



Raise More Money Through Email with Storytelling

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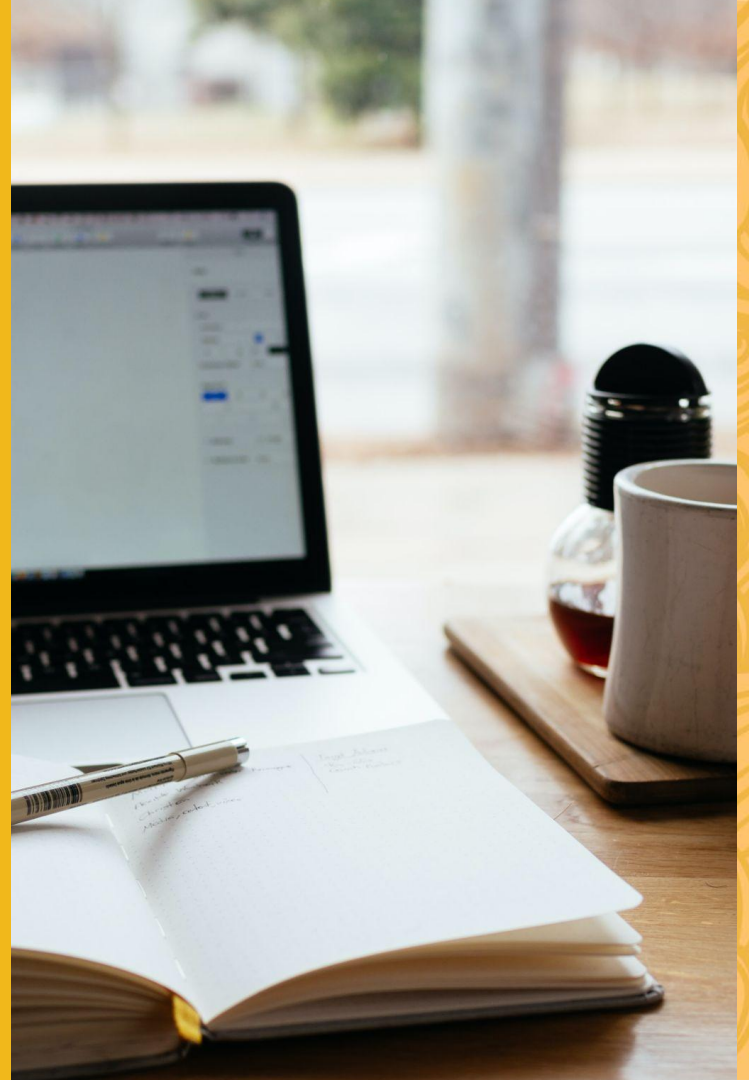
A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a dark blue blazer over a white V-neck shirt. A gold-toned watch with a black face is visible on their left wrist. The background is a solid yellow color with a subtle, repeating pattern of stylized, swirling leaf or flame motifs.

Two Components of Email Strategy

- Frequency of Email Sends
 - Content of the Emails
- 
- A decorative, light gray swirl pattern located in the bottom right corner of the slide, extending from the right edge towards the center.

Narrative

- The “story” you tell over time on a specific channel (ie email)
- Formed by messages, stories, and other content
- It’s happening whether or not you’re intentional about it



Story

- Happens within an email
- The “story” about the problem and solution, which are your case for giving
- The story illustrating the problem and solution in action

Is your non-profit
using narrative and/or
storytelling in its
fundraising emails?



The Anatomy of a Story-Driven Fundraising Email





The Anatomy of a Great Fundraising Email

1. Hook
2. Explainer
3. Ask
4. Second Explainer or Story
5. Ask
6. Thank you



Hook

The first sentences of your email where you introduce the stakes/a problem to get people reading.

Fall is always an extremely busy time for Variety because we are not only receiving lots of new grant applications, we are also renewing grants for special needs children who continue to need our help. And the demand this fall has become even greater because we have begun funding private autism assessments.



A close-up photograph of a person's hand holding a blue and silver pen, writing in a spiral-bound notebook. The notebook is open, showing handwritten text. A pair of glasses and a dark mug are also visible on the desk. The background is blurred, showing a person wearing a blue and white patterned shirt. The image is framed by a yellow border on the left side.

Explainer

Tell people why you are writing this email. Give them a clear reason to care and why a problem needs to be solved.

The families who have submitted applications for an autism assessment have been waiting more than two years through the public system to be assessed for autism. Without an autism assessment and diagnosis, kids go without access to significant government funding and the extra support in the school system that is essential to their development.

Since we announced this new program, we've received hundreds of applications from families reaching out for this helping hand. And unfortunately, there's been more families than we can currently fund.

First Ask

Clear, compelling call to donate that shows supporters what they can do about the problem you presented.

That's why during this year's Variety Week, we're asking British Columbians like you to donate to help more families waiting for this kind of support. Make your donation this week to help kids waiting for autism assessments and other essential support services.



What the Live Email Looked Like



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Second Explainer or Story

Extrapolate on your first explainer to convince the unconvinced.

Use a slightly different approach than the top part of the email, but still on message.

Introduce an individual story to give readers a concrete example of what you're talking about

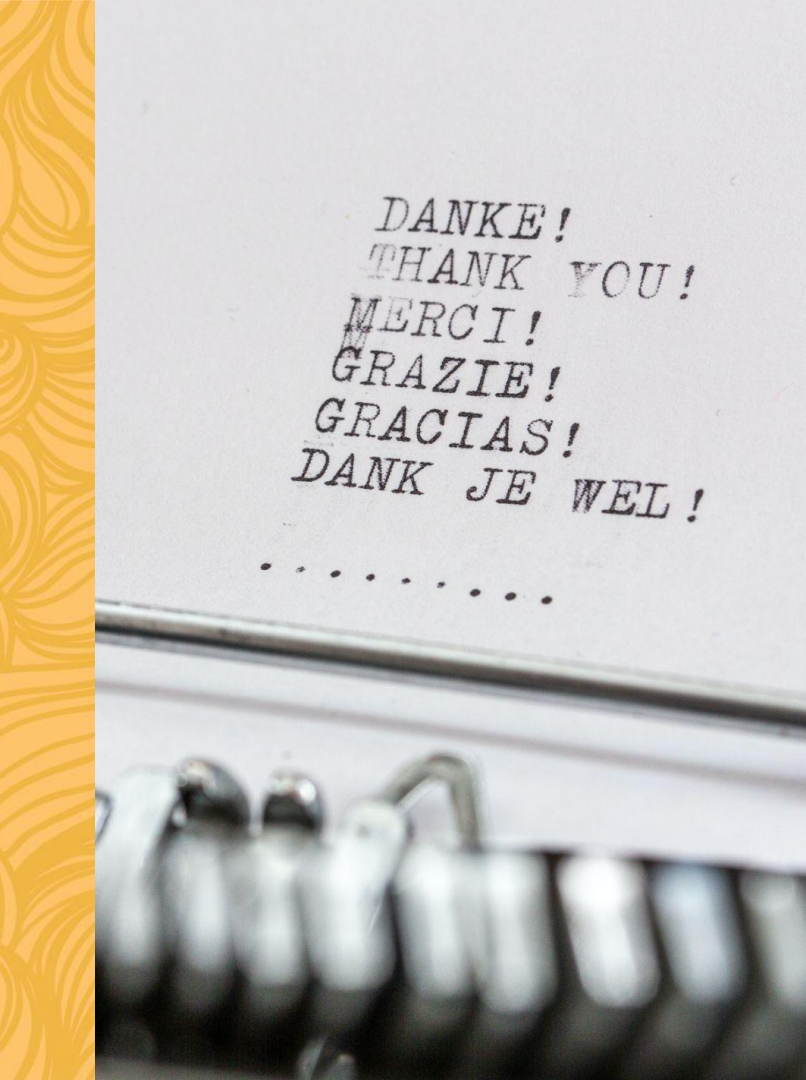


Second Ask

Clear, compelling call to donate that shows supporters what they can do about the problem you presented.

Vary the language slightly to reflect your second explainer or story.






DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!
.....

Thank you

Sign off by reminding people that they make your work possible!





What the Second Part of the Live Email Looked Like

Variety parents, Matthew & Mary understand all too well the difference between quickly getting an autism diagnosis and having to wait for public funding.

Their 9-year-old son, Oliver was able to be diagnosed with Autism Spectrum Disorder (ASD) when he was just 18 months old due to the fact that his parents could afford a private autism assessment at that time. Oliver now receives a bursary to attend a specialized school that helps him learn in a way that works for him.


Their 3-year-old son, Thomas is also suspected of having autism. But the family's financial situation has changed, and they have no choice but to wait for a publicly funded autism assessment at Sunny Hill Health Centre.

"The wait is extremely tough especially because we know how important early intervention was for Oliver," says Mary. "Without the diagnosis, we can't access significant government funding each year for the therapy and other support Thomas so urgently needs."

While the family waits for their public assessment appointment, **Thomas has been receiving speech therapy funded by Variety. While this is a stop-gap measure to help Thomas, what the family truly needs is access to much more funding.** This is the case for so many of the families currently waiting for an autism assessment and during *Variety Week*, we have the opportunity to change this.

[Make your donation during *Variety Week* to help us meet the demand for privately funded autism assessments so that kids get the early intervention support they need. Please make your donation today.](#)

And thank you for helping make a difference in the lives of BC's kids with special needs!





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Variety BC's Results

- Raised \$1,200,353 since July 2020
 - Sent over 235 emails to the list
 - Run 13 unique campaigns
 - Developed mid-level email segment
 - Tested new approaches to stewardship
- 



Want More Resources?

On-Demand Storytelling Training

TheStorytellingNonprofit.com/mmfreetraining

Case Study of Variety BC's Email Program

TheStorytellingNonprofit.com/emailfundraisingcasestudy



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