

Nonprofit Fundraising Essentials

Module 5 Storytelling and Communications



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INTRODUCTION TO THIS MODULE

In this module, you will learn about storytelling and communications to build your audience, inspire action, and meet your fundraising goals.

First, you will learn tips for authentic and inspiring storytelling. Next, you will review the elements of strategic communications to make sure your fundraising activities are always focused on your audience and goals.

After that, you will learn how to apply behavioral science to your fundraising. Finally, you will apply these lessons by evaluating your website.

By mastering all of these skills, you can develop content, campaigns, and pitches that successfully lead to donations and partnerships.

In the next module, you will create your fundraising plan by revising or building on your previous assignments.

STORYTELLING TO BUILD CONNECTION AND MOTIVATE ACTION

As you learned in Module One, fundraising is not only a financial transaction. It's about building authentic relationships and working together to achieve a shared vision.

By developing your nonprofit's storytelling skills, you can inspire donors to emotionally connect with your mission, take action, and become proud advocates of your work.

"Using stories makes your messages memorable and gives your audience something to relate to," said Greta Cowen of the Ariel Group. "Above all, it captures their attention, motivating and inspiring them toward the change that you and they desire."¹

Research shows that people are more likely to give to a campaign that features a single person, rather than a statistic about the scale of a problem.² The most powerful stories have these elements:³

- + **Main character:** These are the people who are directly impacted by your nonprofit's work. Describe their hopes, fears, and daily lives.
- + **Conflict:** What challenge is affecting the subject of your story? It might be a

lack of access to nutrition, education, job opportunities, or health and safety.

- + **Action:** Explain how the actions of the donor and your nonprofit will help your subject overcome this challenge.
- + **Impact:** Conclude by illustrating how your nonprofit is making a measurable impact in the lives of others who are facing this challenge, but there is still work to be done.

Present your subjects in action-oriented roles, rather than as passive recipients. Fill your stories with sensory details, including sights, smells, and sounds, to help your donors connect with situations that might otherwise feel distant or abstract.

Remember that some experiences are universal, no matter the geography. You can build empathy by telling stories that transcend boundaries, such as caring for elderly parents, helping girls take control of their reproductive health, providing children a strong education, or restoring the environment for families to enjoy.

As a founder, fundraiser, or program manager, your **personal story** can also help you connect with potential donors.

1- Acumen Academy, [Storytelling for Change](#)

2- The Guardian, [The science behind why people give money to charity](#)

3- Classy, [5 Nonprofit Storytelling Tips to Drive Donations](#)

Steph Speirs is the CEO of Solstice, a social enterprise that provides affordable renewable energy for households in the United States.⁴ She recommends that you address these three questions in your story:

- + Why am I the right person to be doing this work?
- + Why is this work important right now?
- + Why is this work important to me?

“The reason why we started this organization is personal to me,” she explains in her pitches. “I was raised by a single mom who had three kids on a salary below the poverty line. I watched her struggle my entire life to pay the electricity bills. For the first time, we can get people like my mom, the people who need solar savings the most, access to affordable solar.”

You can even apply storytelling principles to your **annual report**, a publication that nonprofits prepare to report their progress from the previous year. Put yourself in the shoes of potential donors: Would you be interested in reading a lengthy document that did not explain the connection or meaning behind the pages of data and outcomes?

Instead, focus your annual report on a “narrative” or “theme,” such as “investing in innovation”⁵ or “building the foundation for growth.” Include stories and photos that illustrate this narrative so that donors will stay engaged and remember your results.⁶

5- See how the [WWF-US 2018 Annual Report](#) focused on the theme of technology and innovation.

6- Edutopia, [The Neuroscience of Narrative and Memory](#)

4- Acumen Academy, [Overcoming the Fear of Fundraising](#)

STORYTELLING TO BUILD CONNECTION AND MOTIVATE ACTION

COMMON STORYTELLING MISTAKES

Where do nonprofits go wrong when it comes to storytelling?

Many nonprofits begin their stories with a sentence like this: “In an informal settlement outside of Lilongwe, Malawi, households earn less than \$2 a day.”

What’s the problem? Your potential donors may not understand exactly what it means to earn less than \$2 in that community.

Instead, you should provide context and connect this information with something your audience can understand. For example, you could describe a family that cannot purchase school supplies, eat a nutritious breakfast, or light their homes at night.

Similarly, many nonprofits spend their days immersed in industry jargon, such as “biodiversity loss,” “capacity building,” or “workforce development.” However, these terms may be unfamiliar to your audience and could reduce the emotional impact of your work.

Rather than using a phrase like “workforce development,” reflect on what you’ve really accomplished: Are you helping a first-generation college

student enter a job that will transform her family’s future? What was her life like before? How is it different now?

Finally, before you use any story or image of an individual in your communications, ask yourself these questions:⁷

- + Is this image dignified?
- + Has the subject given permission?
- + Would they want to see themselves this way?

7- Read more about this debate: NPR, [At What Point Does A Fundraising Ad Go Too Far?](#); [Code of Conduct on Images and Messaging](#)

COMMUNICATING ABOUT CLIMATE CHANGE AND ENVIRONMENTAL CONSERVATION

What makes fundraising for the environment so difficult?

Environmental challenges can feel distant and abstract. Your donors may not see endangered animals or ocean plastic pollution in their front yard. It can be difficult to attach a relatable human face to the problem.

At the same time, these challenges can make us feel hopeless and overwhelmed. When confronted by sea level rise or extinction, many people feel paralyzed and unable to make a difference.

Here are some suggestions from environmental conservation and climate change communications experts on how to create effective messaging:

Use accessible language and avoid jargon

“The greatest problem in communicating the biodiversity crisis is the word ‘biodiversity,’” said Richard Black, former BBC Environmental Correspondent.⁸

For many people, the word “biodiversity” is overly scientific and unfamiliar. Instead, consider a more relatable word like “wildlife” or “nature.”

Use clear and accessible language that does not alienate your audience. If in doubt, ask a friend or relative who is not part of your industry to review your communications.

Frame the problem through human connection and stories

“Facts and figures are a surprisingly inefficient persuasion tool to most audiences,” said Ralph Underhill, author of the Framing Nature Toolkit and former officer at the Royal Society for the Protection of Birds (RSPB). “Humans aren’t objective, rational beings. What influences us all, even scientists, is an emotional connection, humor, and stories.”⁹

Your audience might read that one in eight bird species is endangered, but the impact of this loss is difficult to comprehend. Ralph suggests that you share photographs of people and volunteers in the environment — rather than empty landscapes — to remind potential donors that the joy and beauty of nature contributes to their lives. Similarly, you can use messages like “the earth is our home” or “nature is for everyone.”

8- BirdLife International, [The B word: communicating biodiversity to a world that doesn't care enough](#)

9- BirdLife International, [The B word: communicating biodiversity to a world that doesn't care enough](#)

Focus on how people can make a difference

When faced with global challenges like climate change and biodiversity loss, many people feel paralyzed into inaction. In response, experts are calling for an approach to communication that is focused on solutions:

“The best climate-related appeals are not a collection of statistics, but those that target people’s affinity for compelling stories. They also work best if they avoid fear-based messaging (which can cause a head-in-the-sand effect) and provide a sense that individuals can affect the environment in a personal and positive way.”¹⁰

To equip other nonprofits, Climate Outreach published a handbook on communication strategies that are backed by evidence. They suggest sharing photos of people who are taking positive action — for example, installing solar panels in their community — and photos that connect broader issues with personal stories.

You can also see this solutions-focused approach in the messaging of charity: water, a nonprofit that is highly

successful at fundraising from large audiences: “The water crisis is huge, but it is solvable.”

Here are three ways your nonprofit can use positive framing, according to Ralph Underhill:

- + Show the change that has already happened
- + Tell the stories of people who were part of the change
- + Offer ways for your audience to help out

REFLECTION

Take a moment to reflect on these storytelling and environmental communication strategies.

- + Were any of these storytelling strategies new or surprising?
- + How might you apply these strategies to your fundraising?

¹⁰- The New York Times, [These Days, It’s Not About the Polar Bears](#)

DESIGNING YOUR FUNDRAISING COMMUNICATION FOR RESULTS

Imagine that you are preparing an annual report, marketing campaign, or website redesign. What should you do first?

All nonprofits have limited time and resources. Therefore, it is important to carefully plan before any communications project: How will this help you achieve your fundraising goals and advance your mission?

These questions are the building blocks of **strategic communications**. Together, they are sometimes called a “concept note”:

- + What are your goals?
- + Who are your audiences?
- + What are your key messages?
- + What is your voice and tone?
- + Through what channels will you communicate?

WHAT ARE YOUR GOALS?

All of your communications should be designed to deliver a specific and measurable result. These are examples of goals for different types of fundraising activities:

Activity: Your nonprofit has decided to redesign the donation page on its website.

Goal: Increase the number of monthly recurring donors by 20% over the previous year.

Activity: Your nonprofit is writing an annual report.

Goal: Prepare your business development team with talking points for meetings with prospective donors.

Activity: Your nonprofit is arranging a visit to a project site for major donors.

Goal: Inspire 75% of major donors to renew their gifts after attending the trip.

You can refer to “SMART” criteria when setting your goals, and use data wherever possible:

- + **Specific:** What do you want to accomplish?
- + **Measurable:** How will you track your progress?
- + **Attainable:** Your goal should be ambitious, but achievable.
- + **Relevant:** Your goal should advance your mission.
- + **Timely:** What is your timeframe?

It is typical to define around three goals for every fundraising activity. You might also have different goals for each of your target audiences.

Your goals should help you answer the questions: How will I know if this fundraising activity was a success? How will I know if it was a failure?

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DESIGNING YOUR FUNDRAISING COMMUNICATION FOR RESULTS

WHO ARE YOUR AUDIENCES?

After you understand the goals of your communications project, you should define your primary and secondary **audiences**.

These are the groups that will need to take action for you to reach your goals. Your audiences could include existing donors, prospective donors, staff and board members, or people who will share and advocate for your work.

Some nonprofits mistakenly believe their audience should be everyone. However, your communication will be most effective when it is designed for a specific audience's interests, motivations, and capacity to give. Otherwise, your voice will be lost in the crowd.

You should define your audiences in detail, for example:

- + Small donors between the ages of 18–35 who are active on social media and care about social justice
- + Foundations that provide grants for community-led approaches to environmental conservation
- + Volunteers above the age of 65 who prefer to give at events and face-to-face meetings with your nonprofit

If you are planning an email campaign, start by “segmenting” your audience into different mailing lists. You could create segments for volunteers, board members, new donors, monthly donors, lapsed donors, locations, demographics, or areas of interest. This will help you share relevant messages and calls to action at the right time.

(Note: Over time, you should review your audience segmentation and make adjustments as needed. For example, a donor who recently made a large contribution would be unhappy to be asked for another donation. Similarly, a donor might unsubscribe if they frequently receive emails for events in another geographic location.)

DESIGNING YOUR FUNDRAISING COMMUNICATION FOR RESULTS

WHAT ARE YOUR KEY MESSAGES?

Your **key messages** are the essential ideas that you want your audiences to take away from your nonprofit. They should inform and inspire supporters to take action.

Here are a few examples:

- + “When a community gets access to clean water, it can change just about everything. It can improve health, increase access to food, grow local economies, and help kids spend more time in school.” — charity: water
- + “We believe the world’s children should inherit a planet that will sustain them as it has sustained us. NRDC works to ensure the rights of all people to the air, the water and the wild, and to prevent special interests from undermining public interests.” — Natural Resources Defense Council
- + “Cash allows individuals to invest in what they need, instead of relying on aid organizations and donors thousands of miles away to choose for them. Isn’t this what you would prefer?” — Give Directly

DESIGNING YOUR FUNDRAISING COMMUNICATION FOR RESULTS

WHAT IS YOUR VOICE AND TONE?

Your **voice** is expressed through your choice of words. It reflects your nonprofit's attitude and values, and it should be appropriate for your audience and mission.

What words would you use to describe your nonprofit's personality? As a team, write out statements like these:

- + “We are warm and welcoming to all.”
- + “We are bold and don’t back down from a fight.”
- + “We are trustworthy and backed by evidence.”
- + “We are passionate, edgy, and unexpected.”

As an environmental advocacy organization, The Natural Resources Defense Council uses urgency and fighting metaphors in its appeals to potential donors:

“We are on the frontlines every day waging fierce courtroom battles and hard-hitting campaigns in defense of our climate, public health, wildlife, and wild places.”

In comparison, a neighborhood food bank or youth volunteer program might choose words that reflect warmth, positivity, and community.

DESIGNING YOUR FUNDRAISING COMMUNICATION FOR RESULTS

THROUGH WHAT CHANNELS WILL YOU COMMUNICATE?

You know the goals of this communications project, and the preferences and behaviors of your audiences. Now, define the channels that you will use to communicate.

Depending on the project, these could include:

- + email
- + social media
- + website donation page
- + annual report to leave behind after an introductory meeting

Additionally, consider whether offline media — such as newspaper, radio, or phone calls — would be effective channels of communication to reach your goals.

REFLECTION

- + How did you plan your last report or campaign? What happened?
- + What could you do differently to design your communications for results?

APPLYING BEHAVIORAL SCIENCE TO YOUR FUNDRAISING

You might be surprised to learn that people rarely change their attitudes and behaviors in response to information alone. Instead, they make decisions based on their emotions, their environment, and the options that are easiest in the moment.

These principles from behavioral economist Dan Ariely can help your nonprofit create more effective messages, campaigns, and donation pages.

Concreteness

People respond to stories that are **concrete** and easy to understand, rather than abstract. You can apply this principle by explaining the real-life impact of a donation.

Here are a few examples:

- + “\$300 can keep a girl in school for a year.” — Room to Read
- + “Every \$1 provides 2 meals.” — SF-Marin Food Bank

From these examples, a potential donor can easily understand how their donation will make a measurable difference in a person’s life.

Social Proof

Studies show that people are more likely to give — and in higher amounts — after they see another person donate. People are especially motivated by the encouragement of friends, families, and prominent figures.¹¹

People often engage in behavior because it is socially desirable, or because everyone else is doing it, too. You can apply the principle of **social proof** through strategies like these:

- + Encourage your supporters to share their donation on social media.
- + Provide fundraising kits and resources for peer-to-peer fundraising campaigns.
- + Partner with a well-known company or individual to provide matching donations.
- + Ask for testimonials from your volunteers.¹²

In Module Two, you learned that Room to Read recognizes its highest fundraising global chapters on a digital leaderboard. Similarly, charity: water shares photos

11- The Guardian, [The science behind why people give money to charity](#)

12- See more fascinating studies: USC Schaeffer, [The Science of Giving: Using Behavioral Research to Understand and Expand Charitable Donations](#)

and testimonials from its monthly donor community, and tracks its collective impact.

Friction, simplicity, and defaults

Friction is anything that requires effort or energy. A donor encounters friction if they have to open their wallet and enter their credit card information every time they want to give to your nonprofit.

Think of all the steps your supporters must take in order to donate. Can you make this path easier for them?

Monthly donations are one way to reduce friction. You can also provide a variety of payment options — such as credit cards, PayPal, Venmo, M-PESA, checks, or text messages — to accommodate donors who find one approach easier or more trustworthy.

Similarly, if people are confronted with many complicated choices, they might not make a decision at all. We are more likely to choose the **default** option.

On your donation page, you can set the default donation to an amount that is right for your audience. Many

nonprofits research their average donation size and set the default to slightly higher than average.

TRANSPARENCY

Transparency is the availability of reliable information about a nonprofit's performance, governance, and finances.

Nonprofits that are transparent receive more donations, according to an analysis of nonprofits listed in the GuideStar database.¹³

If your nonprofit is transparent, it will be easy for potential donors to find the answers to questions like these on your website:

- + How do you raise money?
- + How do you spend money?
- + What results have you achieved with your resources?
- + What rules and governance will ensure you are ethical, efficient, and effective?

You can adopt these best practices to strengthen your transparency:

- + Publish an annual budget and breakdown of revenue sources
- + Share your nonprofit tax exemption forms and audited financial statements
- + Regularly update a list of your board of directors, staff members, and donors
- + Create a profile on a nonprofit database, if available in your region, or seek out third-party evaluations and share the results on your website

APPLY THESE LESSONS BY EVALUATING YOUR WEBSITE

In this module, you learned about storytelling, behavioral science, and how to design your fundraising communication for results.

Now, your nonprofit can apply these frameworks to all of your fundraising activities, including social media, newsletters, editorials, email campaigns, annual reports, and more.

In this final section, you will apply what you've learned by evaluating an essential asset for any nonprofit: your website.

You may only have one chance to win the support of a potential donor. When a donor visits your website, it should be easy to understand the problem to be solved, your approach, your impact, and how they can support your work.

ABOUT US

Your website should clearly answer the question: What does your organization do and why does it matter?

“There are countless times where, after many minutes of scrolling a charity’s website, I still can’t articulate what it actually does,” wrote Rachel Stephenson Sheff, Senior Advisor at I.G. Advisors.

“Too often, charities coat their activities in jargon using words such as ‘catalyze’ and ‘empower.’”¹⁴

Start with a mission statement on your homepage. On an “About Us” or “Who We Are” page, make a brief and compelling case for the problem to be solved and your nonprofit’s history and approach.

Imagine that you are providing all the information a grant manager would need to advocate for your nonprofit to their foundation. Think back to your case for support: What is the problem to be solved? Why are you the right organization to solve it?

WHAT WE DO

This is your opportunity to dive deeper into the activities and programs you carry out to achieve your mission. Nonprofits often title this “What We Do,” “Our Work,” or “Projects.”

If you provide a leadership development program, explain the structure of the program and how it leads to results. If you provide clean water to communities, describe your technical solutions and partnerships on the ground. Keep in mind that many donors have specific regions or communities where they

14- The Guardian, [How to get your charity’s funding application to the top of the pile](#)

seek to give. Be sure to clearly define your geography to build credibility.

“Blurring everything together into regions without listing exactly where you work sends the impression that your interventions are not bespoke to the communities you work in,” wrote Rachel Stephenson Sheff. “If you work globally, list the countries. If you work nationally, list the cities. If you work municipally, list the boroughs.”¹⁵

IMPACT

Select 2–3 strong data points to demonstrate the scale and depth of your impact and feature them on your homepage. You can expand on your results through blog posts, stories about projects and beneficiaries, volunteer testimonials, and your annual report.

Note that an annual report does not have to be a print publication or lengthy PDF, especially if your primary audience is small donors. For example, you could consider a slide deck or web page with quotes and infographics.

As you learned earlier in this module, stories with main characters and vivid details will

encourage an emotional connection with your nonprofit. You can also record videos of the people you serve and your staff members at work to make your impact feel even more tangible.¹⁶

“[Nonprofits] with vibrant, optimistic, action-oriented pictures really stand out because they illustrate what success looks like, which provides context and incentive for a donor’s support,” wrote Rachel Stephenson Sheff. “Plus you’re more likely to be featured in a donor’s annual report if they can use your visual storytelling.”¹⁷

Remember that many donors link to updates from grantees on their websites. Regularly share your stories of impact with donors for greater visibility and credibility.

HOW TO DONATE

Your website should make it easy for donors to give. Add an eye-catching “Donate” button or link to a “How to Donate” page in your header.

As you learned in the text box on behavioral science, you should set your desired actions (such as monthly donations or above average amounts) as the default. Provide payment options that are appropriate for your audience.

16- You can find examples of video storytelling in the Additional Resources.

17- The Guardian, [How to get your charity’s funding application to the top of the pile](#)

15- The Guardian, [How to get your charity’s funding application to the top of the pile](#)

You can help donors understand the real-life impact of their gift through suggested donation amounts. Here are examples from Oxfam:

- + “\$10 can irrigate a farmer’s land for a month.”
- + “\$35 can provide 30 days of school meals for a child.”
- + “\$60 can provide 5 families with tarps for shelter.”

Additionally, share a menu of other options for your supporters to get involved. On your “How to Donate” or “Ways to Give” page, you could include:

- + Workplace giving and corporate matching
- + In-kind donations and pro bono support
- + Planned giving¹⁸
- + Resources for peer-to-peer campaigns and fundraising toolkits
- + Volunteering

ORGANIZATIONAL CHART AND BOARD MEMBERS

Who will hold your nonprofit accountable for achieving its mission, ensure your

nonprofit is financially viable, and provide leadership during moments of uncertainty? This is known as **governance**.

Demonstrate the good governance of your nonprofit by maintaining an up-to-date list of your board and staff members. Your board members should have relevant expertise and reflect the mission of your organization. Donors will also expect to see an active staff who have the necessary skills for carrying out the projects to be funded.

DONORS AND SPONSORS

Share a list of your funders on your website to express your gratitude to existing donors and signal your credibility to prospective donors.

“Clearly state who is funding you,” wrote Rachel Stephenson Sheff. “It will show you are a stewardship expert and proud recipient. Donors always like to give to causes that already have support behind them because it’s a less risky investment.”¹⁹

FINANCIAL STATEMENTS

Donors are more likely to give to nonprofits that are **transparent**. Depending on your

18- An individual could list your nonprofit as a beneficiary in their will. This is also known as “bequests” or “legacy gifts.” This could include cash, stocks, or real estate. Individuals may also be able to give tax-free from their retirement account.

19- The Guardian, [How to get your charity’s funding application to the top of the pile](#)

country, you may be required or encouraged to include:

- + Nonprofit tax exemption forms
- + Audited financial statements

The financial overview in your annual report should include:

- + Total revenue by donor type
- + Total expenses for programs, administration, and fundraising

MAILING LIST AND SOCIAL MEDIA

Don't forget to encourage your website visitors to join your mailing list and follow your social media. This will provide more channels for you to engage with your audiences over time.

After you segment your audiences, you can develop newsletters that are appropriate for them. Here's an example:

- + **Major donors and partners:** Share quarterly updates on your progress. Illustrate the impact of their gifts through stories. Provide an exclusive look behind the scenes of your work.
- + **General audiences:** Share monthly stories and resources that are

interesting and relevant to your broad audience of supporters. Include a call-to-action, such as a donation, event, or opportunity to volunteer.

Start with a subject line that invites the reader to learn more. Use subheadings, bullet points, short sentences, and attractive photos. Respond to your audience's interests and inspire them to support your nonprofit for years to come.

REFLECTION

Take a few minutes to evaluate your website in these areas:

- + About us
- + What we do
- + Impact
- + Organizational chart and board members
- + Donors and sponsors
- + Mailing list and social media

If your nonprofit is just getting started, don't be afraid to keep it simple. Donors will appreciate an easy-to-navigate website with a clear mission, compelling stories, and meaningful results.

FUNDRAISING ON SOCIAL MEDIA

The tools and platforms for digital fundraising are changing every year. However, if you understand the fundamentals of storytelling and strategic communications, your nonprofit can easily adapt to the changing social media landscape.

We recommend that you make a habit of researching peer organizations, staying up to date on trends, and seeking out free online resources to learn more.

If you're just getting started, here are several tips for incorporating social media in your fundraising:

- + **Follow your audience:** Understand the social media platforms that your target audience uses and focus on those platforms. Facebook, Twitter, LinkedIn, and Instagram are the most common, but platforms like WhatsApp may also be relevant in your industry and region.
- + **Set goals and monitor progress:** Discuss your objectives for using social media and how it will advance your mission. Research peer organizations to understand what is possible. Create a plan to monitor and report on your progress, including indicators like follows, comments, shares, clicks, and likes.
- + **Post frequent and quality content:** Experiment and learn what your audience wants to see. It could be educational resources, stories of impact, opportunities for action, behind-the-scenes access, awe-inspiring photos, or humor.
- + **Engage with your community:** Social media should be social. Ask questions and post polls. Share posts from volunteers and followers that mention your work. Use video and live broadcasts. Participate in hashtags and trends, when relevant.
- + **Join the dialogue in your industry:** Engage in dialogue with other nonprofits and thought leaders. Share posts from your founder or staff members to showcase the authentic personalities behind your work. Make your expertise known to potential funders in your audience.
- + **Share well-timed and clear calls to action:** No donor wants to be asked for money every day. After you have built a relationship with your community, test the most successful frequency and messages for sharing links to your donation page. Encourage your audience to share their donation with their followers.
- + **Use a consistent brand voice:** Your voice and images should be consistent in all of your communication, whether it is warm, bold, passionate, or trustworthy.

FINISHING

MODULE FIVE

Great work! Over the past several weeks, here's what you have accomplished:

- + You learned the importance of an entrepreneurial mindset and diversified funding model, and why you shouldn't be afraid to ask for money.
- + You evaluated the different sources of nonprofit funding, including foundations, governments, businesses, wealthy donors, small donors, and earned revenue.
- + You learned how to develop budgets, allocate costs, and define your measurable fundraising goals.
- + You identified potential donors who share your values and discussed strategies to steward these relationships over time.
- + You gained storytelling, behavioral science, and communication strategies to ensure your outreach is always focused on your audience and fundraising goals.