

Call To Action From Each Audience Roundtable Notes

What do you want each audience to do when they hear story:

- Get emotionally involved
- Ask questions
- Understand need
- Engaged
- Interested
- Inspired to spread message
- Participate/donate
- Recognize need to make something happen
- Story is like other's experiences – relate and can connect

What do you include in your story to get the result you want?

- Connection with students/special or typical
- Be specific
- Make an impact
- "I see you" – engage relationship, involve listener
- Audience impact depends on audience

Challenges with the call for action

- Donors – convince ongoing impact
- Invite to stories – observe behind the scenes issues
- Struggle with privacy – can't observe students
- See what we do
- Convince funders of importance
- Have parents spread the word
- Recruit volunteers is a struggle
- Platform for skills-based volunteering (i.e., graphic designer)
- NEXT DOOR – local communications site – great resource!
- Solutions you do that worked
- Personal story – message of hope
- Collaborate with program – know what's going on
- Direct observation – with audience

Families

- Serve families as well as individuals
- Community involvement

- We need your help – not only your \$\$
- Increase parent involvement – “We need your help”
- “Let us connect to you.”
- Don’t be afraid to ask families
- Help parents know that they can get support from organization

Funders

- Understand your donation as a dividend for your investment
- \$ can go into endowment and sustainability
- What is this \$ going to do – will be reinvested and put away, not just operations
- Be specific about the needs of your clients
- Videos – we show all work with specifically message detailed programs
- Sustainability vs. specific item
- Generation coming up is different than previous donors
- Wallet, volunteering – call to action can vary
- How to resonate with millennials – be specific with time needed to help vs. wanna volunteer
- Need young professional board vs. need help
- Millennials – good source
- Social media – peer to peer – volunteering with influence help not necessarily \$
- Facebook great resource for media
- Millennials – passionate resources