



Telling Your Story: Why People Should Support You in the Midst of Crisis

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Five Ways to Tell Your Story in the Midst of Crisis

1. Outcomes not Outputs

- Outputs are what you do (statistics, metrics and goals)
- Outcomes are why it matters, what changes (mission impact)
- Example:
 - Our homeless shelter fed 100 people (output)
 - 100 people saw the love of Jesus through a hot meal and heard the Gospel (outcome)



Five Ways to Tell Your Story in the Midst of Crisis

2. Name what is at stake, the world without you

- What would happen to the people you serve if you ceased to exist?
- Don't be afraid to name the uniqueness of your work
- Don't be afraid to state how much people depend on you
- Let your partners know what is at stake in your continued work
- Don't overstate it, but don't hide it either.



Five Ways to Tell Your Story in the Midst of Crisis

3. Make it relevant; our mission *today!*

- What is unique about the impact of your ministry today?
- How have you adjusted to better serve in this crisis?
- How are you even more relevant in the crisis?



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4. Tie short-term investment to long-term impact

- If you are asking for short-term financial help, tie it to your long-term sustainability and growth
- People will help you through a financial crisis if they know you have a solid long-term plan
- If you forget the vision, the short-term needs seems like a poor investment
- If you forget the short-term need, the vision will never be achieved
- Be sure to balance both



Five Ways to Tell Your Story in the Midst of Crisis

5. Invite investment and engagement, not donation

- Be careful not to 'beg'
- Keep your partnership mindset; these people care about your work
- Good partners want to give to your work, give them the opportunity
- Emphasize giving as an investment in your mission - the outcomes of your work
- Give partners opportunities to be engaged beyond just giving: prayer, events, volunteering, open doors for you, etc.



Five Ways to Tell Your Story in the Midst of Crisis

1. Outcomes not Outputs
 - This week review your last month's messages and circle every place you used output language instead of outcomes. Now check everything that goes out and change outputs to outcomes.
2. Name what is at stake, the world without you
 - Write down three ways the world would be changed if you did not exist. How can you share this with your partners?
3. Make it relevant; our mission *today!*
 - Name one way you are doing things better because of the pandemic. How will you share it with your partners?
4. Tie short-term investment to long-term impact
 - For every need you are asking your partners to fund, name one way it is part of your long-term vision
5. Invite investment and engagement, not donation
 - Identify three ways you can change your language from donations to investment