

The Outcomes Conference 2022: I Belong

The Secret Sauce of Storytelling

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Overview

How to Craft Stories That Sustain Donor Engagement and Fuel a Sense of Belonging

Learn the secret to leveraging your stories so they create a stronger connection with your donors and a more meaningful brand experience across every channel.

In this leadership intensive, you'll discover:

- How to attract major donors and brand champions through on-brand storytelling
- Tips for creating an internal storytelling culture that fuels your mission
- The 3 ingredients to add to your stories to make your brand stand out
- A step-by-step framework for crafting winning stories
- And more...

Outline

I. How to Elevate Your Storytelling Through Brand Alignment

Gain a foundational understanding of the 5 Pillars of Brand:

- Culture – who you are
- Story – what you say
- Product – what you do
- Experience – how you feel to your audience
- Identity – how you’re perceived

Learn how to align your brand and culture so they work together and make a clear and consistent promise across every pillar. Then tap into the power of this alignment to craft stories that showcase how your organization overcomes your biggest challenges to fulfill your mission.

II. How to Foster Belonging Through Brand-First Donor Experiences

Nurture a more fruitful and meaningful connection with your donors. How? By creating brand-first experiences that attract more major donors, inspire them to act, and turn them into your loudest champions.

Discover brilliant examples of brand-first donor experiences and gain the know-how you need to design powerful experiences that showcase your:

- Values – the principles and ideals that drive your mission
- Differentiation – what you do to stand out and which others can't easily copy
- Unfair Advantage – what you have that no one else has

III. How to Create an Internal Culture of Storytelling

A culture of storytelling starts on the inside of your organization.

Learn best practices for cultivating an internal culture of storytelling. We'll explore how to:

- Inspire your team by sharing stories internally
- Design a simple process for gathering stories
- Create a simple editorial style guide for brand consistency

IV. How to Craft Stories That Tug on Heartstrings

Every brand leader knows that stories are important. But what's the secret to telling stories that drive donor engagement and advance your mission?

Dive deep into the art and science of storytelling and discover an easy-to-follow framework for crafting stories that articulate what makes your brand unique—and help you expand your community of major donors.

You'll come away with:

- A step-by-step framework for identifying winning stories
- Easy-to-use templates for structuring stories and writing SEO-friendly titles
- Simple writing tips and tactics that engage readers and result in big impact

V. Create Meaningful Brand Experiences Across Every Channel

To make advocates out of donors, you need two things:

1. Compelling content (like great stories!)
2. Healthy communication channels

Find out how to serialize your content across channels to sustain engagement and attract new donors, and learn how to make the most out of your limited resources to create healthy channels that fuel results for your mission.