

# Meals On Wheels

LEADERSHIP ACADEMY

## Welcome to "Stewarding Donors with Stories"

Presenters: Vanessa Chase

Facilitator: Bernadette Mirro

*The webinar will begin at 3:30 p.m. Eastern Standard Time*

# Meals On Wheels

LEADERSHIP ACADEMY

## Webinar Tips

*We recommend that you listen to the webinar over your computer speakers.*

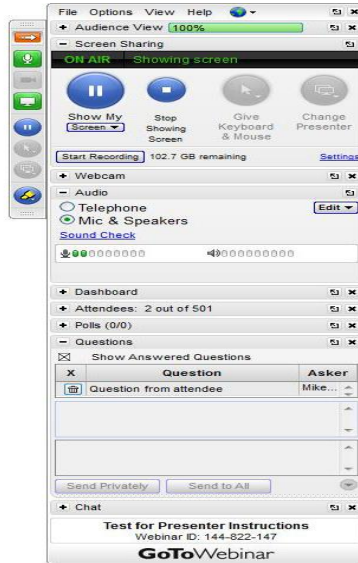
*Your microphone or telephone will muted but you can ask questions throughout the webinar, as shown on the next slide.*

## Please feel free to ask your questions by using the Questions box on the Control Panel

This orange button on the upper right of your screen shows or hides the control panel.



Type your questions and comments here and press send.



# WELCOME!

## Stewarding Donors With Stories

*Presented by Vanessa Chase*

*The Storytelling Non-Profit*

## AGENDA

- The basics of storytelling
- What role storytelling plays in stewardship
- Tips for collecting stories
- Identifying opportunities for storytelling
- Examples of storytelling & stewardship



## DISCUSSION

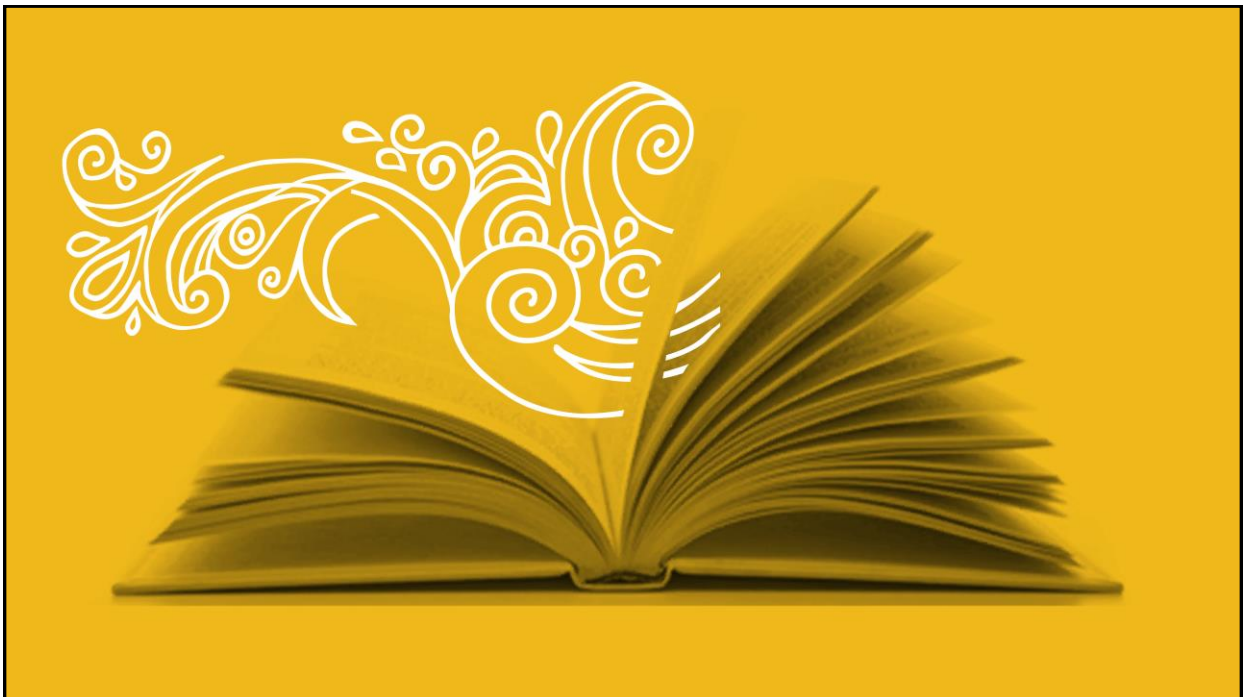


*If you attended last week's webinar what did you learn that you are planning to implement?*

*(answer using the questions box)*

# REVIEW FROM Jan 29 Webinar

- 📌 *Getting to know your donors*
- 📌 *Review your stewardship efforts*
- 📌 *Be donor-centered*
- 📌 *Surprise and delight*
- 📌 *Your donor stewardship plan*



# WHAT IS STORYTELLING

*Storytelling is the process of combining facts and narrative in order to communicate a message and an emotion to a target audience.*

## DISCUSSION






*Why are stories important for fundraising?*




# WHY STORIES

- 1 *Creates context for your audience*
- 2 *Emotionally connect donors to their impact*

# GOOD STORIES

-  *Has a hero*
-  *Talks about a conflict, which is ultimately solved*
-  *Incorporates visual aspects*

# GREAT STORIES

-  *The donor is the hero*
-  *Takes the audience into account*
-  *Ends with a vision and call to action*



Delaware Technology Park  
One Innovation Way  
Suite 304  
Newark, DE 19711  
302.266.9686  
Fax 302.266.9687

Date

Donor Name  
Address Line 1  
Address Line 2  
City, State, Zip Code

Dear Donor Name,

On behalf of all of us at Cancer Care Connection, thank you for your support of our cancer coaching and information program. It is energizing to know that people like you care so much about the services provided to those who are affected by cancer.

Thanks to your generosity, we are able to **help people facing cancer to connect with information, resources and support when they need it most.** We know that our efforts are only possible because of the contributions we receive from generous donors like you and we thank you again for believing in and supporting our mission.

Please keep this written acknowledgment of your donation for your tax records.

Sincerely,

Janet F. Teixeira, M.S.S., L.C.S.W  
Executive Director  
Cancer Care Connection

Please keep this written acknowledgment of your donation for your tax records.

**Cancer Care Connection - Official Receipt**  
1 Innovation Way, Suite 304  
Newark, DE, 19711, info@can-connect.org  
This is your official receipt for tax purposes

*What would you do to improve  
this thank you letter?*



Delaware Technology Park  
One Innovation Way  
Suite 304  
Newark, DE 19711  
302.266.9686  
Fax 302.266.9687

Date

Donor Name  
Address Line 1  
Address Line 2  
City, State, Zip Code

Dear Donor Name,

When we received your gift, we were absolutely delighted! You are helping so many people who are affected by cancer and we are grateful that you decided to support them.

Our Cancer Resource Coaches are able to support countless people who call support line each year because of you. Who are the people that call Cancer Care Connection? They are cancer patients, cancer survivors, their friends and their family. Recently Carol, a Cancer Resource Coach, was able to help a young mother and her son who had been diagnosed with leukemia. They were facing immense emotional and financial hardships. Over the course of several counselling phone calls, Carol was able to help them find housing close to the hospital, emergency assistance for daily and basic needs as well as help her wade through the numerous options she was facing about her son's health care.

What many people don't realize is that being diagnosed with cancer is about so much more than medical decisions and treatment. It can take a big emotional and psychological toll.

Thanks to your generosity, people facing cancer are able to connect with information, resources and support when they need it most.

Happy Holidays from all of us at Cancer Care Connection.

Janet F. Teixeira, M.S.S., L.C.S.W.  
Executive Director  
Cancer Care Connection




## DISCUSSION





*What are 2 changes that you will make to your thank you letters?*



## COLLECTING STORIES

-  *Identify what stories you need*
-  *Have tools for collecting and saving stories*
-  *Asking great questions*

## IDENTIFY WHAT STORIES YOU NEED

-  *Where will you use the story?*
-  *What message are you trying to communicate?*

## IDENTIFY WHAT STORIES YOU NEED

*Client*

*Staff Member*

*Board Member*

*Volunteer*

*Donor*



## DISCUSSION



*What kind of story would you like to tell in donor stewardship?*

## TOOLS

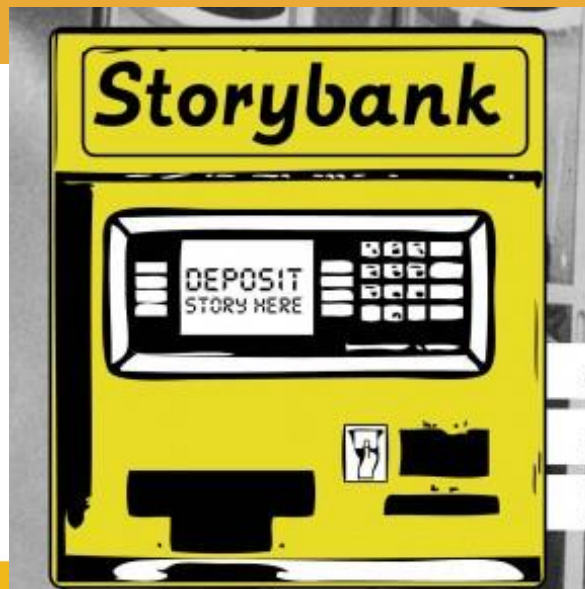
*Staff & volunteer meetings – use the first 5 to 10 minutes to share stories*

*Emails – a way to ask colleagues for specific stories or examples they can share*




*Conversations – every conversation is an opportunity to tell a story*

*Online story collection form – use Google forms or Survey Monkey*

## TOOLS



## ASKING GREAT QUESTIONS


-  *R-E-L-A-X*
-  *Communicate with the interviewee ahead of time to let them know what to expect*
-  *Prepare a few questions ahead of time, but be open to conversation*

## ASKING GREAT QUESTIONS

*Why don't you start by telling me a bit about yourself.*

*How did you hear about Meals on Wheels?*

*What made you decide to contact us for services?*



*What if you are a  
volunteer-run or small  
program?*

## USING STORIES IN STEWARDSHIP

- 
-  *Newsletters*
  -  *Annual Reports*
  -  *Websites*

# DISCUSSION



*Are you sending newsletters to your donors?*

## Food for Thought

Vol 26, No 1 a monthly newsletter of East York Meals on Wheels January 2015  
providing good food and social support through caring volunteers

### New Clients Wanted!

We are on a mission to attract new clients to Diners Club. Accordingly, new Diners Club clients will receive their first meal free of charge, from January 1st to March 31st, 2015.

In spite of its name, Diners Club is not really a club. You don't have to join anything, or pay a membership fee. Some years ago we tried changing the name of the program, but it didn't catch on, and the old moniker stuck.

Diners Club is a social dining program. We transport clients to a variety of different locations, and together they enjoy a meal. Sometimes, we are able to offer some form of entertainment, and sometimes those in attendance are happy to just chat and socialize together. It's a great opportunity to get out and enjoy good food in the company of others. If you don't drive, or if you need an arm to lean on, we provide an escort and the transportation.

If you're shy, our Diners Club Coordinator Midge Sandiland will introduce you to others and make you feel welcome. It's a good place to make new friends.

The fees are low, especially when you consider that return transportation is included. Where else can you get a meal, in the company of others with transportation there and back included for \$9 or less? So if you have never attended before, you can try Diners Club

### We Welcome a New Director

At the Board of Directors meeting on December 15th, 2014, the directors elected Dave Hillar to fill the one remaining vacancy on the Board.

Dave has been a Meals on Wheels delivery volunteer since May of 2013. He lives just south of the East York area so he brings knowledge of the community and of our services to the Board.

Dave graduated from the University of Toronto with a Bachelor of Commerce degree. His interests and skills lie in the areas of marketing, strategy and business planning. He has worked in marketing for twelve plus years for companies including McDonald's and Visa. At present Dave is the Head of Marketing for Vicinity (a division of Rogers).

Dave is married and has a one-year old daughter. He recently returned to work after a parental leave. When he is not chasing the little one, he enjoys sports and recreation including snowboarding and sailing.

We appreciate Dave's willingness to contribute to our work and we look forward to working with him. Welcome Dave!

anytime in the next three months without any expense! And if you have any ideas on how to attract new clients, we are all ears. We look forward to welcoming newcomers to the Diners Club program.

### Happy Birthday in January

Margaret Chaise, Joyce Frost, Jim Garvie, Alfred George, Deepali Hegde, Wendy Hillier, Manfred Junge, Carl Kilpatrick, Bob Koopman, Joyce Latimer, Taylor Leduc, Glen Maloney, Vabeez Master, Peter McMurtry, Diane Pollard, Ida Robinson, Pinky Sebastian, Kristine Sheffield, Carole Lynn White, Winifred Whiteside and Jenna Willis. Congratulations!

### Did You Know?

The number of meals we deliver in Meals on Wheels changes every day. Clients come and clients go, and the number of people we serve in different neighbourhoods changes too. Delivery routes must be altered to reflect those changes. It's a constant juggling act!

This means that your delivery time can change day to day and week to week. Clients who have become accustomed to receiving their meal at 11:30 a.m. for example, often call us in a panic at noon, wondering if their meal is coming. So to remind you, our delivery time is between 11 a.m. and 1 p.m.

Our Client Services Coordinator, Leslie Smith, visits all our clients, so she is the most familiar to all of you. This has an amusing consequence however. We find that many of our clients think they must speak to Leslie to place a frozen order, or to add or cancel meals. We just wanted you to know that you may speak to any member of staff when you wish to make or alter your meal order arrangements.

**Foot Care Clinics:** The next clinics are Thursdays, February 19th and April 16th at 12 noon. Reserve by calling 416-424-3322.

### January Volunteer Anniversaries

Ron Blais	4 years
Darlene Brown	1 year
Shehryar Butt	4 years
Cheryl Dan	2 years
Monica Delic	1 year
Grace Gross	2 years
Deepali Hegde	3 years
Manfred Junge	1 year
Michael Lau	2 years
Hamed Mohammad-Naem	2 years
Steve O'Connor	20 years
Ida Robinson	2 years

Thanks for your continuing service.

### Holiday Thanks



We very much appreciate the support of those who contributed to our annual Significant Santa campaign. As of this writing we raised more than \$1200.

Thanks to Toronto Police Communication, D Platoon for their generous contributions to our *Christmas Stockings* this year. We also appreciate the crafty contributions of the 117th Brownies. And thanks to Meals on Wheels volunteer Darlene Brown for her contributions and for helping us put the *stockings* together. We do hope you all enjoyed them!

The EYMOW staff appreciated the many gifts of cookies, poinsettias, and candies that we received from clients and volunteers over the holidays. Oh... the extra pounds! Oh... the shortbread!

<http://eastYorkmealsonwheels.org/wp>

content/uploads/2015/01/F4T-January-2015.pdf

## Meet Our New Volunteer

Aman started volunteering with Calgary Meals on Wheels in September, 2012. He drives twice a week for one of our longer routes in Calgary's Northeast. When we first asked if he could drive the long route through tough winter conditions, he answered – "no problem".

Aman is studying for his Bachelor of Commerce degree at the University of Calgary. We asked Aman what brought him to Calgary Meals on Wheels? He mentioned that volunteer work would look good on his resume and he wanted to make a contribution to his community; however, he did not realize how much he would enjoy visiting our clients. In Aman's day-to-day world where most of his time is spent on a computer working alone, this route has provided him the opportunity to meet new people. He suggested that students should volunteer not only to strengthen their resumes and give to their community but also to meet and talk with new people, improve on communication skills, and hear some remarkable real life stories. Aman's favorite client stories come from our war veterans. He says their accounts are "frankly amazing"!

## Wall Of Gratitude

**Thank you from all of us at Calgary Meals on Wheels for all of your time and effort spent helping us thrive!**

- Thank you to all who have provided valuable feedback by completing our volunteer survey. The survey assists Calgary Meals on Wheels in future planning and statistical reporting.
- Thank you to the volunteers who have delivered flowers and birthday gifts to our clients. Our clients tell us how thankful they are to receive the uplifting gifts every time they are delivered.
- We want to extend a huge thank you to the Piecemakers Quilt Guild. They have created over 800 placemats for our clients and school children. They absolutely loved them!

## Donor Shout Out

### The Trinity Women of St. Barnabas Church

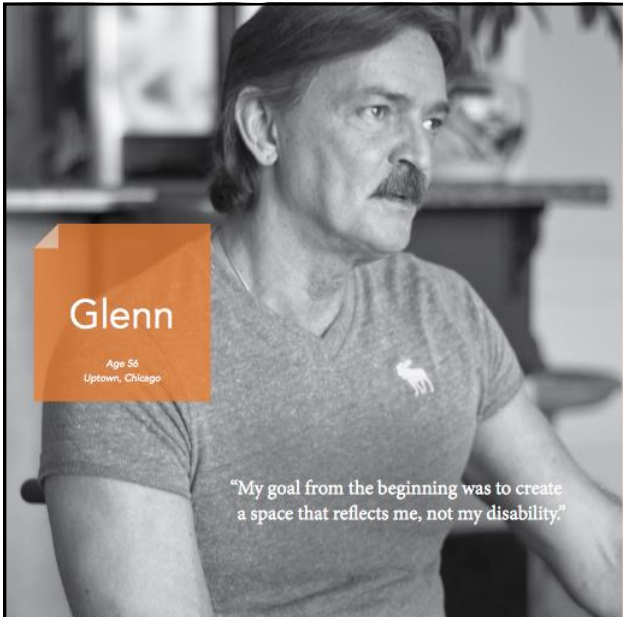
The Trinity Women of St. Barnabas Church have recently made a wonderful donation to Calgary Meals on Wheels. The Trinity Women get together to help the parish with functions. They also do fundraising events, their main fundraiser being the Bazaar which is held on the first Saturday of November. All the funds they receive from these events are then distributed locally, nationally and internationally. We thank the Trinity Women of St. Barnabas for choosing Calgary Meals on Wheels as one of their local charities. Thank you Trinity Women of St. Barnabas!

<http://mealsonwheels.com/2013/05/2013-spring-newsletter/>

## DISCUSSION



*What should you include in an annual report?*



**Glenn**

Age 56  
Uptown, Chicago

"My goal from the beginning was to create a space that reflects me, not my disability."

HOME MOD PROGRAM

**A Positive Outlook**

Glenn Wheeler's condo is a cross between an art gallery and a greenhouse. His front hall is adorned with beautifully painted canvases and framed photography that leads you into a large, open concept space, dotted with over 20 different varieties of plant life. The natural light and tall ceilings enhance the beauty of the room. But it is Glenn himself who brings this space to life and makes one appreciate the craftsmanship and artistry he himself has incorporated into the home.

Glenn is a recipient of the HomeMod Program. His hall bathroom was fitted for a wheelchair, the carpeting was pulled out and replaced with laminate, and his outdoor deck was made accessible. "This valuable and much needed program has modified my living environment, made living with my disability a much easier process on a daily basis, and has greatly enhanced my quality of life." Glenn's personal involvement in these projects is unique to most clients, but it speaks to their impact. "The experience has been a collaborative effort between myself, Mark at the Mayor's Office for People with Disabilities, and the construction crew. We have created solutions that are not only functional, but also aesthetically pleasing at the same time. It can be done. My goal from the beginning was to create a space that reflects me, not my disability." As a former interior decorator painter, and an artist for over 20 years, his professional eye for design made this goal possible. "I can't be the only one who is concerned about the way their house looks. I'm probably more concerned with that than a lot of people are, but I'm an artist. These things are important to me. I believe it is possible to create a space that is a balance of looks and function. My place is living proof of that."

Glenn found out about the program while undergoing surgery for his left leg. "I lost my right leg in July of 2008 and the left one in December 2010-January 2011. I was in the hospital over Christmas and New Year's of 2010-2011 and a nurse at Rush told me about the HomeMod program. She actually got me an application, and while I was in the hospital, I filled it out. I was right on the cusp of the deadline, but I got it in under the wire and thank goodness for that." Glenn is a bilateral above-knee amputee. The loss of his legs is a result of blood clots in the legs due to hypercoagulability syndrome, in which the blood is too thick. He endured over 15 surgeries trying to save both, losing the right leg first and then the left. "When I still had the left and not the right, my leg didn't change all that much. I still went to my regular gym and could work and do a lot more things like standing up. When my left leg was gone, it was a game changer." Without the function of his knees, tasks like getting in and out of chairs became impossible,

and he relied on a wheelchair. "I couldn't go back to my regular routine. Though I did learn to drive; I have a car. But it's just all most overwhelming. I'm a pretty strong guy in a lot of ways, so I've been able to cope okay, but it still makes me sad sometimes because my life is so much different than what it was."

"When all this happened to me, I wasn't going to let it change my life in every way. When you lose something as precious as your legs, it's important to hang on to as much as you can. It's a huge loss. It is a life-changing situation, so, that's what I do. And I do pretty well. I am thankful." Glenn has hung on to many things in his life, like his artistic passions and his health. He works out six days a week, two of those days at the Rehabilitation Institute of Chicago (RIC). It is here that Glenn has made the most progress, both physically and mentally.

"When you lose a limb like this, your aspirations are less than when you start; such has been the case with me. I'm never happy with my accomplishments. They are not enough, not good enough, nothing is what it was. But you can't get too caught up in that or you will live a life of disappointment. At some point you have to make allowances for yourself and be happy with what you can do."

"After having gone to the RIC gym, I realize I am so lucky. Some of these people are afflicted with MS, others are blind, and many are in motorized wheelchairs. I can help at the gym. It gives me a new perspective about my life and a new awareness that I may not have developed otherwise. This guy Tony, he's 52, he got MS when he was 25, and he tries so hard. The poor guy cannot even wrap his hands around the weights by himself. I have to wrap his hands for him. It's just an awakening that I probably wouldn't have had otherwise. Whenever I go down that road of 'my life is so hard,' which I don't do too much, but we're humans, I think about that. Look at Tony, look how hard it is for him to get here."

Glenn's positive outlook and compassion for others in similar situations has inspired him to keep a blog, [glennwithwheels.com](http://glennwithwheels.com), to document his experience. "I chronicle my journey." Glenn also agrees to write a book for those who've suffered limb loss. "I've read a lot of books, and most are focused on these great accomplishments like running marathons, swimming, and climbing by himself. I have to wrap his hands for them. There aren't any books about Joe Slow off the street. I swear what's happened to me is an underlying reason. And I want my loss to be of some benefit to someone. I think if I can share what I've learned and help other people understand the life goes on and that you can be a happy person and still laugh and still have friends, then I will have achieved that."

MEALS ON WHEELS CHICAGO ANNUAL REPORT 2013 5

[http://www.mealsonwheelschicago.org/site/files/732/134848/449088/706686/MOWC\\_Annual\\_Report\\_2013\\_web.pdf](http://www.mealsonwheelschicago.org/site/files/732/134848/449088/706686/MOWC_Annual_Report_2013_web.pdf)



**Maria**

Age 58  
Uptown, Chicago

"The program has been very helpful. I don't have to think about what to eat now, and I just open the refrigerator and the food is right there."

HOME DELIVERED MEALS FOR INDIVIDUALS WITH DISABILITIES PROGRAM

**An Independent Life**

"Come in, come in," Maria warmly greets as she welcomes us into her cozy, one bedroom apartment in Chicago's Uptown neighborhood. When asked about removing wet boots marked by another winter snowstorm, she says "No, no, don't worry." A related kindness and gentle spirit radiates from Maria, who lives alone in the apartment. Maria is 58 and was enrolled in Meals on Wheels Chicago's Home Delivered Meals for Individuals with Disabilities program in late summer of 2013.

She learned about MOWC's program from her case manager at Access Living, an organization dedicated to helping individuals with disabilities find programs and services that will aid them in their efforts toward greater independence. The homemaker Access Living had assigned to help her with cleaning and light chores was at the home vacuuming the first time Maria fell. "One time I fell. The very first time I fell since I got sick. I was in the kitchen, sitting on my stool, and I stood up to open the microwave and just fell on the floor." When the homemaker rushed to her aid, Maria said, "No, don't help me." "I want to stand on my own and try because it was the first time I'd fallen. And I just couldn't get up. I am more careful now, and it is a good thing she was there."

Maria suffered polio in her youth and had always walked with a limp. When she moved to Chicago in 1980 from the Philippines, she took a job working for a broker at the Board of Trade, Walking in the Loop as a commuter to and from the office was something she loved. "When I was young, I had polio. But all my life I've been walking and limping, because my leg is short, but I traveled and love to walk. I would go to State Street and shop at all the stores like Marshall Fields and Carson's. I walked a lot. I loved walking. I would also go by the lake every breakfast and just walk all the time. I enjoyed that. Now I can't do that anymore."

Maria worked in the Loop for over 20 years before she was diagnosed with breast cancer in 2008, she underwent surgery for a bilateral mastectomy and the removal of lymph tissue. She also underwent chemotherapy, which her doctors felt was the best course of action. What they didn't know is how the chemo would affect Maria's polio. "You have no idea what is going on. They tell you the side effects of chemo, that you'll lose your hair and all those things, but that you'd recover. They never said anything about my

polio and that I wouldn't be able to walk after chemo." Maria's leg muscles were severely weakened during her treatment and she relied on a wheelchair, but the strength in her legs never returned, even with physical therapy. She relies on a walker now, and she can no longer walk on her own as she did before. "I don't know why it affected me so. Maybe it was just the strength of the chemo. I see other breast cancer survivors and they're normal now, they are back to normal. But how come I am like this?"

The setbacks Maria has experienced, which include loss of mobility and lymphedema, have not deterred her quest for living the best possible life. She has two brothers who live nearby and have been a great source of support and strength. They had been able to assist her with getting out of the apartment for groceries, but with their own families to support and lives to lead, Maria sought out a food delivery program that would increase her independence from them. "I used to do the grocery shopping with my brothers. We'd buy frozen foods, vegetables, and fruits. And sometimes when they'd visit, they would bring Filipino food that's ready and I can just warm it up. The program has been very helpful. I don't have to think about what to eat now, and I just open the refrigerator and the food is right there. I don't have to call my brothers and say bring me this. If I'm hungry, the food is there all the time, in the freezer. Oh, the snacks, I love those!"


While the meals program has greatly improved Maria's nutrition, she still makes great effort to maintain her social life and stay active. Maria describes herself as outgoing and very social. She will occasionally join her neighbors in the building for activities in the common areas and also enjoys having her friends over. "I'm outgoing and I love talking. My friends tell me that I don't have a filter. I say, 'A filter for what?'" Maria prefers to do her socializing in person, saying, "I don't have a Facebook. I don't Tweet. I just have an old phone. I don't even have a smartphone! You pay a lot for a smartphone." When she isn't socializing, she is watching hockey, *Law and Order* marathons, or Saturday morning cartoons. Or singing. "I'm okay! I have a karaoke machine and I love to sing. I'm not a good singer, but if I don't have a good movie to watch, I'll turn it on and sing!"


MEALS ON WHEELS CHICAGO ANNUAL REPORT 2013 7

[http://www.mealsonwheelschicago.org/site/files/732/134848/449088/706686/MOWC\\_Annual\\_Report\\_2013\\_web.pdf](http://www.mealsonwheelschicago.org/site/files/732/134848/449088/706686/MOWC_Annual_Report_2013_web.pdf)



[http://www.mealsonwheelslc.org/uploads/MOWreport13\\_web3.pdf](http://www.mealsonwheelslc.org/uploads/MOWreport13_web3.pdf)






"We volunteer because we like to help people. We appreciate knowing that what we are doing helps people to stay in their own homes for as long as possible. Although we do this to help others, we get so much out of volunteering. Clients tell us that they wouldn't be alive if it wasn't for Meals on Wheels. They thank us, but we tell them that they have no idea what they do for us. Clients brighten our day. No matter how difficult their circumstances, they smile. They make us feel good.

We also donate on a regular basis because we know how important this service is to the people who need it. Every little bit helps and we are happy to donate what we can."

— JOHN & EDNA LUCAS  
*MOW volunteers and donors, Macungie*

808 unduplicated clients  
100% of clients happy with their volunteers  
92% say nutrition has improved since getting meals on wheels  
92% say they feel better since getting meals on wheels  
96% say the Meals on Wheels helps them to stay in their homes  
87% needed their meal costs subsidized



# DISCUSSION



Should you share stories on your website?

DONATE



About Us - Programs & Services - Volunteer - Events - Ways to Give - Contact Us

# MOWSF Senior Stories



Real Life, Real People.



<http://www.mowsf.org>

Home About Us Meal Programs **Clients** Volunteer Donate FAQ Contact Us

How Can I Apply?

Client Stories

Useful Links

## Client Stories

### More Than Just a Meal...

The client situations below are testaments to the compassion and care that Meals on Wheels offers.

Seeing as Karen lives an hour away from Ottawa, and is unable to check in on her mom, Phyllis, daily, she is happy that Meals on Wheels is "More Than Just a Meal." The service allowed her mother to continue living in her own home with the support of nutritious meals when she was well, and also provided the peace of mind that came with knowing someone else was also looking out for her mom.

Mrs. F. began relying on Meals on Wheels when she contracted a virus which attacked her joints, leaving her unable to feed herself or walk unaided. She cannot use her right hand and has partial use of her left hand. Because she is permanently attached to an oxygen supply, she cannot go near a stove. She lives alone with her son checking in on her in the evenings and has found the hot meal deliveries to be a great blessing she looks forward to each and every day.

## Clients

How Can I Apply?

Client Stories

Useful Links

Join Our Mailing List

Volunteer Now



English



<http://mealsonwheels-ottawa.org/clients/client-stories/>



#### Mrs. Jillson

Yvonne Jillson spent most of her life in Vermont, where she and her husband ran a general store and post office. Her husband took care of the store, and she served as postmistress.

"In a small town," Mrs. Jillson explains, "everyone is your friend." As postmistress, she had the opportunity to see which families were in need of assistance. That's why Mrs. Jillson and her husband used to prepare care packages of food every Christmas and deliver them in secret to the less fortunate families in their community.

Now Mrs. Jillson lives by herself, and relies on the daily visits from a caring Meals On Wheels volunteer to bring her a meal and a little cheer. When it comes to giving of oneself, Mrs. Jillson says, "I don't see why you wouldn't. You get back a hundred times what you give."



"I probably couldn't stay here if I didn't have... Meals On Wheels."

<http://www.mowaa.org/stories>

We are Meals On Wheels, and this is our story.

## STORIES & STEWARDSHIP

*Stories can be used in virtually every donor stewardship touch point.*

*Based on your audience, decide what your touch points will be and what stories you will tell.*

## STORIES & STEWARDSHIP

Gift Level	Thank You Letter	Thank You Phone Call	Annual Report	Newsletter	Video
\$1 to \$99	Yes	Yes	Yes	Yes	
\$100 to \$250	Yes	Yes	Yes	Yes	
\$251 to \$1000	Yes	Yes	Yes	Yes	Yes

## STORIES & STEWARDSHIP

Gift Level	Thank You Letter	Thank You Phone Call	Annual Report	Newsletter	Video
\$1 to \$99	Yes   client story	Yes	Yes	Yes	
\$100 to \$250	Yes   client story	Yes	Yes	Yes	
	Yes   client				

## STORIES & STEWARDSHIP

Newsletter	Welcome Message	Volunteer Story	Client Story	Updates	Misc. Notes
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March	Board Chair	Jane Smith – 5 year volunteer	Dave King – became a client in Dec 2014		
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June

# QUESTIONS?



THE  
STORYTELLING  
NON-PROFIT

# THANK YOU!

[www.thestorytellingnonprofit.com](http://www.thestorytellingnonprofit.com)

[vanessa@thestorytellingnonprofit.com](mailto:vanessa@thestorytellingnonprofit.com)

[@vanessaechase](https://twitter.com/vanessaechase)

## Upcoming Webinars in 2015!

### **Making Informed Decisions to Build Capacity and Sustainability in Your Program**

Presenters: Ashley McCumber and Audrey McCool, EdD, RD, LD, FADA

When: February 12, 2015

Time: 3:30 PM to 4:30 PM EST

Fee: \$25

Competency: Food Service Knowledge

Track: Nutrition

Credits: 1

### **Getting Your Volunteers Out of the Box**

Presenter: Mary Beth Harrington

When: February 19, 2015

Time: 3:30 PM to 4:30 PM EST

Fee: \$25

Competency: Organizational Planning

Track: Volunteer Management

Credits: 1