



RIVER BEND
FOOD BANK

MEMBER OF
FEEDING
AMERICA

STORYTELLING & SOCIAL MEDIA FOR ADVOCACY

Introduce yourselves in the chat box!





Agenda

- Intro to Storytelling
- Key Elements
- Calls to Action
- Uses for Stories
- RBFB Approach
- Guidelines, Tips, and Tricks



Intro to Storytelling

- Historical meaning
- Nonprofits
 - Storytelling is a tool/tactic. It's a powerful a way to connect with our audience (neighbors, volunteers, donors) to explain our mission and/or successes and to inspire action.
- Examples?

 **Humans of New York** ✓
July 22 at 2:48 PM · 🌐

"He always wanted me to dress like a queen. Whenever we went to a party, he'd say: 'Put on your nicest sari. Or a little more jewelry' And I'd tell him, 'Oh Goyal, please shut up.' But he loved clothes. It was his passion. Every piece of clothing in our store he chose himself. We've owned this business for forty years, and the entire time I was his helper. That's just how things were in our generation. Now young women are working in India, but not during our time. So I've alw... [See More](#)





Key Elements

- Authentic
- Evokes Emotions / Senses
 - Images / Infographics
 - Videos
 - Descriptive Prose
- Answers “Wh-” Questions
 - Data
 - Results
- Call to Action

Calls to Action

- Donate
- Volunteer
- Sign up for newsletter
- Award a grant
- Engage on social media
- What else?

**CHANGE A LIFE WITH YOUR SPARE CHANGE**


CALCULATE YOUR SAVINGS ON BLACK FRIDAY AND CYBER MONDAY

\$423 the amount the average shopper spends on Black Friday
-30% the average discount on Black Friday

\$126.90 = SOLUTION

79% of Americans have said they would rather have a charitable gift given in their name than something they don't need. Heifer gifts bring sustainable change. Our animals provide life-sustaining, nutrient-rich products. They empower women to be equal players in their communities, increase family incomes, enable education and improve nutrition.

It feels good to get a good deal. But why not take that **\$126.90** and help give someone else a better deal? Gift a struggling family with the tools they'll use to build a better life.

**1** goat = **4** quarts of milk a day = **8** children receive the recommended two glasses of milk a day

**1** women's self-help group + a biogas stove = about **30** women empowered

**6** flocks of chicks = **1,284** eggs per month = a reliable source of animal-based protein

**1** family farm care package + gift of trees = acres of Earth preserved



+ Plus, our gifts **KEEP ON GIVING**
9 On average, **PASSING ON THE GIFT®** lasts for at least nine generations

As you shop,
think alternative gifts, too.
Gift different. Give Heifer.

**[ALT]
GIFT**

#AltGift | Heifer.org/altgift | 888.5HUNGER | 888.548.6437

CFA-028

Uses for Stories

- Donation Requests
 - Thank Yous
- Social Media
 - FaceBook
 - LinkedIn
 - YouTube
- Newsletters
- Grants / Proposals
- Websites
- Marketing Materials
- Letters to the Editor





How We Advocate Through Storytelling

- Stories of volunteers, donors, guests in newsletters, on website/social media
- Sharing stories from Feeding America, other food banks/pantries
- Using stories in grant applications/reports
- Including quotes from guests, volunteers, donors in Letters to the Editor

Education, Thanks for Efforts

SALES TAX EXEMPTION “WIN” FOR FOOD BANKS ACROSS IOWA

In June of 2021, the Iowa legislature passed a bill which included an exemption on sales tax for Iowa food banks. Previously, four of the six food banks that serve Iowa's 99 counties paid sales tax on all eligible purchases made. That meant around \$200,000 was not able to be used for the programs and services food banks provide to those in need.

Signed by Governor Reynolds on June 16, 2021, the new food bank exemption in the bill means those sales tax dollars will instead go directly into mission-based activities. This means an extra 1 million meals will go to families in our community during a time when it's needed most.

STUDENT HUNGER DRIVE IS BACK!

We are thrilled to share that the Student Hunger Drive is back this fall! This six-week, friendly competition among area high schools raises food and funds for the Food Bank and involves high schoolers in philanthropy and community involvement. Each year, students amaze us with their creative approaches to fundraising and collecting food items



Call-to-Action for Involvement



Feeding America ✓

July 24 at 5:10 PM · 🌐



Sgt. Edgar returned from a yearlong deployment in the U.S. Army, unable to afford a holiday meal for his family, so he visited a food pantry near his home in Virginia.

Unfortunately, Sgt. Edgar's experience isn't unique. As many as 125,000 active-duty service members and their families are facing hunger in the United States. Learn three facts about military hunger and how you can help: <https://bit.ly/36y24bf>





River Bend Food Bank's Advocacy Guidelines

- Never supporting a party or candidate
- Always nonpartisan
- Always directly related to hunger relief
- Message around issues whenever possible, focus on specific legislation only if it is anti-hunger



Important Planning to Do:

- Follow your organization's guidelines for advocacy efforts when sharing the story
- Choose the communication platform(s) based on audience and intended outcome
- Write the person's story with dignity
- Make sure each person in a story has signed a model release form





THANK YOU!

1. Reach out to Becky at bgruhl@riverbendfoodbank.org or 563-345-6490, ext. 217
2. Check out the Agency Zone on our website for forms, resources, and helpful materials
3. Stay tuned for more webinars in the future!