

VISUAL STORYTELLING

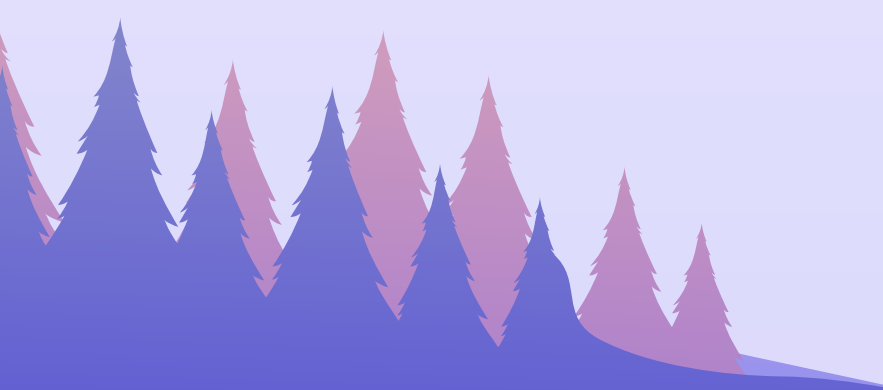
STRATEGIES FOR
360° COMMUNITY
STEWARDSHIP



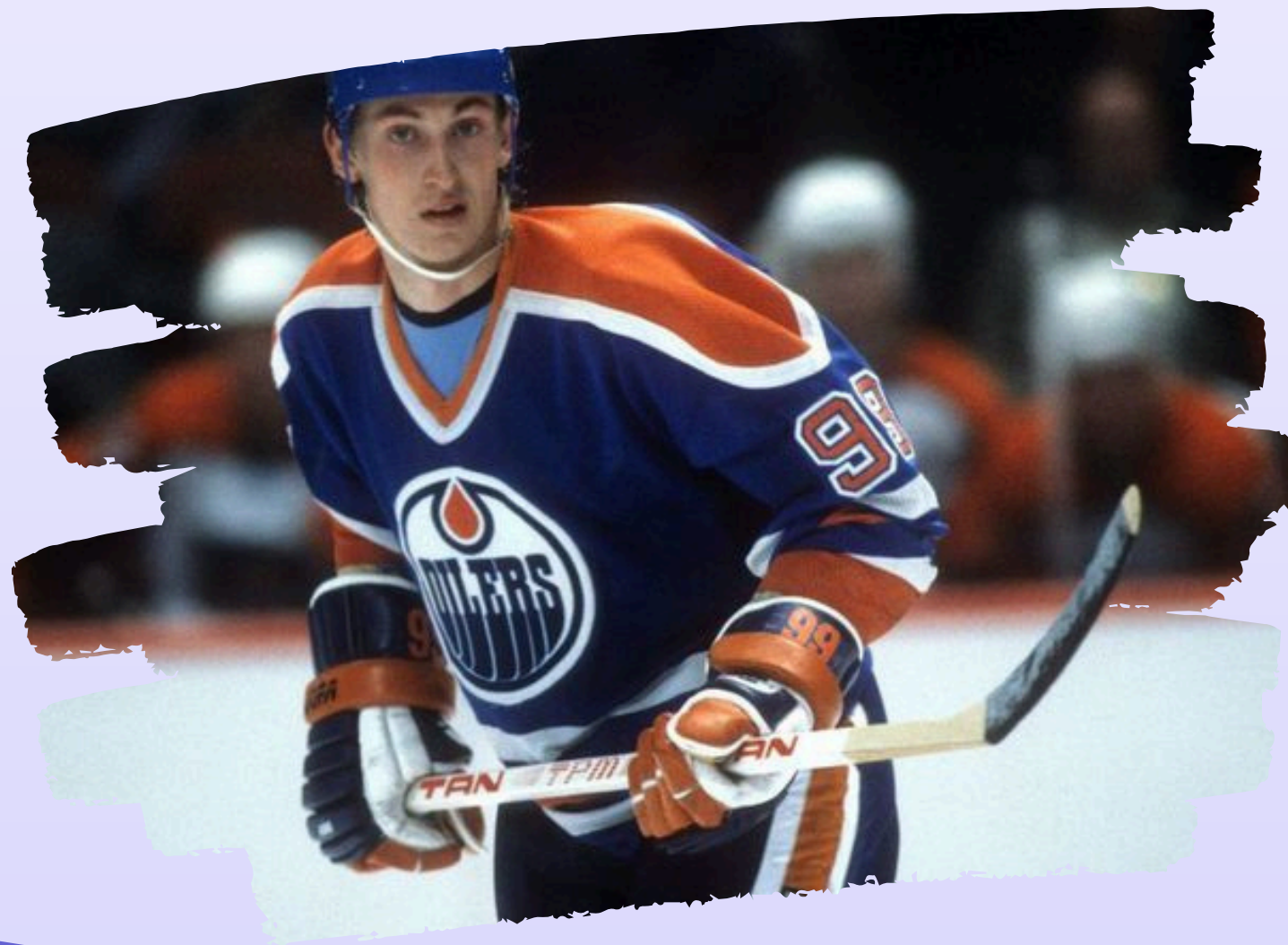


If someone asks
"What is your mission?"

Can you
show them?



“YOU MISS 100% OF THE SHOTS YOU DON’T TAKE”



-Wayne Gretzky







“After nourishment, shelter and companionship, stories are the thing we need most in the world.”

- Philip Pullman



On a scale of 1-5, how do you **feel** about your relationship with visual storytelling?

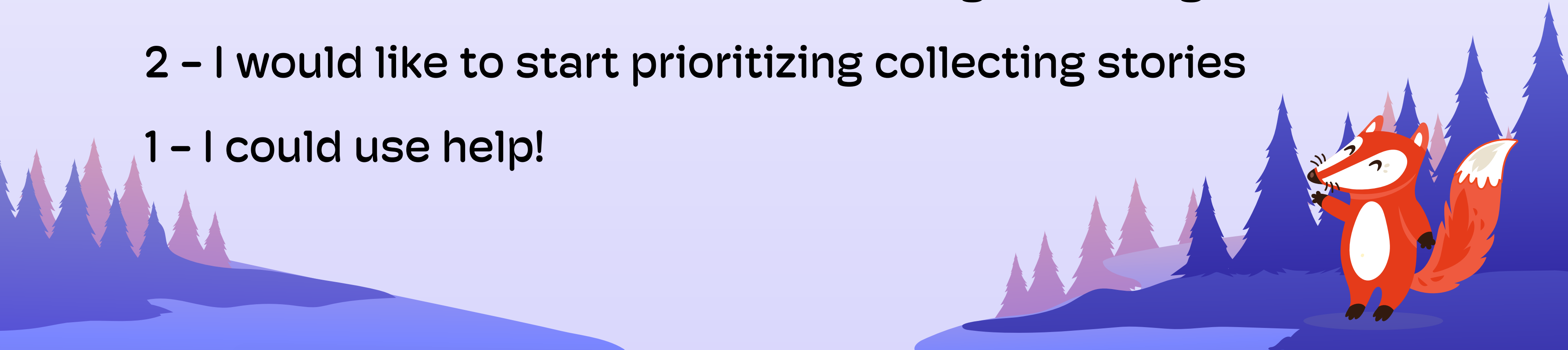
5 - I am pleased with the quantity of video/photo stories I share

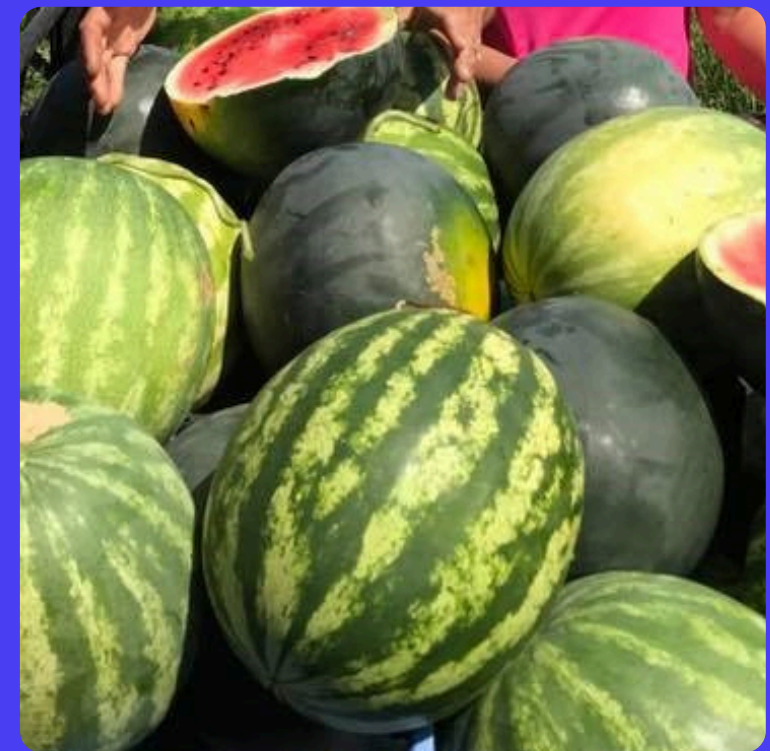
4 - I love storytelling, but I would like to collect more visuals

3 - I feel like I share the same stories again and again

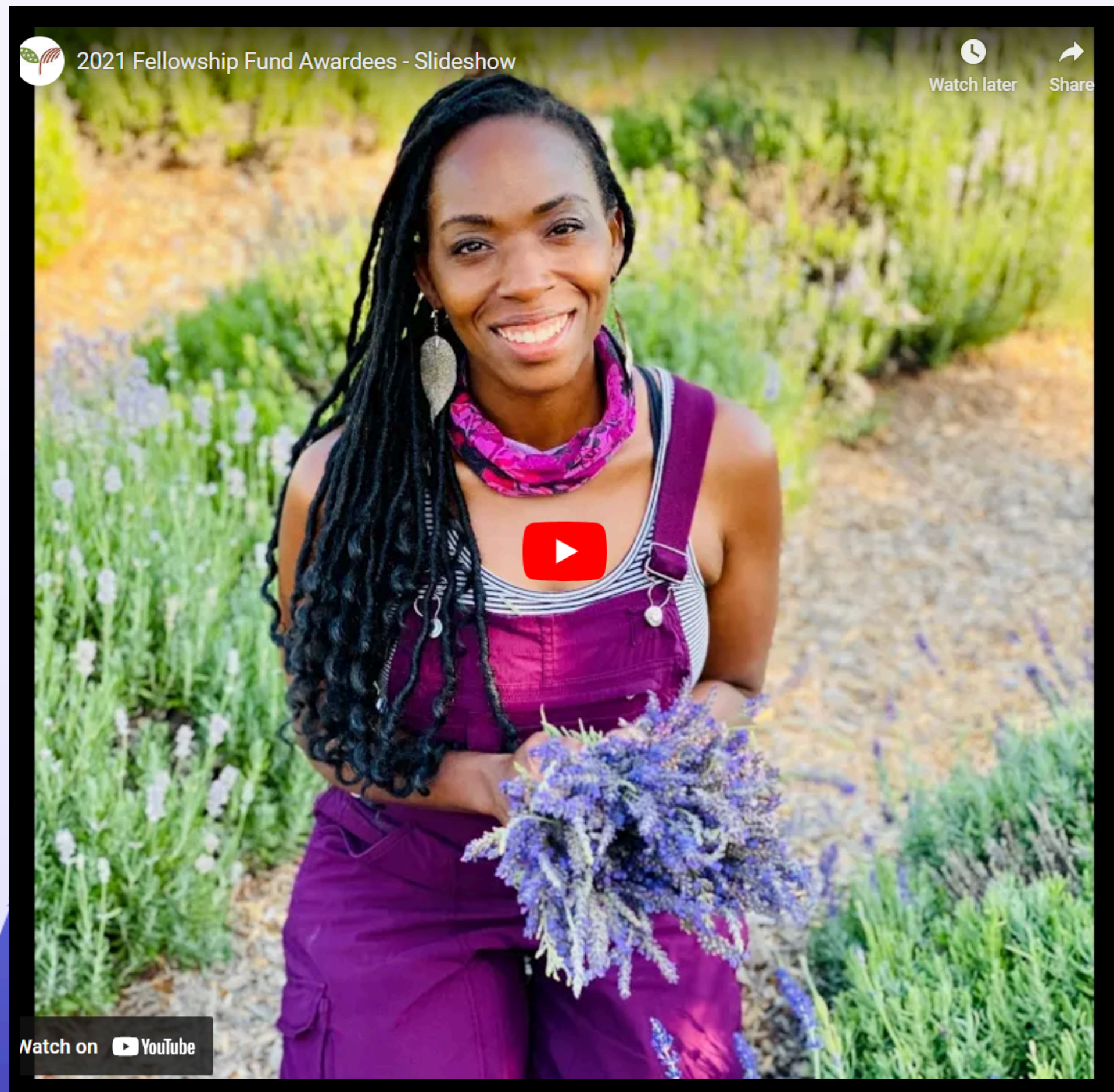
2 - I would like to start prioritizing collecting stories

1 - I could use help!





- **Luis Mejia** | Mejia Honey Farm | Alabama | Army
- **Brandon Elkins** | Elkins Family Farm | Alaska | Army
- **Alan Antelo** | [Queen Creek Tropicals Plant Nursery](#) | Arizona | Army
- **Barbara (and Vincent) Henson** | Jumpmaster Ranch | Arkansas | Army
- **Wren Wild** | Fort Joy Alpacas | Arkansas | Air Force
- **Benjamin Henbest** | Henbest Farms | Arkansas | Army
- **Marcus Wilson** | Valley Rise Farms | California | Marines
- **Lynkeisha Dixon** | [Fortitude Empowerment Center](#) | California | Marines
- **Randy Herbert Jr** | [Herbert Wolf Sanctuary](#) | California | Marines
- **Guadalupe Smith** | [Organic Farm Solutions](#) | California | Army
- **Frank Wall** | [Farmer Frank's Mushrooms](#) | California | Army
- **Jesus Toro** | Toro Apiaries | California | Marines
- **Elizabeth Crawford** | [Oxbow Farm](#) | Colorado | Army
- **Zephrine Hanson** | [Hampden Farms](#) | Colorado | Air Force
- **Jared McCool** | Steadfast Farms | Connecticut | Marines
- **Joanne Charon** | [Autumn Harvest Orchard](#) | Connecticut | Air Force, Navy
- **Mary Ngwenya (and Theresa Rogers)** | [Amazing Grace Gardens](#) | Florida | Marines
- **Christopher O'Connor** | [Veteran Grown Cannabis](#) | Florida | Marines
- **Matheus Santos** | [Sol City Farm](#) | Florida | Navy
- **John McFadden** | Triple J Ranch | Florida | Army
- **Tracy Robinson** | Tracy Robinson Farm | Georgia | Marines
- **Marlene Slomka** | JACEBS Farm and Nursery | Guam | Army
- **Fay (and Chas) Miller-Beasley** | [Legends Farms](#) | Hawaii | Coast Guard
- **Tiffany Smith** | [Peaks and Valleys Farmstead](#) | Idaho | Air Force
- **Tyler Bates** | [Bates Family Farm](#) | Idaho | Air Force, Coast Guard
- **Richard McConnell** | [RJ McConnell Farm](#) | Illinois | Army
- **Amy Hess** | [1483 Kindred Acres](#) | Illinois | Air Force, Army
- **Collen (and Michael) McGee** | [Rowantree Farm](#) | Kansas | Air Force
- **Andrea Brown** | Okie-Mo Acres | Kansas | Army
- **Jane Stearns-Strimpel** | [Old Patriot Farm](#) | Maine | Army
- **Jennifer Christian** | [Feather Light Farms](#) | Massachusetts | Army
- **Michael Henson** | [Backyard Bees](#) | Michigan | Army



CAMPAIGN #1: 9/11

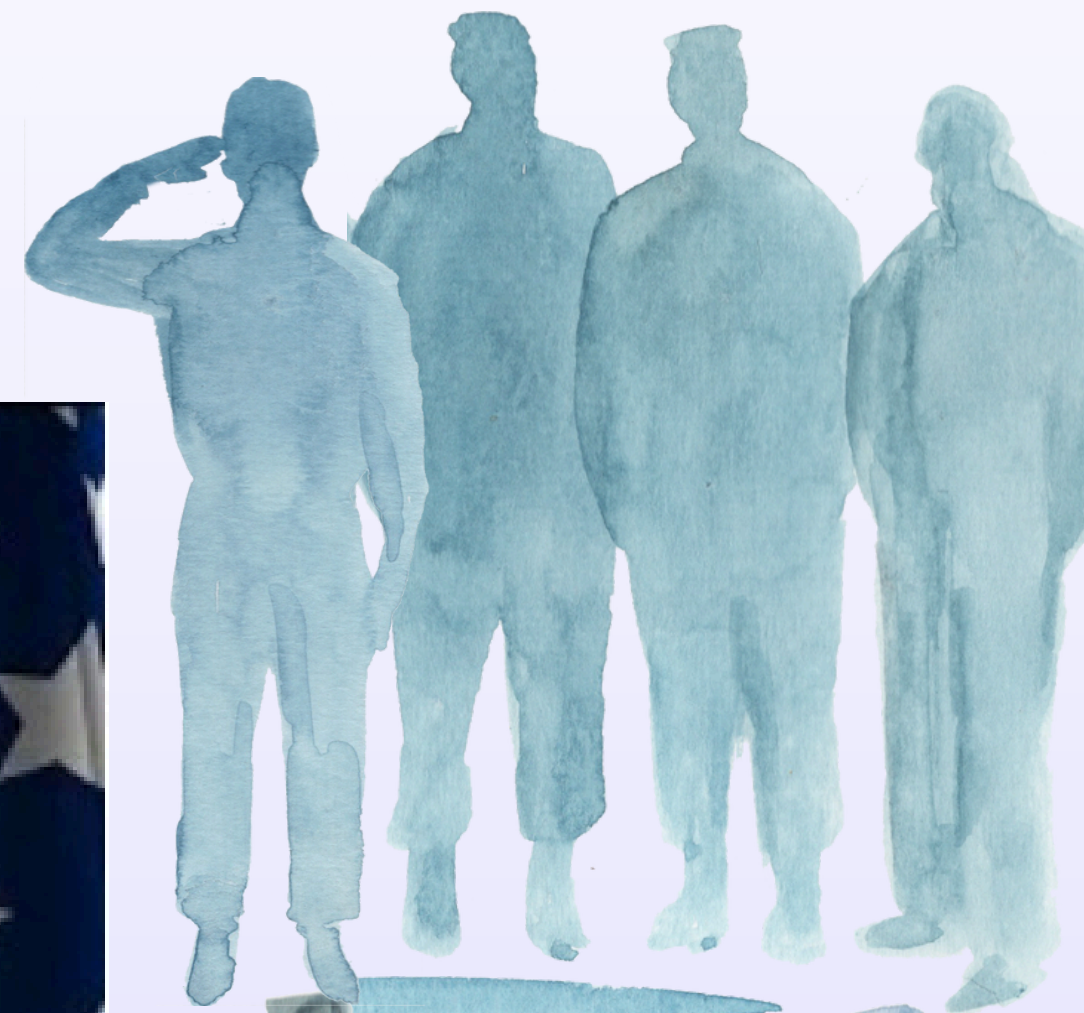


CAMPAIGN #1: 9/11

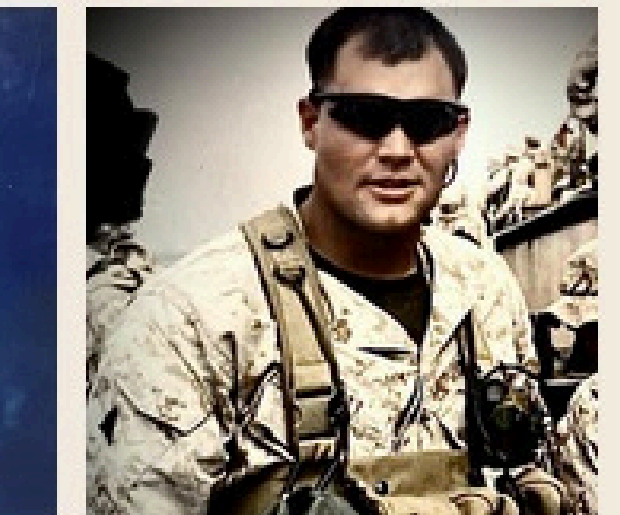
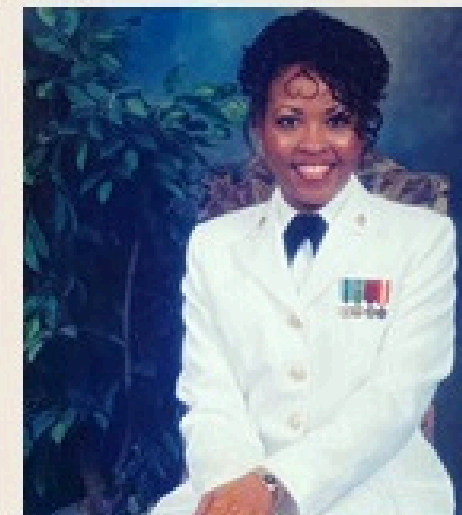
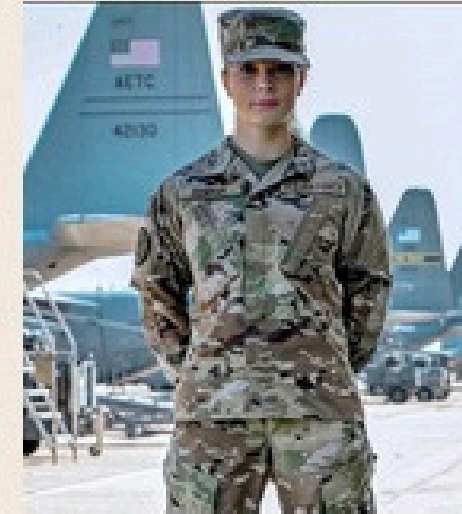
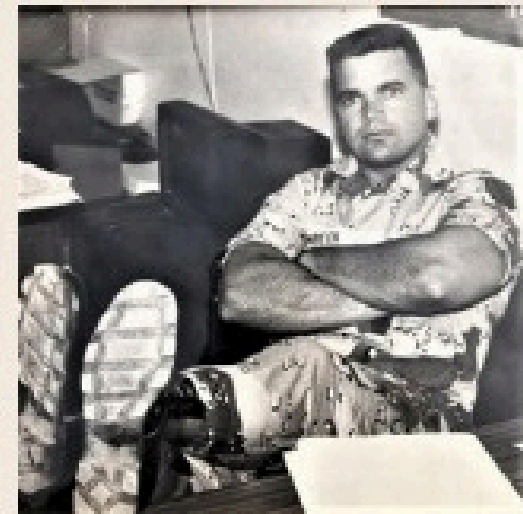
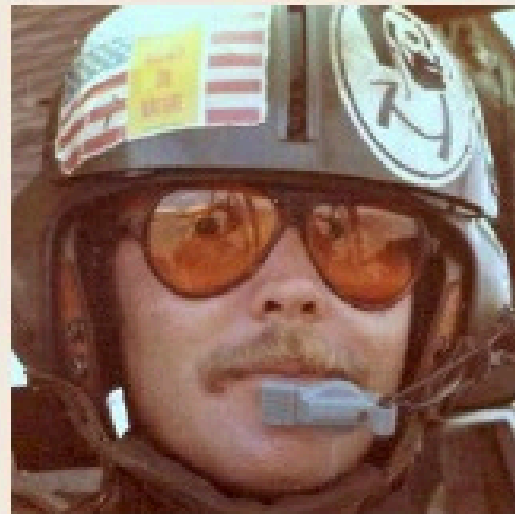
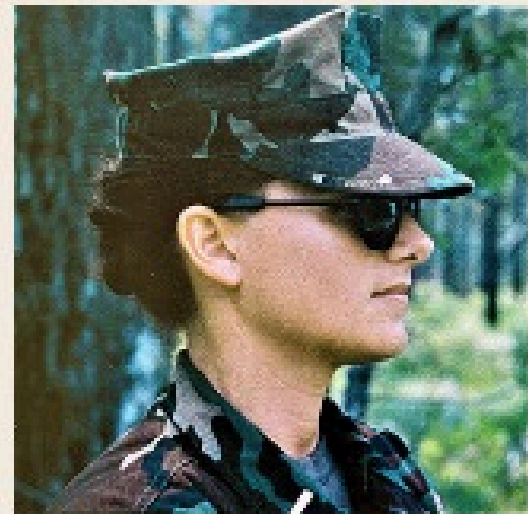
9/11



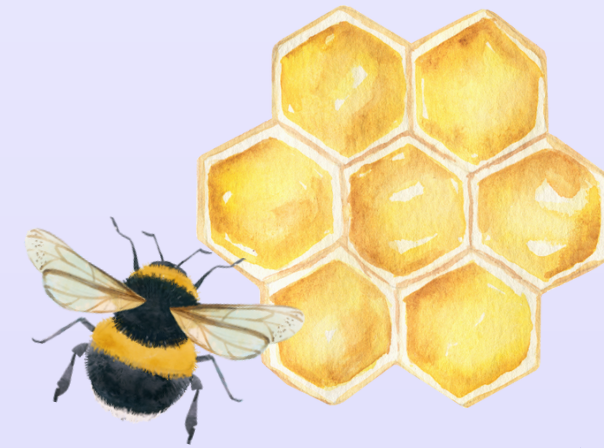
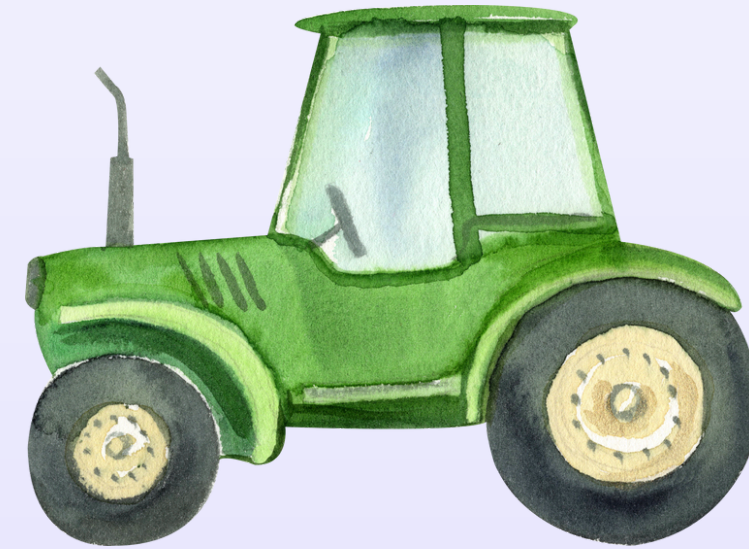
20TH ANNIVERSARY
WE REMEMBER




CAMPAIGN #2: Veterans Day



CAMPAIGN #3: Giving Tuesday



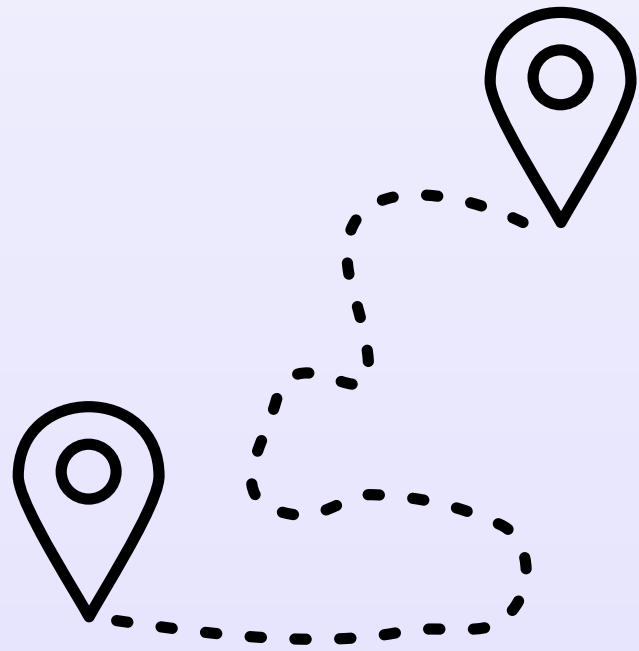


“There is no greater
agony than bearing an
untold story inside you.”

- Maya Angelou



Where we're headed:

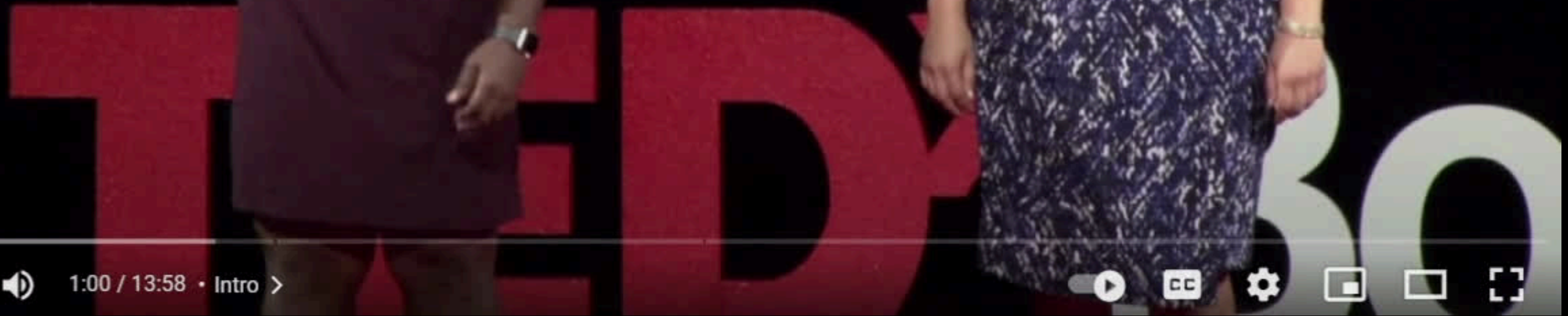


- What is 360° stewardship
- Why does it matter
- How to approach it
 1. Who to collect from
 2. What to prompt
 3. How to get participation



What is 360° stewardship?

A holistic, inclusive approach toward building relationships with all members of your community and giving them opportunity to authentically share their voice. And to listen intently when they do.



When we engage in 360° stewardship we:

- ☑ lift the voices not often heard
- ☑ encourage our community to share their needs, hopes, and dreams
- ☑ begin to understand the true needs of our community
- ☑ build an ecosystem of interconnectedness
- ☑ inspire more giving through tangible impact
- ☑ work with our community better

So how do
we do this?

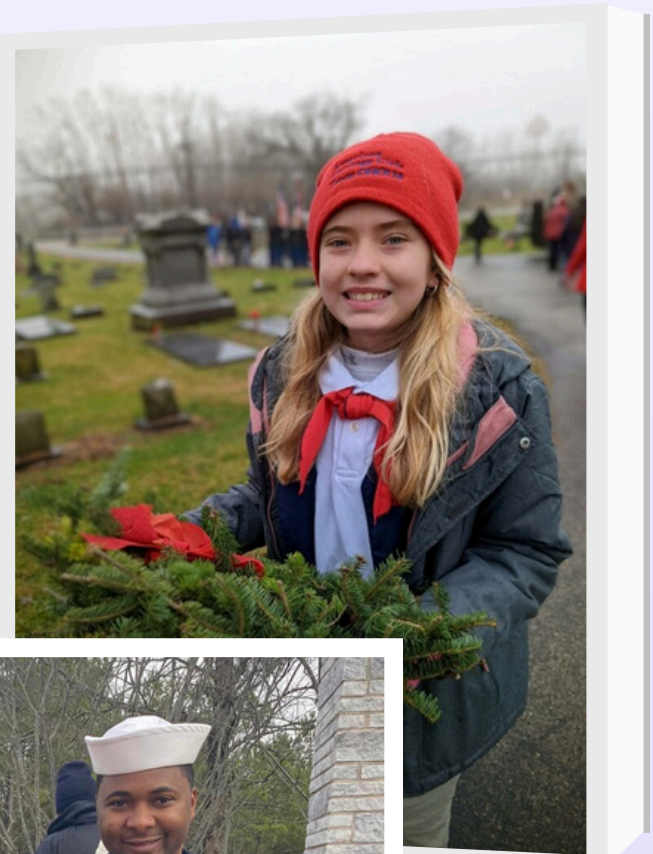


memoryfox[®]

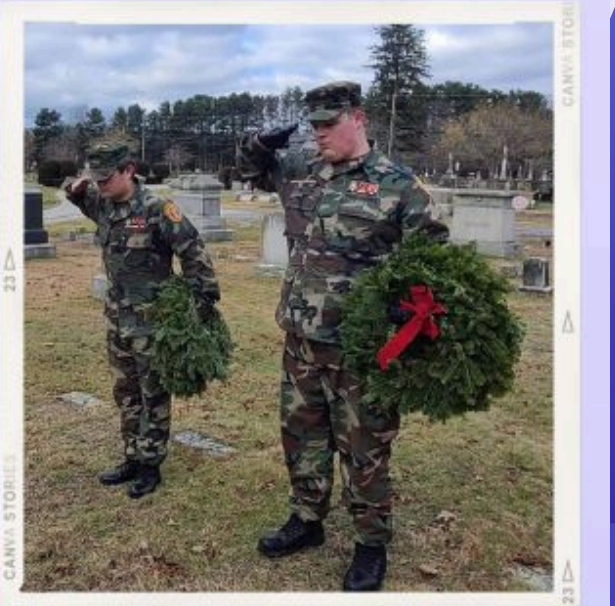
Some ways you can honor your community:

- Education
- Program impact
- Grant impact
- Volunteer work
- Events & holidays
- Scholarship stories
- Anniversary milestones
- Donor stories

CAMPAIGN #1: Volunteer Work



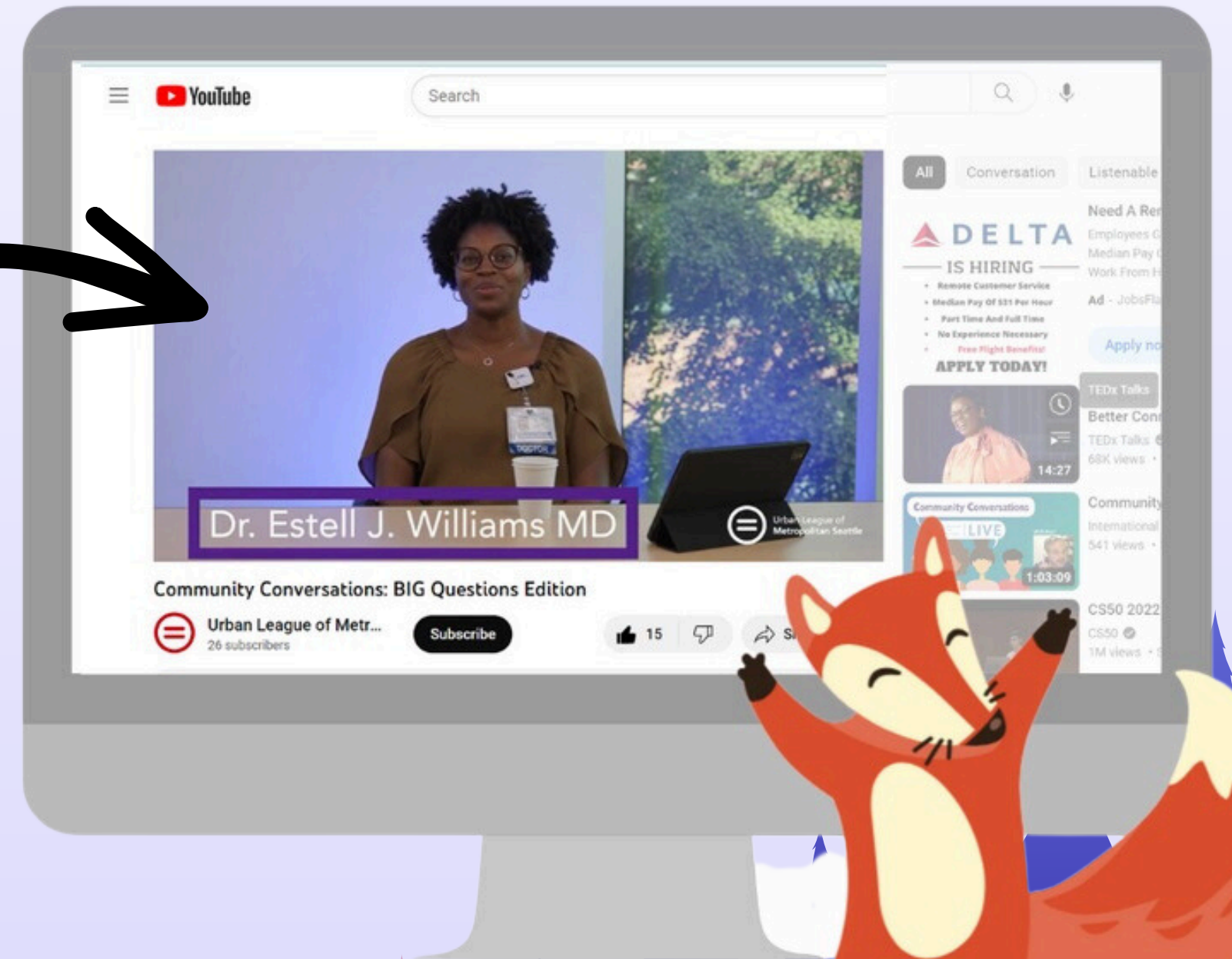
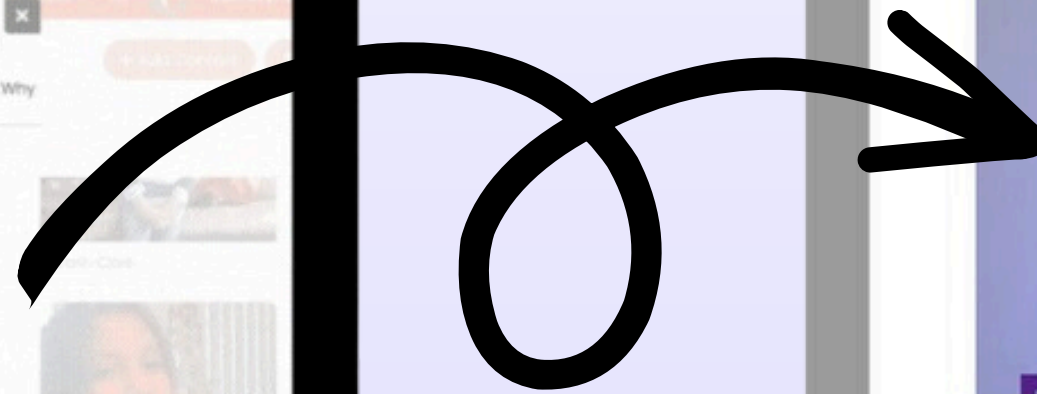
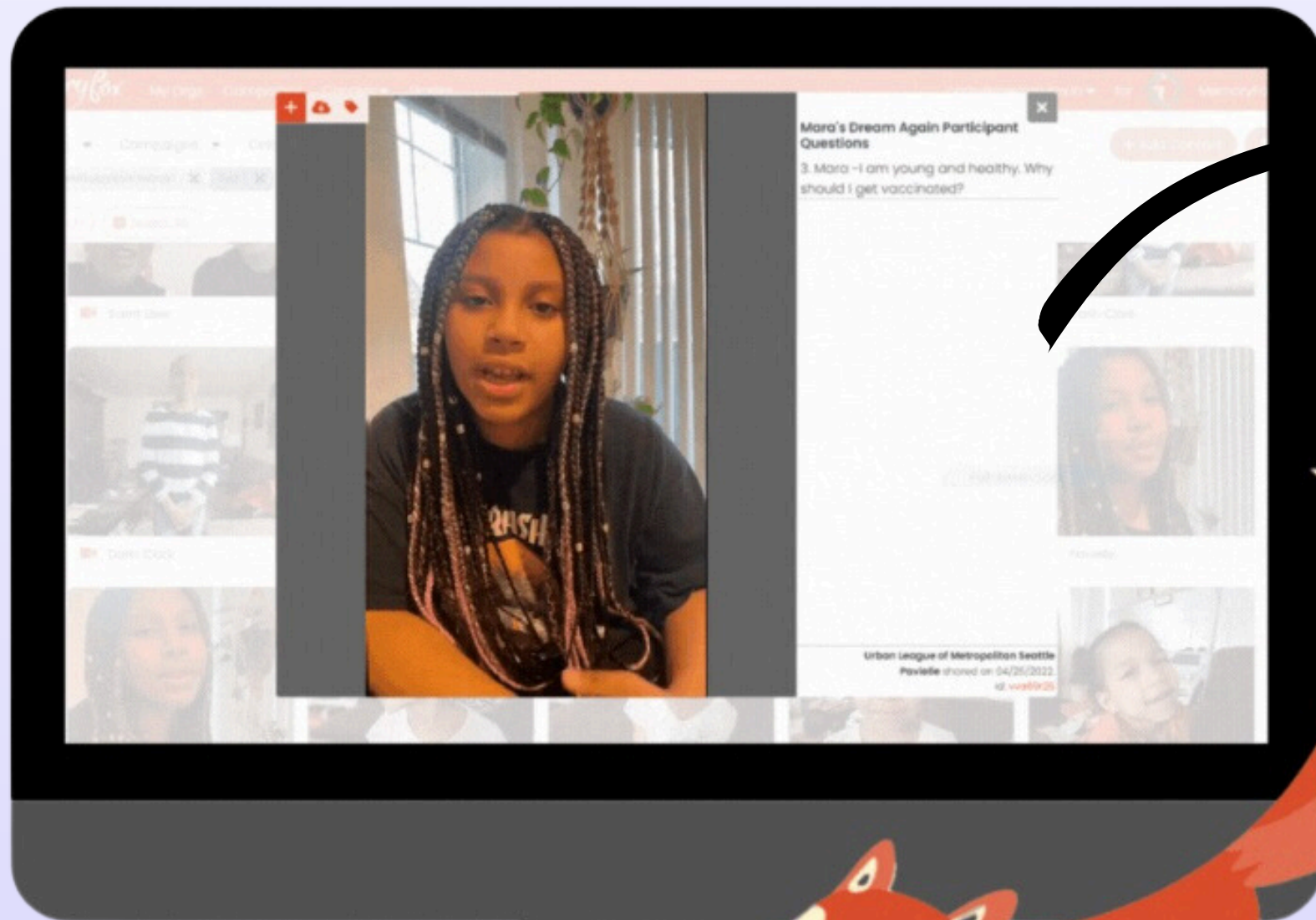
Submissions




CAMPAIGN #2: Education



Urban League of
Metropolitan Seattle





**“Stories are memory aids,
instruction manuals
and moral compasses.”**

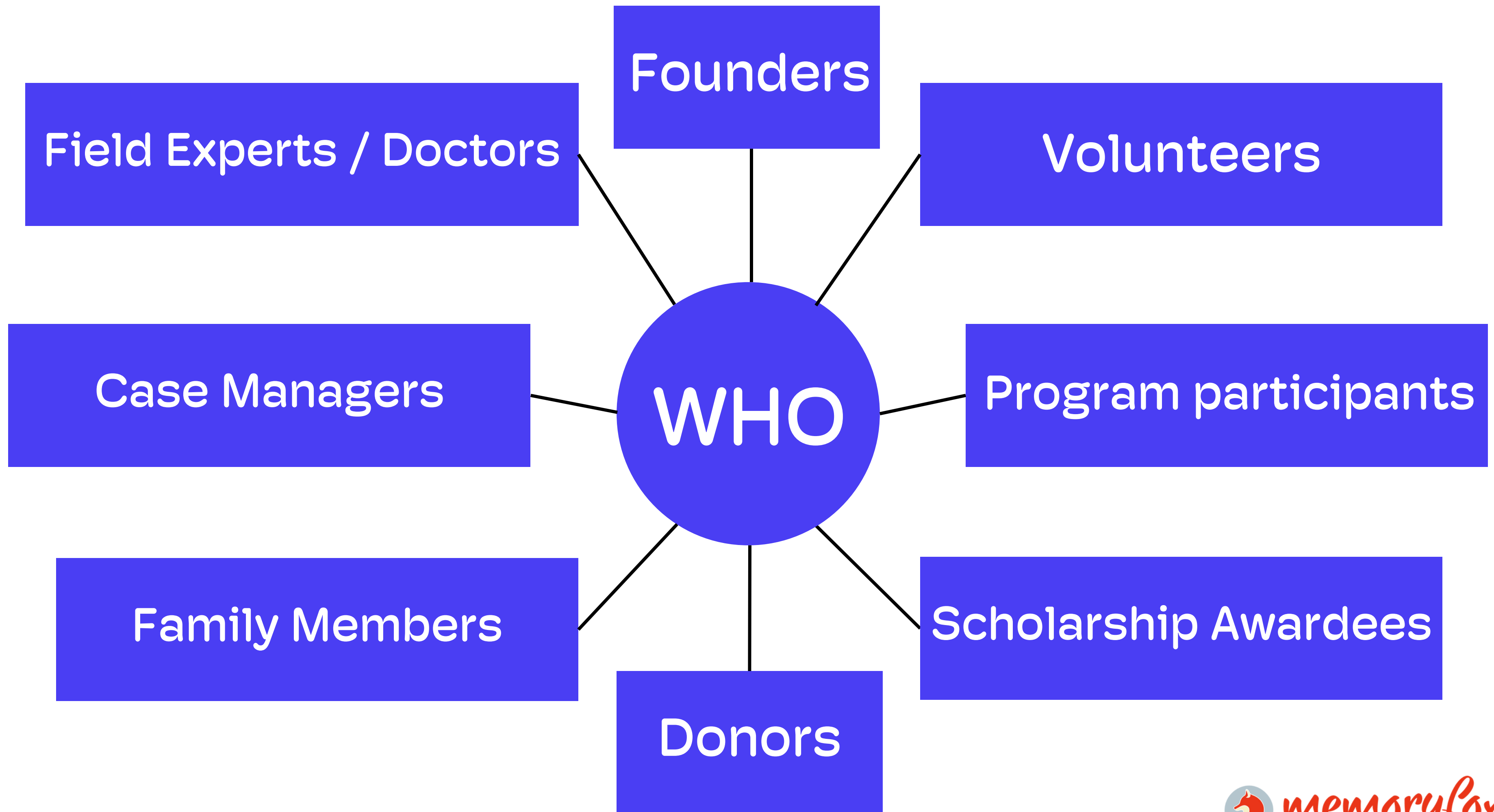
- Aleks Krotoski



WHO
WHAT
HOW

WHO

multiple perspectives



WHAT

simple and specific



Ask great questions, get great stories

Instead of:

Tell us your story.



Try:

How did (org) help you overcome the challenges you were facing?

Tell us about the volunteer work you do.



Tell us about the first time you volunteered with (org). How did it make you feel?



Founders

What was the need you identified when you started the org?

Volunteers

What one moment of volunteering sticks out most?

Field Experts / Doctors

What is the top issue currently affecting the community we serve?

Program participants

The most important thing I've learned (or skill I've built) from this program is...

Case Managers

My favorite mission moment this year is...

WHAT

Scholarship Awardees

Because of this scholarship I'll be able to...

Family Members

This mission transformed our lives because...

Donors

What inspired your gift today?

HOW
consider your touchpoints

HOW - Tips for Success

1. Tell a diverse story
2. Simplify
3. Keep ask short
4. Encourage authenticity
5. Include an example
6. Bake in your asks
7. Real time capture
8. Multiple touch points
9. Include a deadline
10. Think first person
11. Show impact



"We must try to listen, even though we may think we know what we're doing, because listening is the only way to learn from those who have actual experience with the problem. And now is the time when philanthropy should include and listen to more voices, perspectives, and people...because we have an obligation to deliver justice."

- Darren Walker, 'From Generosity to Justice'



How can
you tell your
community
stories?





**"Failure is learning how to
complete the mission.**



**Things that go wrong help you
get to the right answer."**

- Chris Miano, MemoryFox Founder



**What do I do if the people I work with
have sensitive stories that they might
not want to share?**



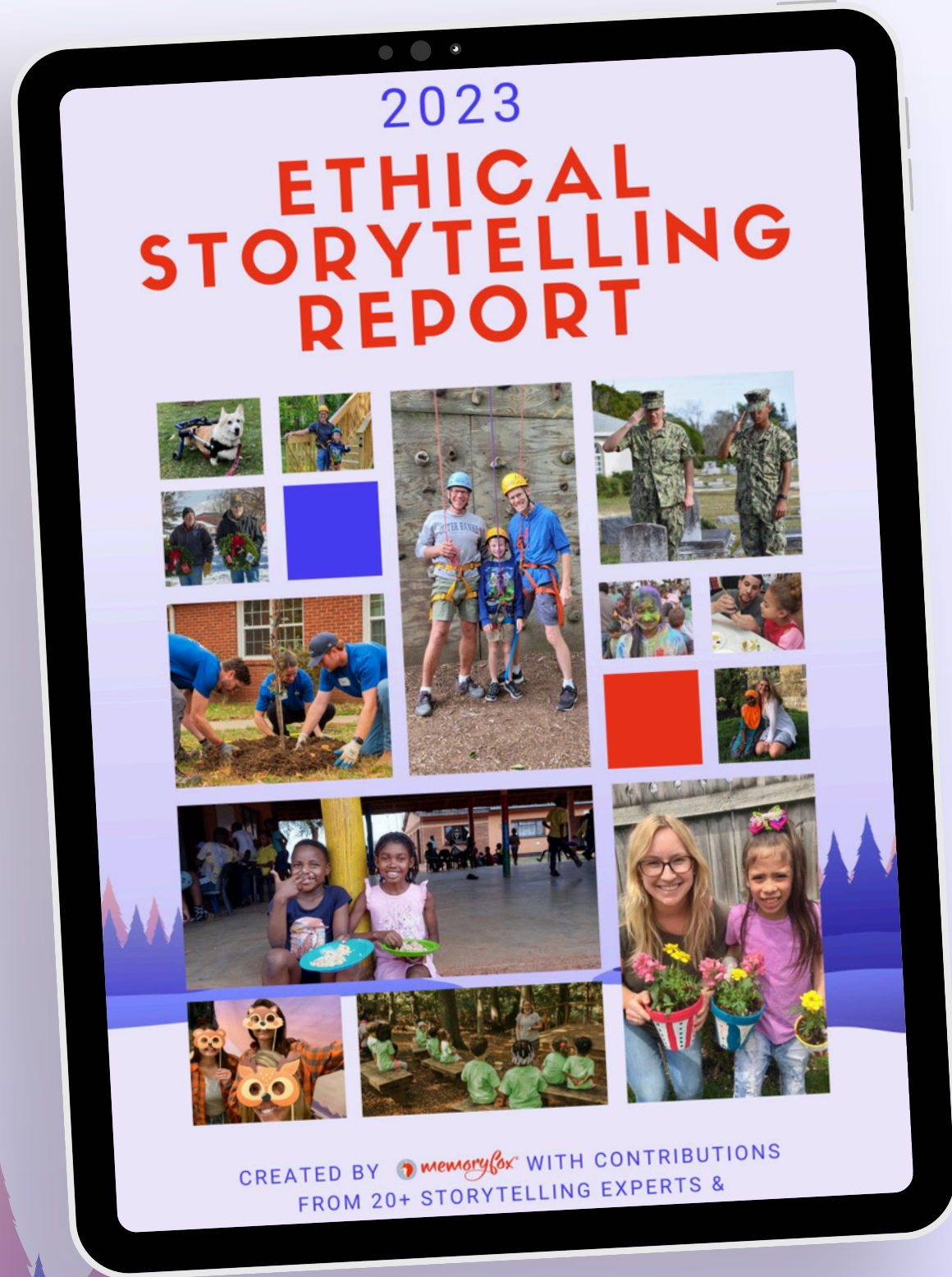
What do I do if the people I work with have sensitive stories that they might not want to share?

58%

said that they struggle with wanting to collect stories from their community while doing no harm

(Memoryfox's 2023 Ethical Storytelling Report)





Free Download



Learn advice, strategies, & insights about:

- ethical storytelling
- trauma-informed language
- stereotype stories
- consent
- privacy



from 20+ storytelling experts &
boots-on-the-ground nonprofit professionals

memoryfox.io/ethical-storytelling

Let's Connect



Natalie Monroe

Community Engagement Manager
MemoryFox

natalie@memoryfox.io

linkedin.com/in/nataliesmonroe

www.memoryfox.io



Goodie Bag!



- Ethical Storytelling Report
- 10 Tips to Tell Great Video Stories
- 12 Months of Gratitude Canva Templates
- **Exclusive MemoryFox offer of 10% back**
- Much more!

www.memoryfox.io/goodie-bag



