

How to **engage** your supporters

Communicate what's changed?

How has your charity changed someone (or a group's) life for the better?



Talk to the media

- what do you want to land?
- 2-3 key messages
- relevant to audience
- proof points
- examples
- use as an anchor for interviews

Maya Angelou

...people will never forget how you made them feel.

You're all sitting on **great stories**

use those



Be personal.

your voice = your personality

What's your story

Account of who you are and what you do that people will remember and re-tell.

People give when you...



INFORM THEM



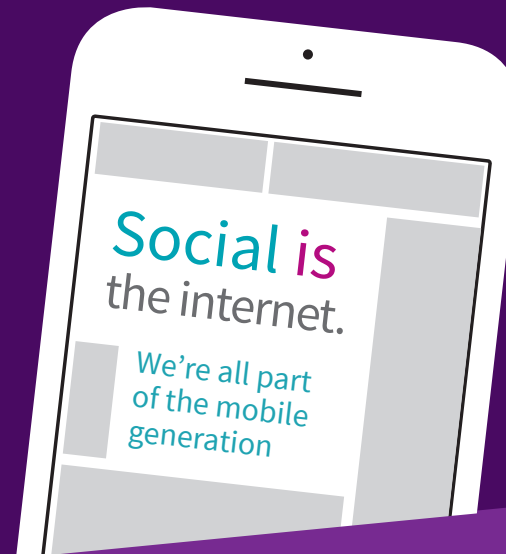
MOVE THEM



ENTERTAIN THEM



ASK THEM



“ Have a think about how you're telling your story - are you telling it as **powerfully** as you really can? Are you really showing **what makes you different?** ”

EMMA BRADLEY
GLOBAL MEDIA AND ENTERTAINMENT

