

# How to Tell Your Own Story: Tools For Effective PR



Presented By:

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President & CEO

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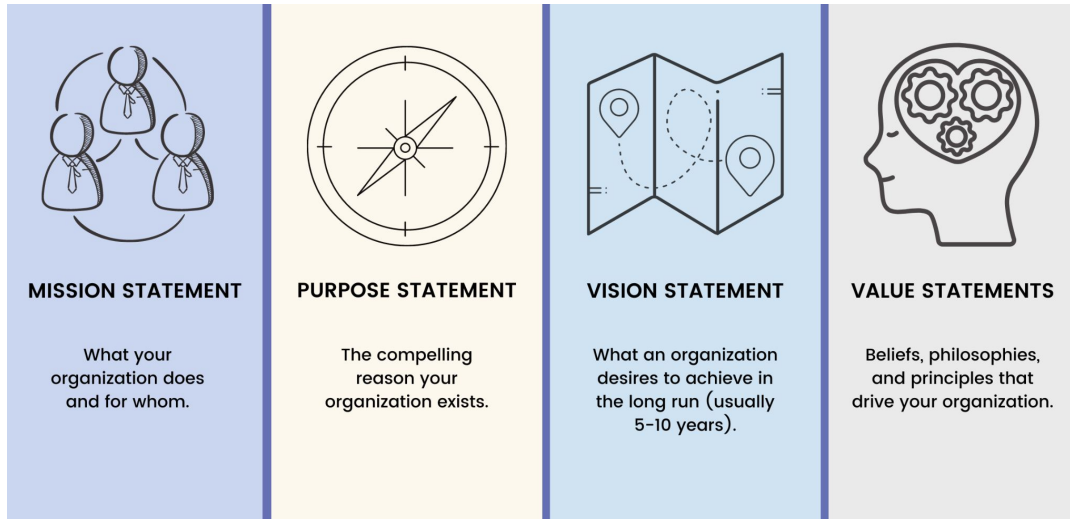
# What to Expect

Telling your nonprofit's story effectively is crucial for building connections with your audience, inspiring support, and driving your mission forward. Here are some tips to help your nonprofit tell its own story!

**Telling **OUR** Story...**  
**Sharing the Narrative of**  
**Your Non Profit**

# Define Your Narrative

- Clearly Articulate your mission, values, and goals
- Develop a concise and compelling elevator pitch that encapsulates your organization's purpose



# Know Your Audience

- Understand your target audience to tailor your message appropriately
- Consider the demographics, interests, and concerns of your audience



# Leverage Visual Content

- Use high-quality images, infographics, and videos to convey your message
- Visual content is more shareable and memorable than text alone

Which media formats are marketers leveraging in their marketing strategy (top 6)?

Videos



Images



Blog posts



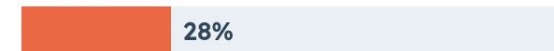
Infographics



Podcasts or other audio content



Case studies



According to [HubSpot](#)

# Use Personal Stories

- Share personal stories of individuals who have benefited from your organization's work
- Humanize your cause by showcasing the impact on real people

# Use of Personal Stories





# Establish a Consistent Brand

- Helps with visual identity
- Logo, Tagline, Boilerplate
- Press Release Template
- Hashtags
- Branding of Community Spotlights and Features

**About the Connecticut Humane Society:** The Connecticut Humane Society is the leading resource in the state for companion animal welfare, enriching the lives of families and communities through adoption services, medical care, education, and prevention of cruelty. The Connecticut Humane Society is not affiliated with any national animal welfare groups, does not receive ongoing government funding, and does not euthanize for time, space, breed or age. To learn more about the Connecticut Humane Society, please visit [CThumane.org](http://CThumane.org).

# Engage on Social Media

- Choose social media platforms that align with your audience
- Regularly Update your profiles with relevant and engaging content

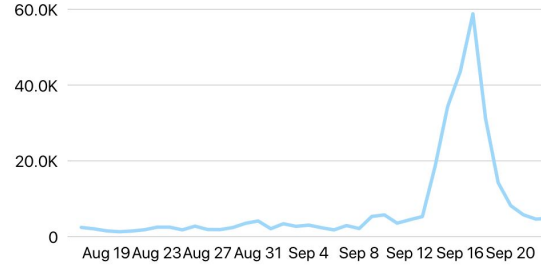


# Engage on Social Media

## Reach

Facebook reach ⓘ

176,534 ↑ 283.5%



	Hi everyone. The day is here! You've probably... Berlin Fair	Boost post	Post	Thu Sep 14, 11:40am	11.2K Reach
	What are you eating at the fair? 🤔🤔🤔	Boost post	Post	Fri Sep 15, 7:42pm	9.9K Reach
	Have you had the deep fried bacon cheesebu... Berlin Fair	Boost post	Post	Sat Sep 16, 5:28pm	8.4K Reach
	Women's skilet throwing contest. 🏋️🔍 Berlin Fair	Boost post	Post	Sat Sep 16, 3:23pm	8.3K Reach
	Have you checked out Nutmeg Kart Club At B... Berlin Fair	Boost post	Post	Tue Aug 29, 8:03pm	7.3K Reach
	Berlins got talent first place winner opening u... Berlin Fair	Boost post	Post	Sun Sep 17, 2:05pm	6.7K Reach
	What a perfect weekend. Berlin Fair	Boost post	Post	Fri Sep 15, 8:06pm	6K Reach
	Check out www.ctberlinfair.com for an up to d... Berlin Fair	Boost post	Post	Sat Sep 2, 3:05pm	5.8K Reach
	Berlins got talent auditions tonight. Did you s... Berlin Fair	Boost again	Post	Fri Sep 8, 11:06am	5.8K Reach
	Get your tickets in advance! Berlin Fair	Boost post	Post	Thu Sep 14, 3:12pm	4.9K Reach
	Demo derby Berlin Fair	Boost post	Post	Thu Sep 14, 7:36pm	4.8K Reach

## Visits

Facebook visits ⓘ

33,533 ↑ 399.9%



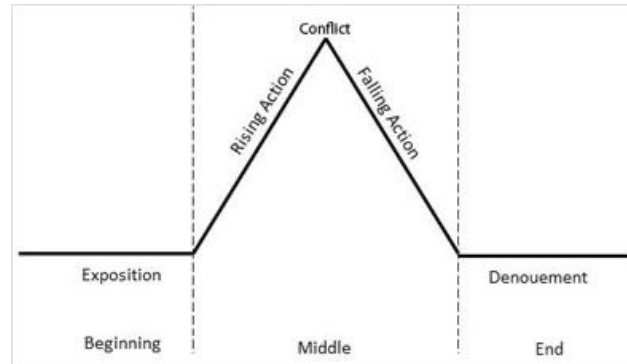
# Key Messaging



- What is your key message?
- What is the background and history of that message?
- What is the best way to get the message out?
- Who is your audience?
- Make sure your message is understood internally.
- Be familiar with your communications material.

# Tell a Compelling Story

- Follow a narrative structure with a clear beginning, middle, and end
- Use storytelling elements such as conflict, resolution, and relatable characters



# Highlight Achievements and Impact



Who We Are Help Your Pet Make a Difference

Adopt

Get Involved

Donate



English

- Showcase the tangible results of your organization's efforts
- Use data and statistics to demonstrate the positive outcomes of your work

2022 at a Glance

## Medical and Wellness Care



11,645 exams



1,284 Spay/Neuters



338 Specialized Surgeries

## Community Partnerships



711 pets from animal control and private rescue served



7,200 people impacted through outreach programs



433 volunteers giving 17,120 hours of their time

## Keeping Pets in Homes



181,979 cans of food distributed to pets in need



1,600 pets healed at Fox memorial Clinic



358 pets served at traveling wellness clinics

## Adoptions



1,859 pets found loving homes



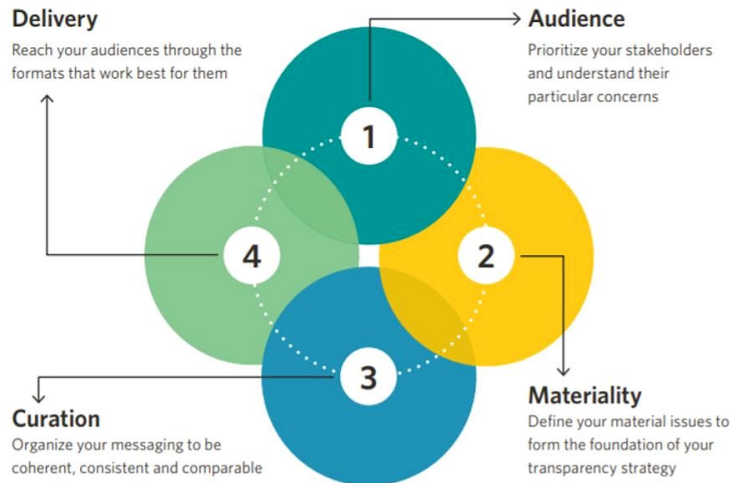
95.4% live release rate



392 pets received extra behavior support

# Transparency and Authenticity

- Be open about your challenges and the steps you are taking to address them
- Build trust by being authentic and transparent about your operations



# Use Multiple Platforms

- Beyond social media, consider alternatives such as **blogging**, **podcasting**, and **other content platforms**
- Diversify your storytelling approach to reach a broader audience

The Connection's Brand New Radio Show is Here!

MAY 31, 2017 NEWS





# Encourage User Participation

- Foster a sense of community by encouraging user-generated content
- Share testimonials, stories, and experiences from your supporters



# Engage with Your Community

- Actively participate in local events and initiatives
- Foster partnerships with other nonprofit organizations , businesses, and community leaders

The Connection

FOUNDATION

(855) HELP955  
(855) 435-7955  
THECONNECTIONINC.ORG

PENNZOIL

# Educate and Advocate

- Provide educational content related to your cause
- Advocate for policy changes or societal awareness in line with your mission

# Optimize for Mobile

- Ensure that your content is accessible and user friendly on mobile devices
- Many people access social media and online content through mobile platforms



# Thank You!

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