



NonProfit
HelpDesk

2024-2025

Nonprofits:
We're Here To
Help **YOU**

IRL: How Small Nonprofits Make Big News

TUESDAY, DECEMBER 17, 12:00-1:00PM | FACILITATORS: ROSEMARY OSTMANN AND LARA COHN

NONPROFIT HELPDESK

We're here for you!

- Free Workshops
- Free Expert Support
- LinkedIn Community

Find out more and request help at www.nphd.org



INTRODUCTIONS

WHO WE ARE

Rosemary Ostmann and Lara Cohn

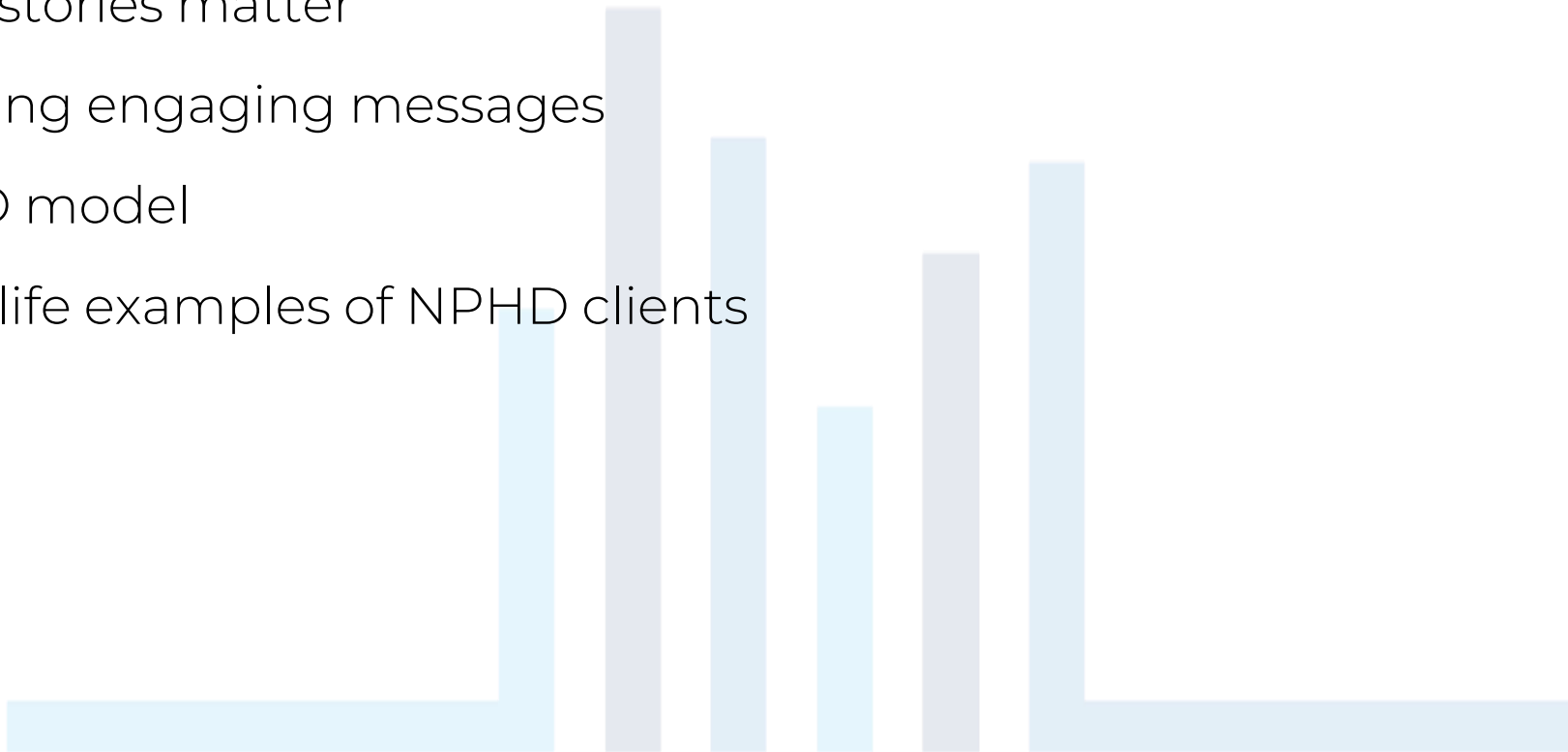


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STORYTELLING TO REACH NEW AUDIENCES

BEHIND THE SCENES

- Why stories matter
- Crafting engaging messages
- PESO model
- Real-life examples of NPHD clients



POLL QUESTION

“WHAT COMES FIRST: A) MAKE THE AUDIENCE BELIEVE IN YOUR STORY WITH PROOF POINTS; OR B) DRAW THEM IN WITH YOUR MAIN CHARACTER?”



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STAKEHOLDERS

DECISION MAKERS ARE PEOPLE, TOO!

ARTICLE
1

We Believe people give to people,
that people don't give to organizations,
or from Websites; people give to people.
Fundraising is not about programs;
it is about relationships.



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STORIES MATTER

THE NEUROSCIENCE OF GENEROSITY

Stories change attitudes, beliefs and behaviors.

Character-driven stories cause distress, which gets our attention, and oxytocin synthesis, which triggers empathy and generosity.

When people trust us and feel we are safe to approach, they are more motivated to cooperate.

Research shows the amount of oxytocin our brains produce predicts how much we are willing to give.



STORIES MATTER

THE NEUROSCIENCE OF GENEROSITY

Paul Zak

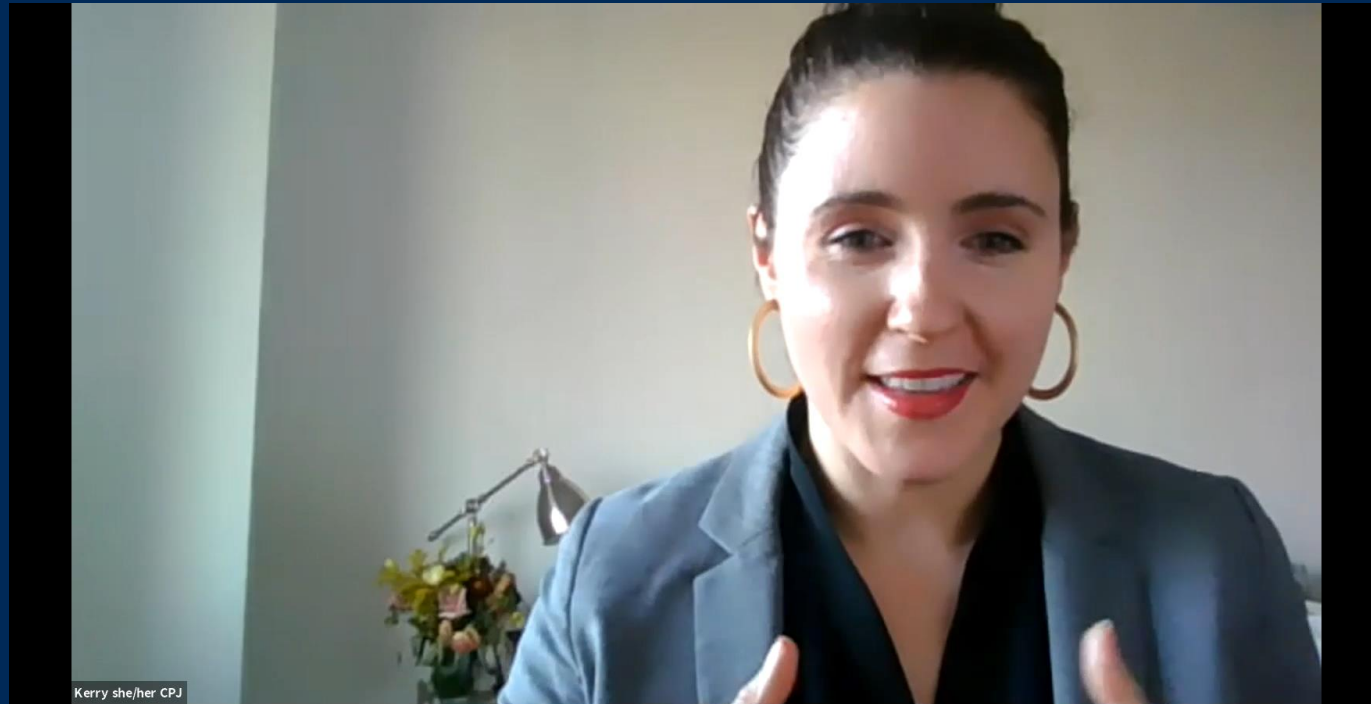
Empathy, Neurochemistry,
and the Dramatic Arc



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STORIES MATTER

A HUMAN ANSWER TO A TOUGH QUESTION



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TELLING YOUR STORY

HOW TO CRAFT AN ENGAGING TALE

- Rely on emotions
- Be memorable
- Embrace your vulnerability
- Rethink and rebuild your pitch

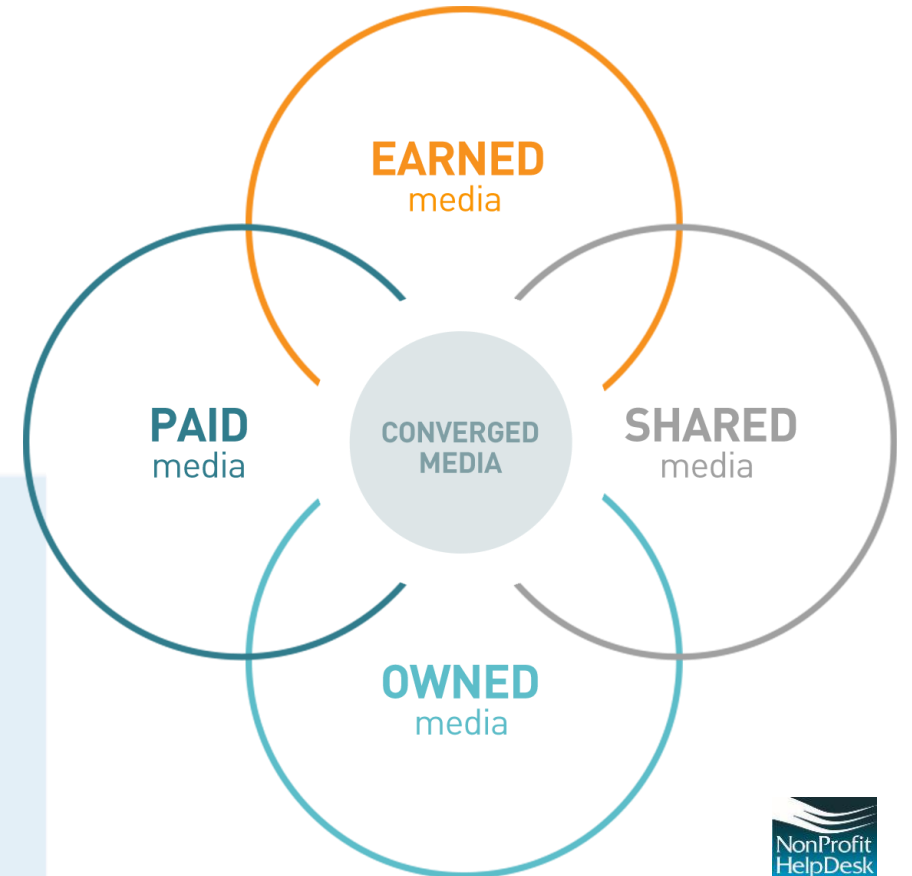


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THE PESO MODEL

POWER OF CONVERGED MEDIA

- A good story is a good story
- The news cycle is shorter than ever
- Control what you can control
- Journalists look at owned and shared
- Younger demo starts with shared



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POLL QUESTION

“DO YOU HAVE A REPOSITORY OF HUMAN-INTEREST STORIES AT THE READY?”



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IRL EXAMPLES

WHO WE HAVE HELPED



DEEPER DIVE

click to WATCH THE SHOW at 11 a.m. on Saturday



THE GROOVE WITH ME ADVISORY BOARD INVITES YOU TO A VIEWING PARTY



- MEET THE ADVISORY BOARD
- SEE CLASSES IN SESSION
- MIX & MINGLE
- MUSIC & REFRESHMENTS

WEDNESDAY
NOV. 20TH, 2024
@ 6:30, VIEWING @ 7:30

GROOVE WITH ME
1785 PARK AVE.
BETWEEN 125RD & 124TH
RSVP. ABBY@GROOVEWITHME.ORG




Abby McCreath · 1st
Founding Director at Groove With Me
3w · 🌐

The Harlem Globetrotters' "Play it Forward" initiative showcases their commitment to community engagement by partnering with nonprofit organizations. This Saturday morning show features the team exploring new skills and uplifting local heroes. Learn more about their inspiring journey and the amazing women they met this summer.
#HarlemGlobetrotters #GrooveWithMeinc #PlayItForward #Nonprofits #Inspire

 Saturday the 9th at 11 a.m. on NBC
myemail.constantcontact.com



Groove With Me founder honors Hoda on her 60th birthday

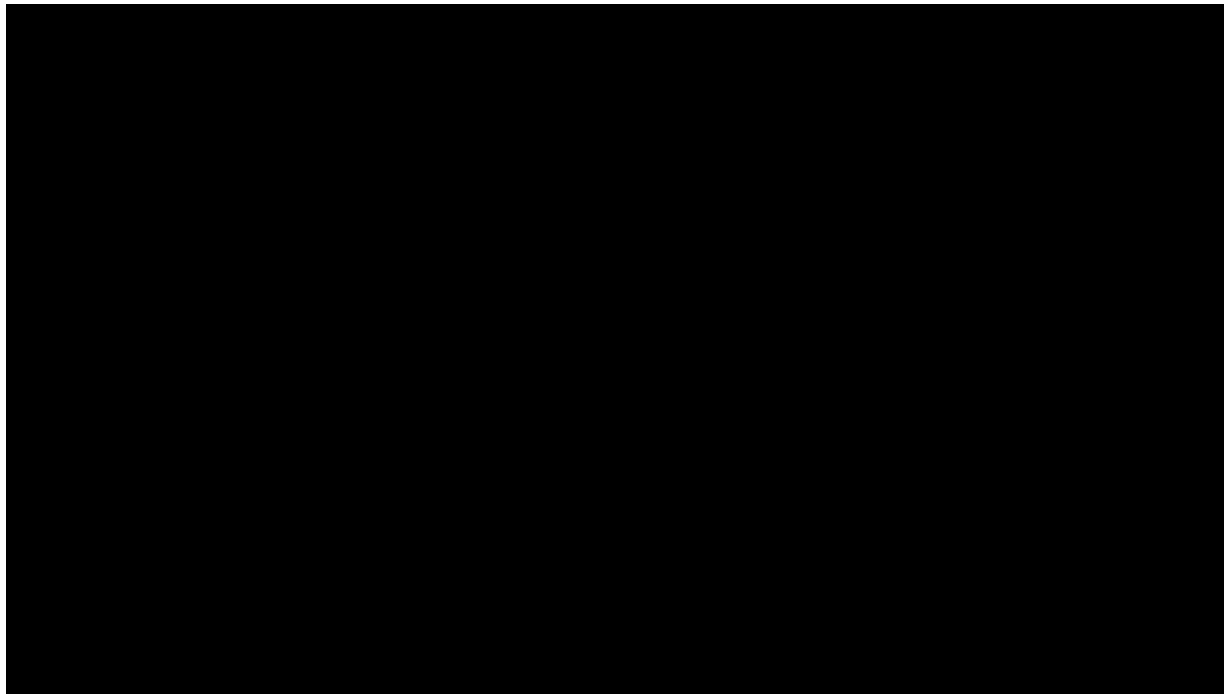
Aug. 12, 2024
Groove With Me founder Abby McCreath thanks TODAY's Hoda Kotb on her 60th birthday for her support and advocacy of the young girls in the organization. Then, McCreath is surprised with a donation!



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**HODA
& JENNA**



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TAKEAWAYS

- People give to people
- Stories of the real people whose lives you impact are mission critical
- It's about who you know ... or finding the right person at the right time
- Success is not just about media placements

2025 MEDIA LANDSCAPE

HAVE YOU ASKED YOURSELF ...

- Who's gatekeeping for your audience?
- Have you tapped into podcasts?
- What does AI say about you/your org?
- Is my own house in order?



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Q&A

THANKS FOR JOINING US!

- Rosemary Ostmann and Lara Cohn
- www.rosecomm.com
- Follow us: @rosecomm



NEED MORE HELP?

VISIT WWW.NPHD.ORG AND
CLICK 'REQUEST HELPDESK SUPPORT'
TO COMPLETE FORM