did something for the first time? Escape the ordinary with Tough Mudder in 2017
[#EscapeTheOrdinary](#)

Video: Tell stories of upstanders



<https://vimeo.com/114248443>

Use Twitter Moments

The image shows a Twitter profile page for Debra Askanase. At the top, there is a header banner with a photo of her on the left and a background image of her on a stage on the right. Below the banner, the profile statistics are displayed: TWEETS (25.5K), FOLLOWING (4,432), FOLLOWERS (11.2K), LIKES (82), LISTS (28), and MOMENTS (0). An 'Edit profile' button is located on the right side of the header. The main content area is divided into three columns. The left column contains the user's name, handle, bio, location, website, and join date. The middle column contains a description of Twitter Moments. The right column contains a 'Create a Moment' section with a 'Create new Moment' button, and a 'Your Tweet activity' section with a bar chart. A red arrow points to the 'Create new Moment' button.

Debra Askanase
@askdebra

Social and digital engagement strategist. Presenter, blogger, educator. Fascinated by social media, lover of good conversation and mint chocochip ice cream.

Boston, MA
communityorganizer20.com
Joined October 2008
192 Photos and videos

Moments are curated stories about what's happening - powered by Tweets. It's easy to create your own story with Twitter Moments. Once you do, it will show up here.

Create a Moment
Tell stories using Tweets and share them with the world.
[Create new Moment](#)

Your Tweet activity
Your Tweets earned **3,578 impressions** over the last week

Day	Impressions
Monday	~1,500
Tuesday	~800
Wednesday	~1,200
Thursday	~700
Friday	~1,100
Saturday	~400
Sunday	~300

Recasting movies with no straight, white men

Movies • 4 hours ago

Journalist and movie fan Brian J. White invited followers to challenge Hollywood hegemony by recasting famous movies without straight, white male actors.

LIKES
521

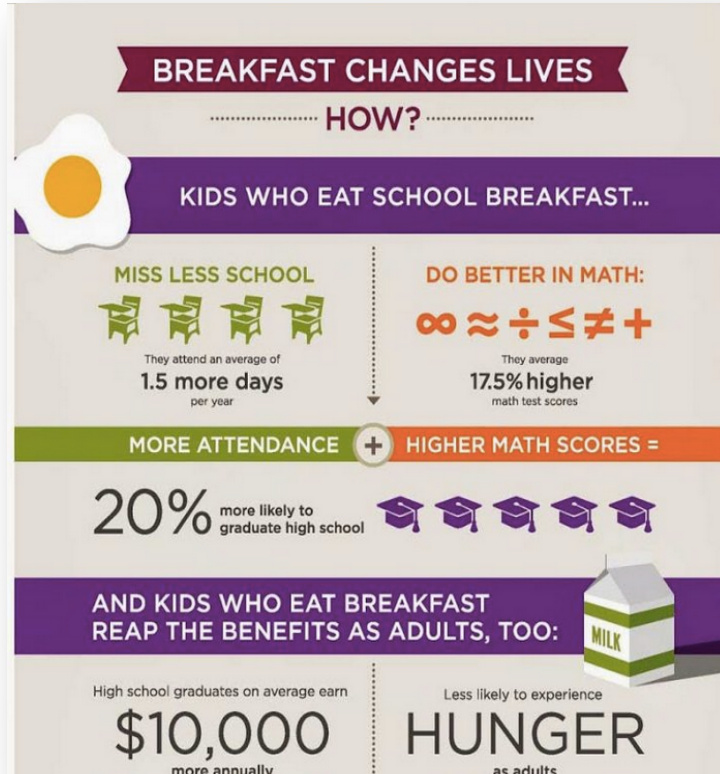


♥ Liked

✈ Tweet



Use data to tell stories visually



MomsRising story bank - Google Earth

Share Your Story! [expand](#)

Read member stories by using the view bar below, or [read all stories](#) on a separate page.

View Stories: By Topic [all](#) By State [all](#) By Activity [all](#)

TOPICS

- healthcare
- paid sick days
- early learning
- pay discrimination
- economic security

"I have never missed the opportunity to vote as it is a civic responsibility. This year, more than any other I can recall, the election seems ..."

[READ FULL STORY](#)

Joan

Medicaid



4 Types of Stories You Have Now

Legacy donor stories
Other donor stories
Staff stories
Impact stories
And...?

What story will you create?



Now think of how you can create

a story using social media





TODAY'S WORKSHOP

Why stories?

Science of storytelling

Using social media to tell your stories

Types of stories you have right now

Create two types of stories!

THANK YOU!!

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Twitter: [@askdebra](https://twitter.com/askdebra)

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