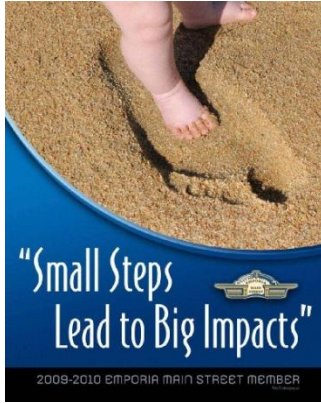


# A First Step in Fundraising

## Telling a compelling story.



One of the things I love about Main Street members is their commitment to the community. Rarely do I see an individual that is only involved in Main Street. Generally, individuals juggle several different "hats" to help our community and internal organizations. Whether for your existing business, a business start up or a community organization, the ability to effectively raise funds can determine your reach and growth potential. And, while some of the information below is specific to a more charitable organization, several of the tenants described actually transition quite nicely to the for-profit world. During our most recent Kansas Main Street Quarterly Training, we learned several Fundraising techniques that will be broken into a two part series. First- laying the foundation...

**You have to communicate YOUR** story- In any business or organization, the concept of story telling is imperative. For people to understand you, your business or your organization a narrative must exist that is compelling, informative and inspires a call to action. People care about things that they understand and have a compelling element to them. I know that's a lot of buzz words, but as an individual that has worked with all of you I can assure you that each of you have a compelling story and we will give you the tools to formulate and distribute that story. Whether you are fundraising, advertising to drive sales or putting together an image campaign, your ability to tell a story will automatically set you apart from your competition, inspire customer loyalty and bring people to your cause.

**Resources available from The Fundraising Coach- Marc Pittman include storytelling resources like the following:**

Andy Goodman- [www.agoodmanonline.com](http://www.agoodmanonline.com)

Cliff Atkinson- [www.SociableMedia.com](http://www.SociableMedia.com)

Doug Stevenson- [www.DougStevenson.com](http://www.DougStevenson.com)

Marc A. Pitman- [www.FundraisingCoach.com](http://www.FundraisingCoach.com)

**For Thousands of Years the Storytelling Formula has Remained the Same**-Have a beginning, middle and end. Have a hero. Provide conflict with the hero and find was to immerse the listener in the story. For example, when talking about the Granada Theatre



during fundraising, individuals talked about the life of the theatre, how it began, the fire, the disarray, the brave people that stepped in to save the building, the tribulations suffered during the construction process and the resulting wonderful facility we have today. Every one of your businesses have stories that contain basic story telling elements.

**Doug Stevenson groups story telling with nine basic structural elements:** 1- Set the scene. 2- Introduce the Characters. 3- Begin the Journey. 4- Encounter the Obstacle. 5- Overcome the Obstacle. 6- Resolve the Story. 7- Make the Point of the story. 8- Ask the question (how does this relate to the listener). 9- Restate the point.

**A simplified structure, according to Marc A Pitman, is:** Get the hero up a tree, throw rocks at him, and get him down. But, simple or complex, you must repeat the story to give it its desired effect. Realize that you can also tell stories by using pictures that represent what the story is trying to convey through visual or social media.

**You don't have to do this alone!** Utilize your traditional media to help you articulate your story and bring it to the masses. The Great American Market is a compelling story to many people because the Emporia Gazette created a story context around the event. This year, the Granada Theatre and Emporia Main Street relied heavily on KVOE for story telling help in creating a Bridal & Prom Expo- and their talent helped us create a huge first time event even without the benefit of a local bridal store. The Wave helped Main Street and the Arts Council drew people into an Artist Walk recently with the help of Cable One & KISS, and those three entities worked together to help create a storyline for The Taste event. The Shopper, through visual and text depictions helped drive people to a series of holiday events. And, we replicated what these media outlets provided in social media forms. Whether you are fundraising or inspiring shoppers, you need to communicate YOUR story- and our local media can help you do just that.



Formulating and telling your story is step one. Next week we will go into more advanced fundraising techniques and information about implementing your plan. This information was obtained through a Kansas Main Street Quarterly training- utilizing information from Marc A Pitman [www.fundraisingcoach.com](http://www.fundraisingcoach.com) .

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