# Empowering your community supporters to share their story

Fundraising Everywhere Community Fundraising Conference Rachel Simkin







- Why stories are important
- Overcoming internal barriers
- How to prioritise storytelling
- How to support and empower fundraisers
- The power of celebrating success





## Why stories are important

- People give to people
- Stories
- inspire
- educate
- engage people
- to take action



#### Free counselling to help transform young lives





## How to overcome internal barriers

- Common fear it will expose and upset service users
- Help people understand fundraising
  - inspire, engage and energise
- Be clear and keep it simple
  - Why you need their help
  - How they can help

More money = greater impact

- Be transparent
- Work with people not against them
- Be thankful





## How to prioritise storytelling

- Add it to your to do list!
- Collect little and often
- Don't fear the unknown
- Share the load
  - Who else can help?
  - How will they capture content?

Storytelling may not be urgent but **is important** 

- Get permission keep the momentum up
- Add to story bank multiple uses



### How to support your fundraisers

- Be human be **you**!
- You are a fundraiser not a passive information gatherer
- Your role is to inspire and build relationships
- Pick up the phone be thankful, friendly, reassure!
- Q Why did you decide to fundraise for us?
- Q What are your motivations?



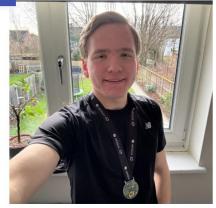




## How to empower your fundraisers

- Many worry "I don't want to ask people for money"
- Your role remind them they are inspiring people to give.
- Make it easy for people
- Provide examples £50 could help provide one counselling session





#### Can you support more young people like Charlie?

Children's Mental Health Week takes place between February 5th – 11th.

The theme 'My Voice Matters' will raise awareness about the importance of children and young people's mental health and well-being.

**Charlie's Voice Matters:** 

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## Celebrate success with a smile

- Thank
- Help people feel great
- Remind supporters how they have helped
- Share their story
- Don't forget the small wins









Connect with me on LinkedIn https://www.linkedin.com/in/rachel-simkin/