

Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

1. The four **important traits of persuasive story telling**
2. Two **PSAs that got my attention**

3. **Social Media or Friend Raising**

The four **important traits of persuasive story telling**



Storytelling has always been a persuasive tactic since the dawn of time—we loved to hear stories as kids and haven't stopped reacting to them even as adults.

Researchers have long proven that stories are more effective at changing beliefs than logical arguments are.

So here, in essence, are four key elements that matter in storytelling:

1. **Common ground:** The first and most important thing is that you've got to have some common ground to connect with whoever is reading your

message. The story must be meaningful to them.

Example: If the person reading your story is an animal lover, you have a wealth of choices to bond with them, from a regal tiger to an adorable kitten. In other words...know your audience.



curious situation will make listeners want to hear what comes next, so **suspense** is important in ensuring that your audience is tuned in. In other words...start with a bang.

2 Imagery: Imagine a courtroom case. Here dramatic pacing is important, but most important of all is the use of imagery that enhances the impact the story has on the members of the jury. Delivery counts, but it is imagery that enables the audience to “see” the characters and the scenes being described... this will always trump dry factual information. In other words...show don't tell.

3. Structure: This is a given, because every story needs to flow in a logical manner with a beginning, a middle, and an end. Starting with a **provocative question** or

There is however a fourth element when it comes to storytelling for charities. Stephen Pidgeon, a UK fundraising consultant, wrote about *The Secret of Developing Supporters*, and made a very important point.

He said: “Deciding to give money to a charity is an emotional process, it's much more to do with the heart than the brain. So a mailed appeal should aim to produce tears of sadness or outrage or anger.”

When it comes time to ask your supporters for money, of course you have facts that support the need. **But do you have that emotional hook?**

4. The emotional hook is the fourth essential element: This “heart

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grabber” is a lot harder to find than a good portfolio of facts. You can’t measure the tear-jerking quotient of a word-picture. You can’t quantify the outrage factor of a photo. You can plan emotional moments, but you can’t know for sure if you’ve got the right one, until it works. One of my cohorts once pointed out that I always go for the jugular. That’s the idea!

Stephen Pidgeon also explained: “**Here’s how you get it right:** Put an experienced professional on the job...someone with a track record of creating successful emotional appeals.

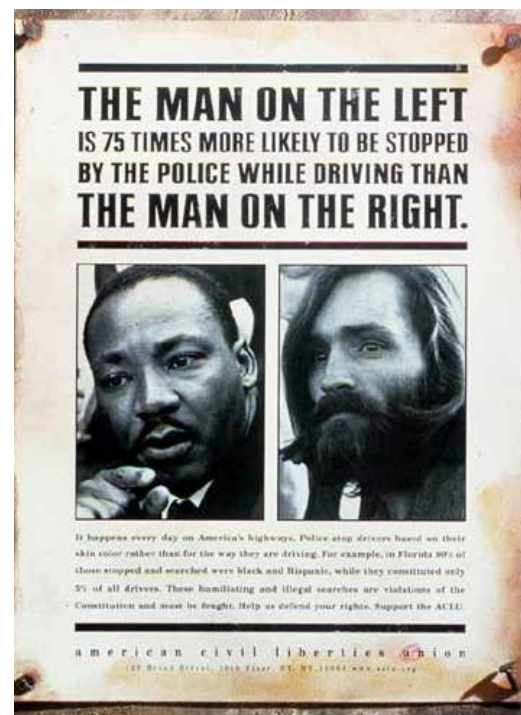
Give them full access to the things they’re going to be raising funds for. All the facts, sure...but also front-line, hands-on access to the projects.”

Then get out of their way.

For example here is an emotional hook for MS:



Here’s one for the civil liberties union:



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Two PSAs that got my attention

This month I want to share two PSAs with you.

The first one is called: **WWF - The Last Word (Geometry Global Hong Kong)**

It's about the ivory trade and about stopping it.

Here is the link:

<https://youtu.be/SVRf9ePVYwA>



Credits:

Agency Network: Geometry Global, Hong Kong
 Production Company: Hogarth & Ogilvy, Hong Kong
 Regional Executive: Creative Officer: Daniel Comar
 Chief Creative Officer: Reed Collins
 Executive Creative Director: Julián Hernández
 Creative Director: Mike Pearson
 Associate Creative Director: Kitty Tang
 Senior Art Director: Sean Chen
 Art Directors: Paul Sin and Anastasia Simone
 Copywriter: Jay Lee
 Senior Producer: Angus Lee
 UX Architect: Tifa Wang
 Senior Designers: Leslie Cheung and Nick Cheung
 Senior Producer: Mikyung Kim
 Producers: Daniel Edwards and Jayden Wong
 Director: Kelvin Tso
 Senior Editor: Stuart Howe
 Director Of Photography: Lucy McNally
 Managing Director: David Paysant
 Business Director: Harshad Sreedharan
 Account Manager: Olivia Paul
 Senior Consultant: Corwin Wong
 PR Manager: Michel Wong
 Senior Strategist: Candace Ngok
 Associate Strategist: Anna Chan
 Community Manager: Anisha Sindher
 Corporate Communications Director: Claire Chapman

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The second one is called:
Johnny Walker: Dear Brother

Made by two students:
Daniel Titz and Dorian
Lebherz, from Germany's
Filmakademie Baden-
Württemberg.



Credits:
Daniel Titz & Dorin Lebherz

The pair made their way across the rugged terrain of the countryside of Scotland as a poetic voiceover describes their life together. They then sit inside a dilapidated farmhouse and share some Johnnie Walker whisky before journeying on to the cliffs to look out over the ocean. This is a beautifully crafted piece that explores the bond between two brothers.

Enjoy:

<https://www.youtube.com/watch?v=h2caT4q4Nbs>

I use this to inspire my students who have also created some wonderful videos and raised money for charities every year.

Which brings me to my last topic:
Social Media or Friend Raising.

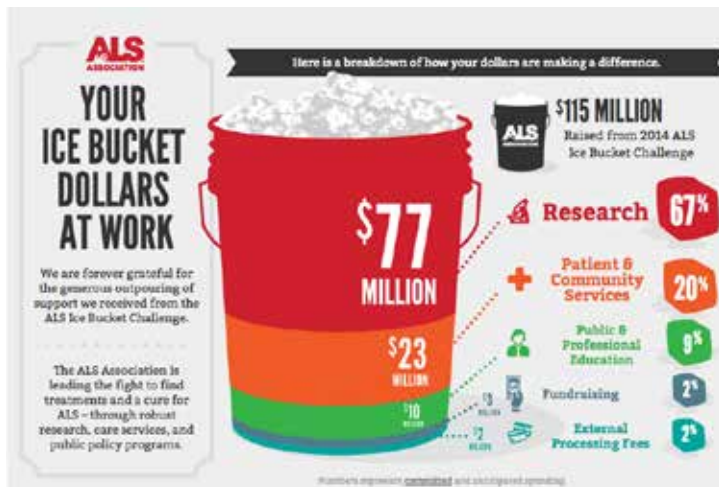
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Social Media or Friend Raising

Social networking is becoming increasingly popular for one primary reason: people want to connect. That need to connect has created an explosion in online forms of social media, creating new opportunities for engagement that can be very beneficial to non-profits.

More people than ever are jumping on the social media bandwagon, with the understanding that you need to be part of the conversation to stay informed.

Remember The Ice Bucket Challenge? ALS raised \$115 Million in 2014.



The success was in part because famous personalities like Mark Zuckerberg and Bill Gates showed their support by accepting the challenge and asking their huge database of fans to take the challenge too.



As I said previously, my students too have used Social Media very successfully to help charities.

Case in point:

In 2012 a small charity run by Dan and Fran Brown from Waterloo, Ontario, came to me for help. They were struggling to raise funds for their charity called: Lisa Brown Charitable Foundation. The charity was in honour of their daughter Lisa who committed suicide.

Each year they would sponsor the release of millions of Monarch Butterflies to raise awareness and funds for their

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charity. So the Monarch Butterfly became a part of their logo.

Two groups of students created videos for the charity and placed them on YouTube.

The videos went viral: one got over a million views and caught the eye of the Hospital for Sick Children, who contacted Dan and Fran Brown and proposed that they would integrate the charity into Hospital for Sick Kids organization because the topic of teenage suicide was so important to the hospital too.

On September 2013, on the 11th anniversary of World Suicide Prevention Day, Sick Kids Hospital and the Lisa Brown Charitable Foundation invited me to the integration and to the launch of their own interactive video game, called Monarch's Mission — to help children express their emotions.

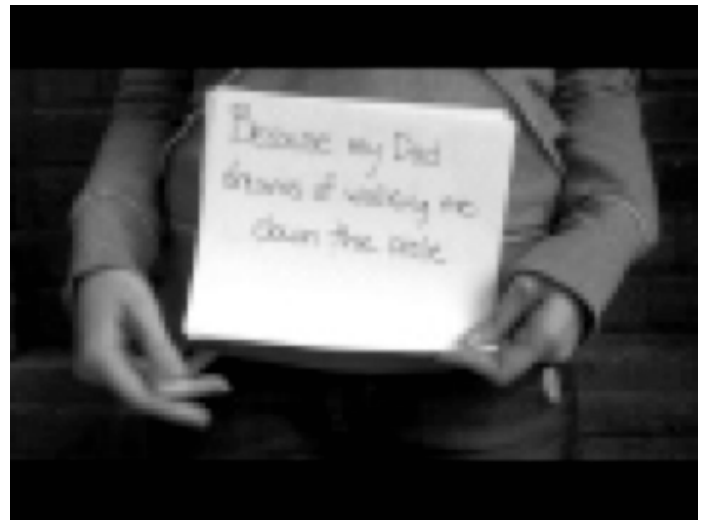
The video is designed to help children, ages 12 and under, understand emotions. And it raises awareness that suicide is preventable. As well it provides education and shares information to decrease the stigma that surrounds mental health issues.

Below the video by The Hospital for Sick Kids:



Here's a link to one of the videos produced by my students and posted on You Tube that really got the ball rolling between The Hospital for Sick Kids and the Lisa Brown Charitable fund:

<https://www.youtube.com/watch?v=GAohZup-ZXc>



Credits:

Student Group name::The Group of Seven
Account Executives: Marina Ferraz & Graeme Paterson
Research: Abhinesh Devavarapu
Copywriter/Creative: Oliver Ifurung
Art Director: Urvi Shah & Maxie Winick
Production:Harmeet Singh

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Finally a big apology

I owe both Ellen Nichols and my readers an apology. After claiming in the October Newsletter that she checks all my copy, I then made two big errors,

I didn't use her corrections on page 1 and page 6 where she took the "s" off PSAs since it was a single word.

And then on the part about her quote, I wrote: Finaly (instead of Finally), I would also like to share an email from (instead of from) my proof-reader.

Now, how dumb is that?

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