



THE ART OF STORYTELLING IN A DIGITAL AGE — HOW TO CREATE YOUR DIGITAL STORYTELLING SYSTEM

Julia Campbell

www.JCampbellSocialMarketing.com

TWEET: @JULIASOCIAL #NPC19

ABOUT ME

Mom of 2

Returned Peace Corps Volunteer (Senegal 2000-2002)

Author, *Storytelling in the Digital Age: A Guide for Nonprofits*; new book coming out fall 2019

Former Development/Marketing Director

Tweet: @JuliaCSocial, #NPC19

www.JCSocialMarketing.com

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Connect

Get Digital Storytelling Workbook:

Text WORKBOOK to 345345

What We Will Cover Today



How to use digital storytelling to build and deepen relationships with donors and supporters



How to create a system to collect and craft the best stories across your organization



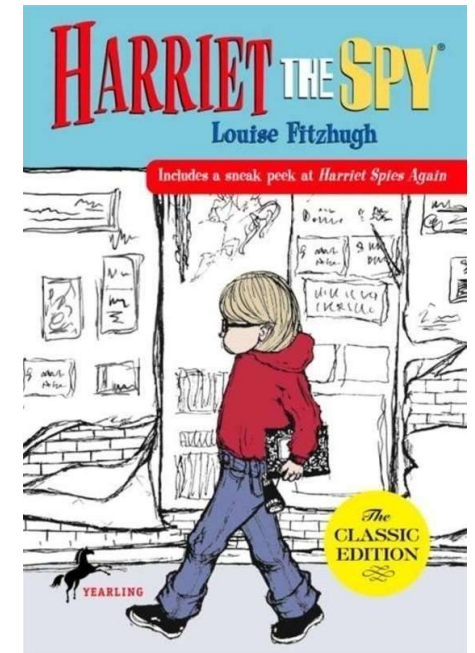
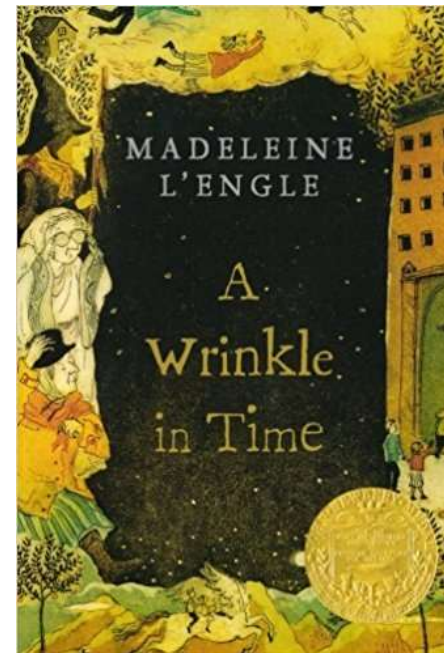
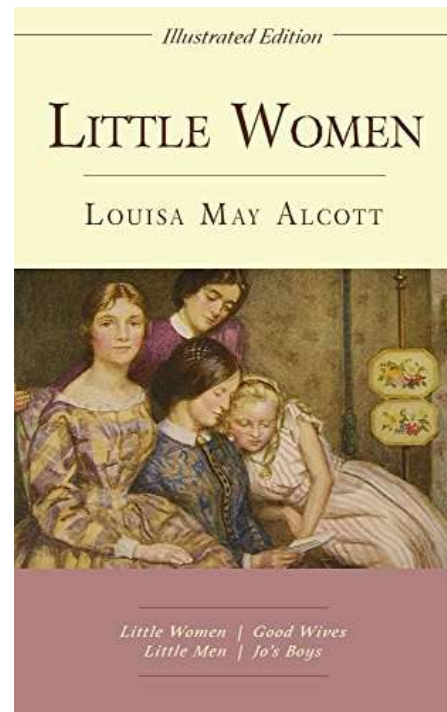
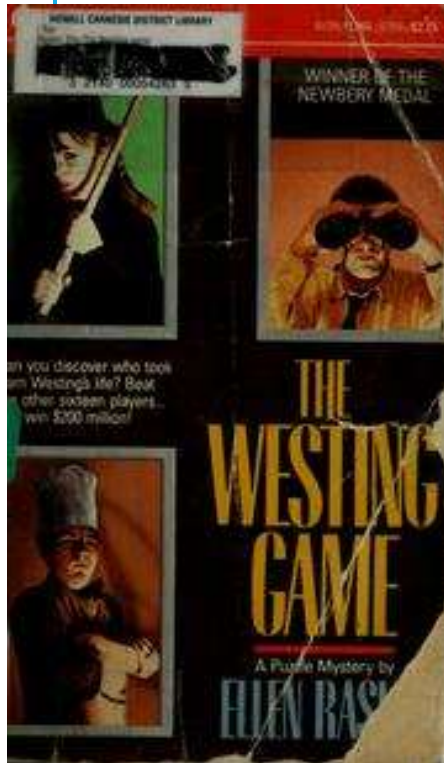
How to write a captivating story that will spur people to take action



Real-world examples from nonprofits leveraging digital storytelling







The stories we tell
CREATE
the world
WE LIVE IN.

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“What unites people? Armies? Gold? Flags? Stories. There’s nothing in the world more powerful than a good story. Nothing can stop it.

–Tyrion Lannister

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STOP THINKING
OF STORYTELLING
AS A MEGAPHONE
TO PROMOTE
YOUR AGENDA.



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START THINKING
OF IT AS A GIFT
FOR YOUR
SUPPORTERS.



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**WE HAVE A MORAL OBLIGATION TO
SHARE OUR STORIES.** |

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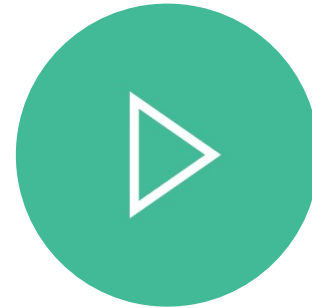
3-PART DIGITAL STORYTELLING FRAMEWORK



COLLECT



CRAFT



SHARE

A top-down view of a wooden desk. In the center is an open notebook with lined pages and an orange ribbon bookmark. A hand holding a red pencil is positioned over the right page. To the right of the notebook is a white cup filled with brown coffee. In the top left and top right corners, there are crumpled pieces of white paper. A dark grey semi-transparent rectangle is overlaid on the left side of the notebook, containing white text.

PHASE 1: COLLECT THE BEST KINDS OF STORIES

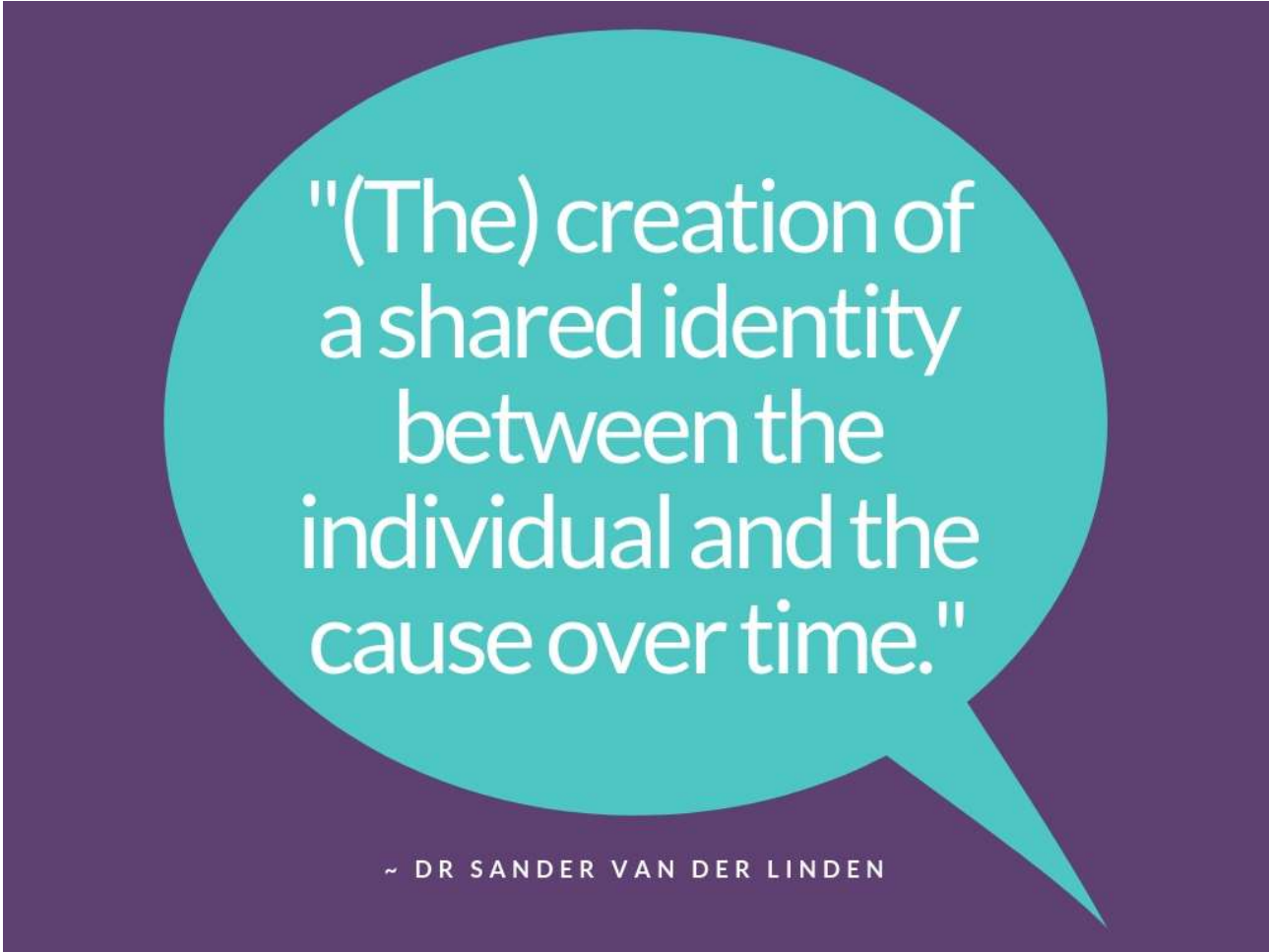
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START WITH WHY

Why are we collecting stories?

What would success look like if we achieve our digital storytelling goals?



"(The) creation of
a shared identity
between the
individual and the
cause over time."

~ DR SANDER VAN DER LINDEN

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KNOW YOUR AUDIENCE

Who are your supporters?

What do they value?

What motivates them?

What drives them?

What makes them irrationally passionate?



mira_coalition
Boston, Massachusetts



**MY BROTHER
IS LOSING HIS
STATUS AND
THERE'S
NOTHING I
CAN DO.
I DON'T
WANT TO
THINK ABOUT
LOSING HIM.**

- MARIAM

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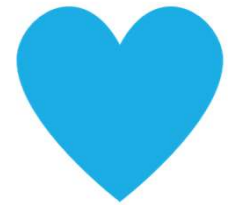
KNOW YOUR AUDIENCE

In their words, what are the top 5 reasons that your supporters get, and stay, involved?

Find the answers and collect stories around those reasons.

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4 TYPES OF NONPROFIT STORIES TO COLLECT



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IMPACT STORY

Life changed; trajectory altered.

Not data-driven.

Benefits not features.

Not as much about WHAT they went through, but how they FELT.

Address knowledge gaps about the population and the program.



Muqueedah's Story: A New Beginning

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St. Jude Children's
Research Hospital

WEEKLY NEWS

Featured patient story



Together for Myra

Through the spring and early summer of 2016, Myra was in and out of the doctor's office, plagued with headaches and unable to find the root of the cause. By July, her pain was nearly unbearable. When tests revealed she had a rare form of lymphoma, [Myra's family turned to St. Jude for help](#).

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Best Buddies International

15 hrs · 🌐

"My friendship with Sara means the world to me... We have been matched for a while, but I know I have made a friend for a lifetime. I'm so grateful for Best Buddies, a program that introduced me to the coolest girl I know!"

- Olivia, Marcos de Niza High School #BestBuddiesMonth



👍 Like 💬 Comment ➦ Share ☰ Buffer 📷 📱
Hootlet

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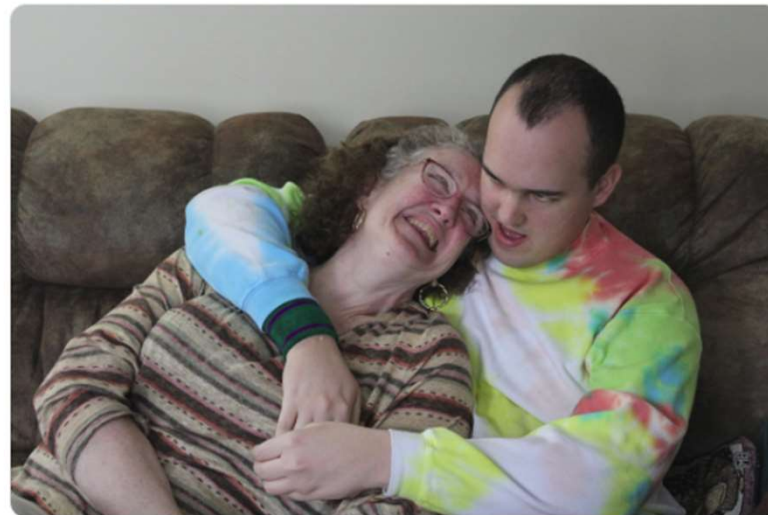
goodwillnne
@goodwillnne

Following



"There's so much that's not 'normal' about raising a kid with a disability. [Goodwill's LifeWorks] is something with a focus and routine he can do every day."

gwnne.org/2TgAx95 #goodwill #disability #caregivers



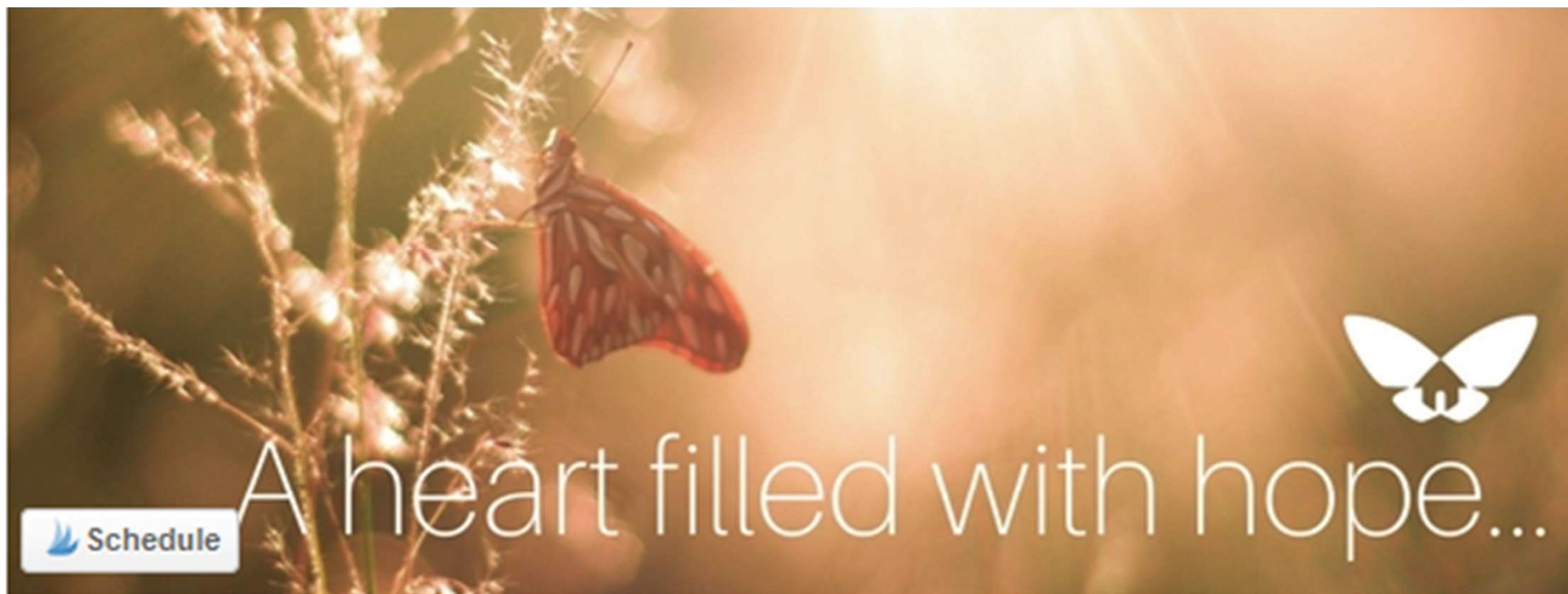
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**WE CAN'T SHARE
DETAILS ABOUT
OUR CLIENTS.**



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This is what hope looks like...

This week, Survivor Iris graduated from Phase 1 of her program moving into Phase 2. This is a HUGE step in a woman's program, as she takes on more responsibilities and begins both vocational trauma recovery as well

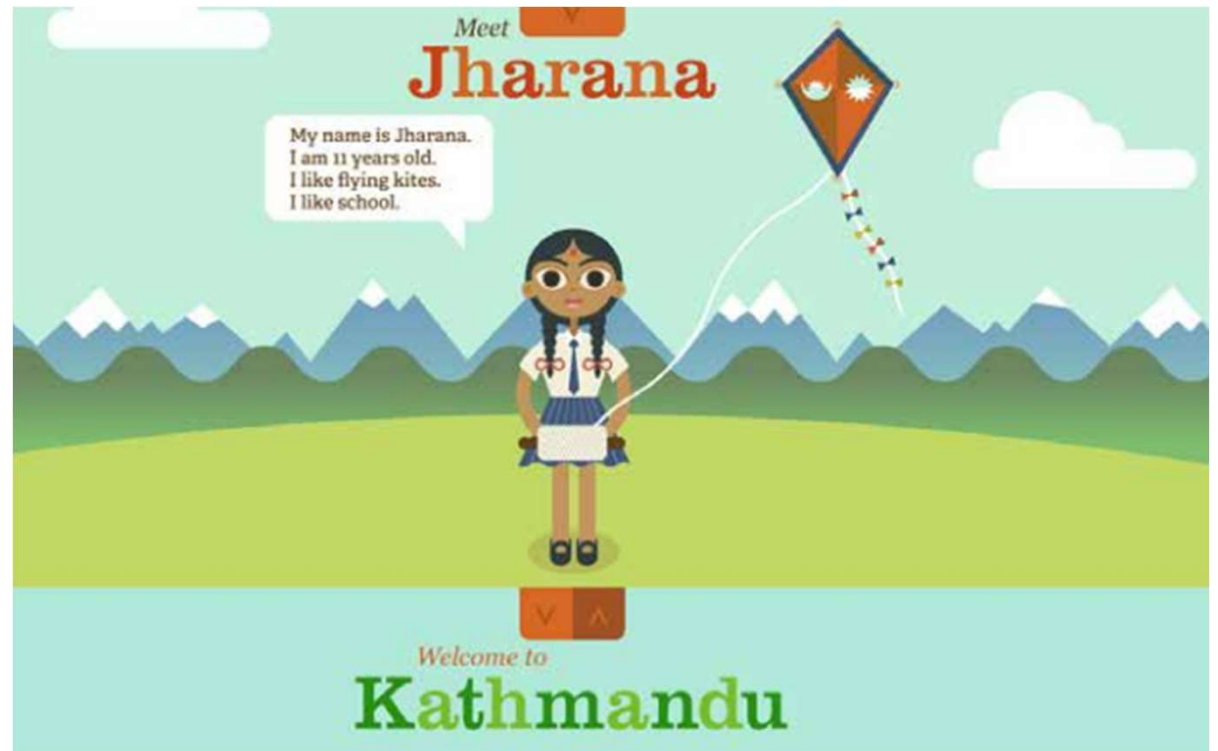


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SPLASH — MEET JHARANA



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HUNGRY KATE: THE GIRL WITH A BELLY ACHE



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INSIDER STORY

Who works with and for your organization?

Why do they do it?

What have they learned?

What has been their best experience?

What has been the hardest?

Behind-the-scenes insight

Humanize the brand



Macmillan Cancer Support

Page Liked · June 14, 2014 ·

This is our very own team member Victoria with her #thatsmydad moment. Hundreds of you have celebrated and shared your dads with us, as well as making sure no dad faces cancer alone this father's day. A huge thank you to everyone who's been part of the #thatsmydad campaign so far.

If you'd like to join in simply share a photo of your dad and three words to describe him with #thatsmydad and text DAD to 70550 to give £3 to help all dads facing cancer.

Like Comment Share Spotlet

You and 1K others

Top Comments

100 shares

35 comments

Samantha J Perry-Byrne This is my Lovely Daddy who was diagnosed with leukemia just 5 weeks ago with his 2 grandchildren! He has been in hospital now for over a month and we can't wait till he is well enough to come home again. Text 70550 to give £3 this Father's Day! Xx



Like · Reply · 13 · June 14, 2014 at 5:44am

2 Replies

Hayley Baxter My brilliant wonderful kind clever caring dad! The best! I will love you forever & think about you every day. You will never be forgotten. I lost my lovely dad last October to cancer, please help every dad you can this fathers day & donate

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Swords to Plowshares ✓ @vetshelpingvets · 17h 🌐

Leon Winston arrived at Swords to Plowshares — a Bay Area **nonprofit** that serves homeless veterans — as a client, fresh out of rehab and in need of housing. Now, he is our COO and housing director. Read more about his story in this @usfca alumni feature. bit.ly/2PamKfE



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twloha • Follow

twloha We're continuing our Q&A blog series with #TWLOHAinterns past and present. Here's current intern @lauraalewiss answering today's question: "What is the most difficult aspect of the internship?" This answer and more at twloha.com/blog. (Link in profile)

thelastcfus ❤️

taylorstaygold It's one of my dreams to able to be an intern for TWLOHA one day. ❤️

meeeowgan @iamhalsey thought this was so fr

poppunkking182 Very Well Put

poppunkking182 ·Rise Above Suicide · You Can Do It Because You Matter.

kelmichelleh @suz_nne this looks like you..

suz_nne @kelmichelleh I see it!!



1,597 likes

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OCTOBER 23, 2014

DONOR STORY

Powerful form of social capital.

Why did they give?

Why do they continue to give?

What does this mean to them?

Susan Shobe

I grew up in Tucson and southeast Arizona; my kids are now 3rd generation at their public school here. My heart beams to hear my kids exclaim, “Look at the vegetation!!” after a desert rain, or “The hawks have left the nest!!”, or “Dad, you need to put more sugar water out for the hummingbirds.” We are a part of this desert and this community, and it is a part of us.

I’ve been a long-time supporter of the Coalition because I’ve been inspired by the work they’ve accomplished in protecting our vanishing wild desert areas. They truly are a coalition—building relationships and working with others to find common ground while holding true to the mission of protecting habitats that will sustain the full range of our native species to the greatest extent possible. Their work reminds us again and again what is best about Pima County, and that the hard work and dedication to saving it really can pay off.



“We are a part of this desert and this community, and it is a part of us.”

When my husband and I had our 2nd child, we decided to become monthly donors—we find it easier to budget in a small amount each month rather than to part with a large sum at once, and it provides more certainty that we are able to meet our heart’s desire to contribute when finances are tight. We actually contribute more now, because it’s all in small increments. We are happy to have this option that allows us to continue to support the Coalition’s great work, and we encourage all families or others on a small or fluctuating budget to consider this option.

[See all Donor Spotlights »](#)

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Danny Palmer

DONOR SPOTLIGHT

"I support Bag&Baggage because - after about 3 years away from the art form - they reminded me of everything I cherish about theatre: their commitment to the community, their demand of the quality and craft of their work, their instance on entertaining us while expanding us. I have a small test after seeing a piece of art: how much my friends and I talk about after viewing it. And there is not a single Bag&Baggage production I've seen where we haven't talked about it for hours."

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“I HOPE MY
DONATION WILL
HELP OTHER PEOPLE
STRUGGLING WITH
FINDING THEIR WAY
IN THIS WORLD.”

SUSAN KROGSTRAND

NEW ULM, MN



#into17



twloha

Follow

1,467 likes

1w

twloha There are just two days left in our #into17 campaign, and we're just under \$10,000 away from our goal of raising \$100,000 by 2017. With your help, we can bring hope #into17, and help more people who are struggling to find their way. (Link in Profile)

risxxann So wish I could help. I pray you will reach the goal soon 🙏🙏🙏

dmk.creativeyouth 💜

vxla @liane__z



Add a comment...

...

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COMMUNITY STORY

Volunteers.

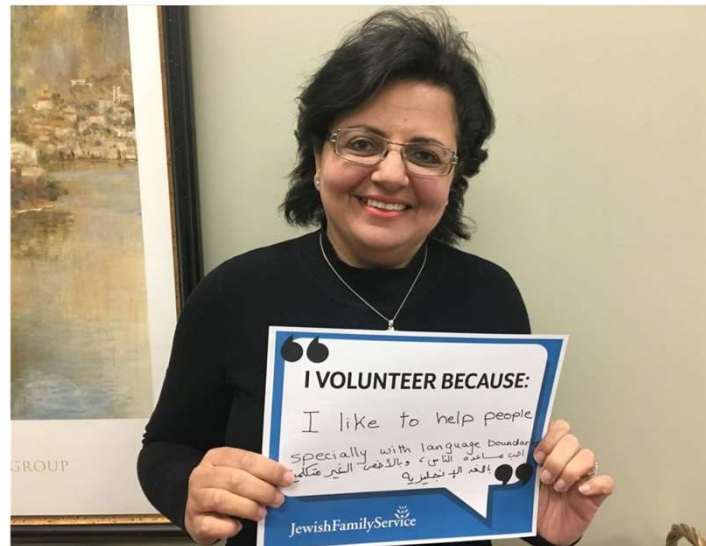
Influential and well-respected community members.

Community partners.

Legislators, politicians, media personalities.



jfscolorado



4 likes

jfscolorado A big shout-out to this volunteer, as we conclude our [#NationalVolunteerWeek](#) posts. She serves as a translator for our Arabic-speaking clients and shares, "I like to help people, especially with language boundaries." We hope these posts have helped inspire you to get involved in your community! [#NVW](#) [#whyIvolunteer](#) [#Ivolunteerbecause](#) [#Ivolunteer](#)

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Volunteer Spotlight

Boys & Girls Clubs of the Austin Area



Texas Bluebonnets



bgcaustin

Following

bgchouston, hollywood12, mrs.kriegel 29w
and gogogretch like this

bgcaustin For the past year and a half, the Texas Bluebonnets have volunteered with our Webb M.S. Club. These friendly and helpful gals teach Top Chef, and are always willing to assist Club events. The kids loved their company at last year's Fall Festival and Club Carnival during BGC Week this March. Thank you, Texas Bluebonnets, for your investment in #Greatfutures!



Add a comment...



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43 likes

pinestreetinn Jessie recently moved into his own apartment but had no furniture. Our friends [@mybobs](#) donated all the furniture for his new place. "I can't believe I have this great apartment and this beautiful new furniture! I am so, so happy and grateful!" [#newhome](#) [#newfurniture](#) [#gratitude](#) [#generosity](#)

TWEET: [@JULIACSOCIAL](#) [#NPC19](#)

“SO, TELL US YOUR STORY...”



What is your favorite memory?

How has our organization made you feel?

How did you feel when you first discovered us?

What is one reason that you continue to support us?

What impact have you witnessed in the community because of our work?

WHERE TO FIND STORIES?

Think like a journalist.

Write every story idea down, no matter how small.

Look at current events to see what's newsworthy.



Peabody Essex Museum

Sponsored • 🌐

Happy **#GivingTuesday**! Julia Scherer-Hoock from our Development Team writes about her experience seeing PEM's inspiring mission in action in today's blog post.

If PEM has enriched your life or the lives of your loved ones, consider contributing to our vibrant programming at the link below! http://pem.org/support/annual_fund_giving_tuesday



#GivingTuesday | Connected | Peabody Essex Museum

connected.pem.org

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WHERE TO FIND STORIES?

Review all print materials and collateral.

This includes annual reports, grants, event programs, press releases, brochures, etc.

Re-examine past and present events.



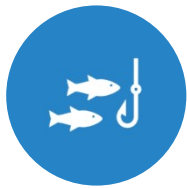
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**PHASE 2:
CRAFT
CAPTIVATING
STORIES**



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CAPTIVATING STORY BUILDING BLOCKS



HOOK



CHARACTER



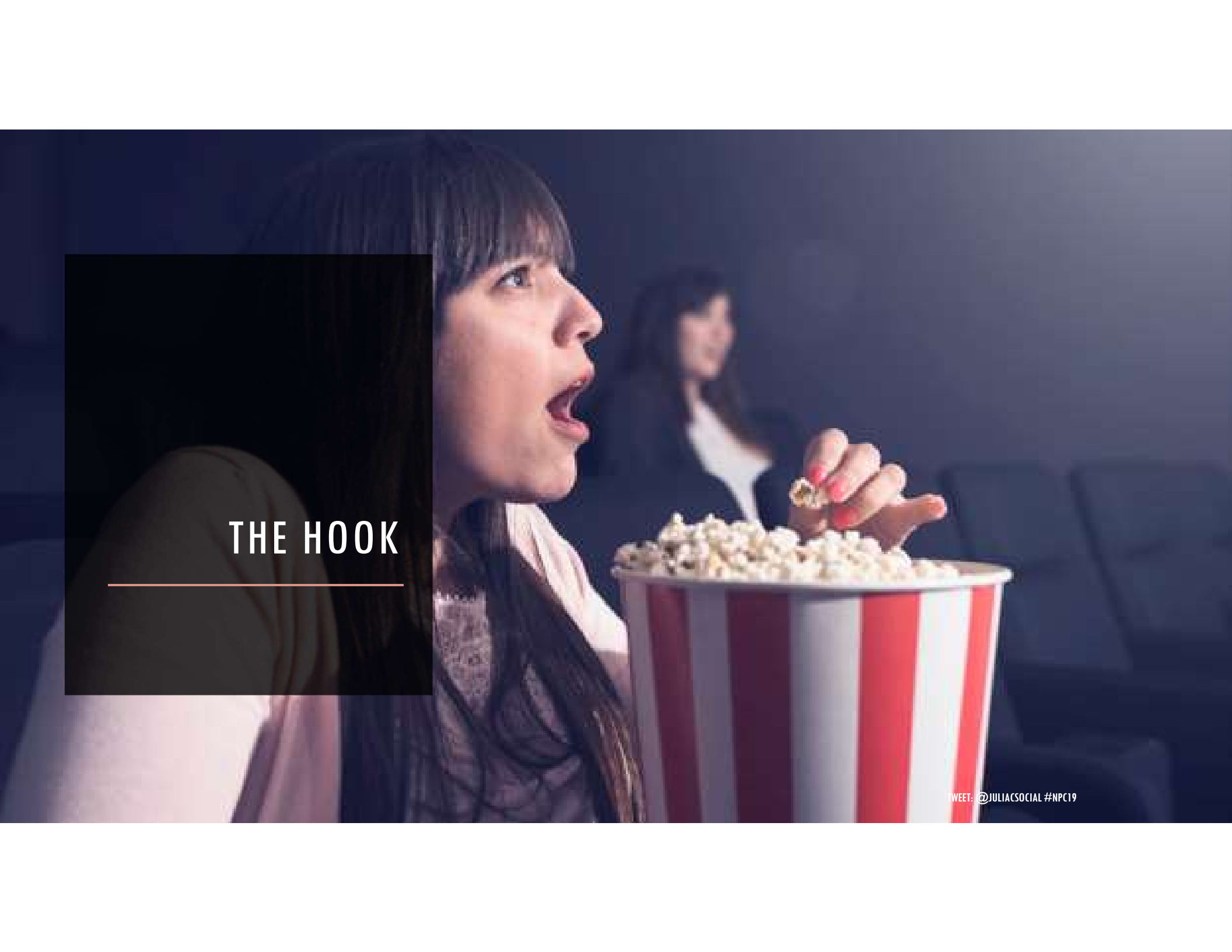
STAKES



DETAILS



CALL-TO-
ACTION

A woman with dark hair and bangs is shown in profile, looking up and to the right with an open mouth, as if she is watching a movie and is surprised or excited. She is holding a large red and white striped bucket of popcorn. In the background, another person is visible but out of focus. The scene is dimly lit, typical of a movie theater.

THE HOOK

TWEET: @JULIACSOCIAL #NPC19

program director told me of his conversation with Michael. They were at the doctor's office because Michael wasn't feeling well. While waiting their turn, Michael turned to Josh and asked,

"If I died, who would come to my funeral?"

Michael wasn't joking. Not even close. His heartfelt question accurately reflected his situation. He and Josh knew the answer was grim.

No child should ever have to wonder about the answer to that question.

The young men and women who come into Plummer's programs often have been bouncing around the foster care system for years. During that time, they have lost touch with siblings and extended family. Sometimes they don't even know if they have family. And because they've been moved from place to place so

That time I almost died in Honduras

October 16, 2018 | Mary Speta, Development Director



"We have to go. Now." I don't remember who said it, but it made the reality of the situation hit like a rocket. From where I was lying, I could only see the ceiling and a few heads bobbing around the room. It began to dawn on me that this was worse than just a bad case of the flu.

Everything hurt – the kind of hurt that makes a broken arm seem like a paper cut. Within 36 hours I went from having a blackout to complete paralysis. No one knew what had happened. I couldn't move anything, but the level of pain was beyond anything I knew existed. All I wanted was to be held and told that everything was going to be okay, but the pain prevented any human contact from lasting more than a few minutes.

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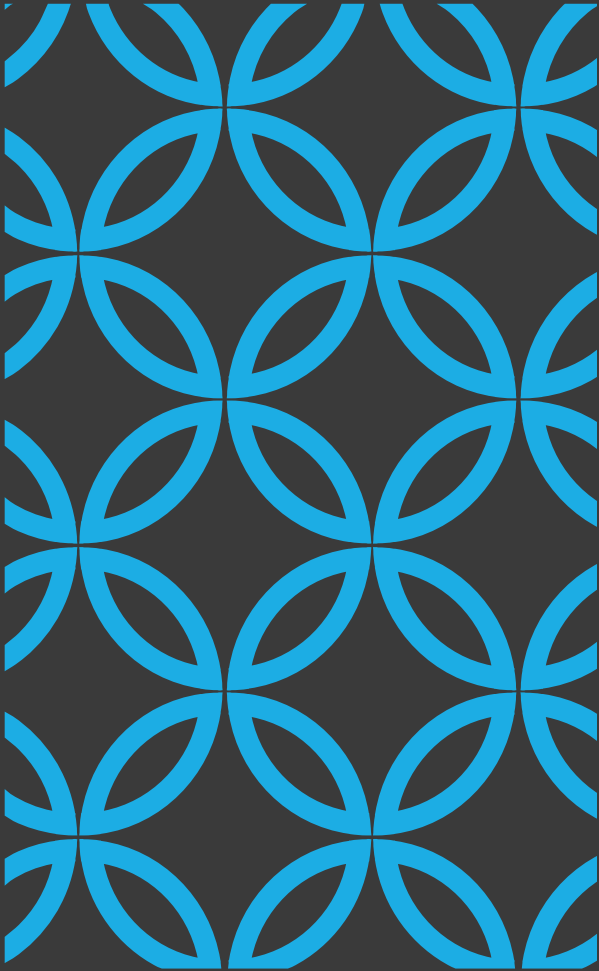
Unusual Support Group Brings Together People Affected In Different Ways By Suicide

For Steven Palm, the blazing days of July are the toughest time of year.

The Taunton resident lost his 14-year-old daughter, Kacie, to suicide in July of 2014.

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COMPELLING CHARACTER

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"It made me feel so good to move in."

Our Outreach team met Christine on the streets, and talked to her at length about coming in to shelter. They told her about a house in JP where she could live if she worked to get sober. Finally, she said yes.



If you can see it, you can be it.

Lisa faced many challenges throughout life, but worked hard and dedicated herself to moving beyond these obstacles. Once homeless and battling addiction, she completed Dine Street's two job training

Story published with
EXPOSURE

ENJOY 140

HEATHER'S STORY

How meals in every Arkansas county are changing the lives of those who live there.



By **NO KID HUNGRY**

CONTRIBUTED TO **CAUSES, COMMUNITY & HUMANS**

JULY 17TH, 2014

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<https://newrepublic.com/article/154618/new-american-homeless-housing-insecurity-richest-cities>

TWEET: @JULIACSOCIAL #NPC19



TWEET: @JULIACSOCLAL7#NPC19

**WE DON'T PROVIDE
DIRECT SERVICES.**



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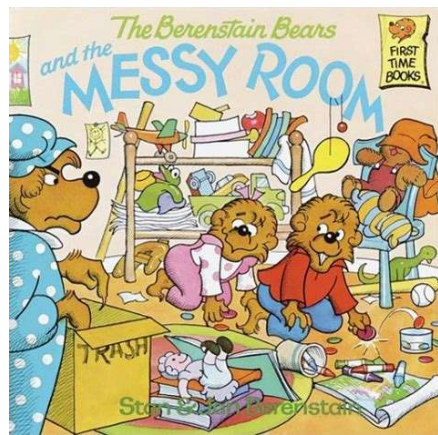
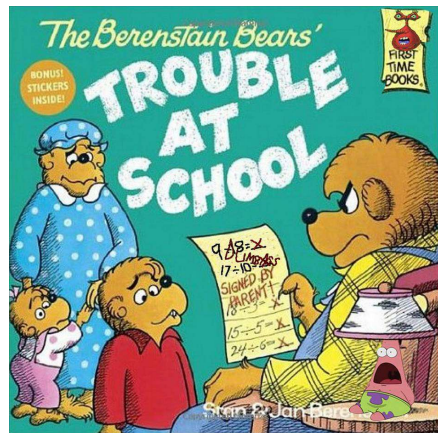
GOOGLE SEARCH: REUNION




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STAKES

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A story without stakes --
is just an essay

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The Greater Boston Food Bank

September 3 at 4:50 PM · 🌐

Joe found himself unexpectedly unemployed. Unable to feed his family, he turned to the Falmouth Food Pantry. Now back on his feet, he gives back to the community.

"When I walked through those sliding doors at the Service Center, the overwhelming feeling of being welcomed just hit me."

<http://bit.ly/StoryofHope-Joe>

#HungerActionMonth



HUNGER ACTION MONTH | **FEEDING AMERICA**

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"The Kibera School for Girls has helped me work towards my dream and potential. It has helped my family because they do not have to struggle to pay school fees.

I will pursue my dreams and become the world's most famous lawyer. I will come back and give to the community.

I will empower young girls who have big ambitions just like me."

- Christian, 8th grader

REAL-LIFE STORIES

What Is It Like to Be a Childhood Cancer Survivor? It's Complicated.

by Zoe Enderle Wagner

🕒 June 25, 2018

Honored Kid [Zoe](#) was diagnosed with [acute myeloid leukemia](#) when she was a teenager. Now, almost four years after finishing treatment and getting the news that the cancer was gone, Zoe is taking a look at what she's learned during her cancer — and cancer-free — journey.



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DOORWAYS FOR WOMEN AND FAMILIES

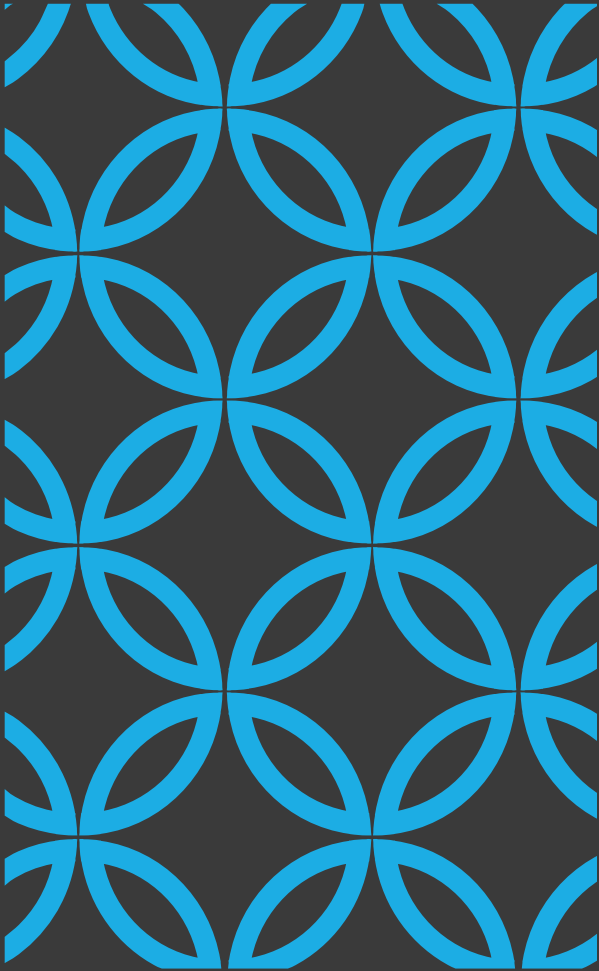


"Although Leila's story is not unique—her happy ending is.

1 in 4 women will be affected by domestic violence in their lifetime and approximately 75% of women who are killed by their abusers are murdered when they attempt to leave or after they have left an abusive relationship."

<https://www.doorwaysva.org/impact/hear-from-our-clients/>

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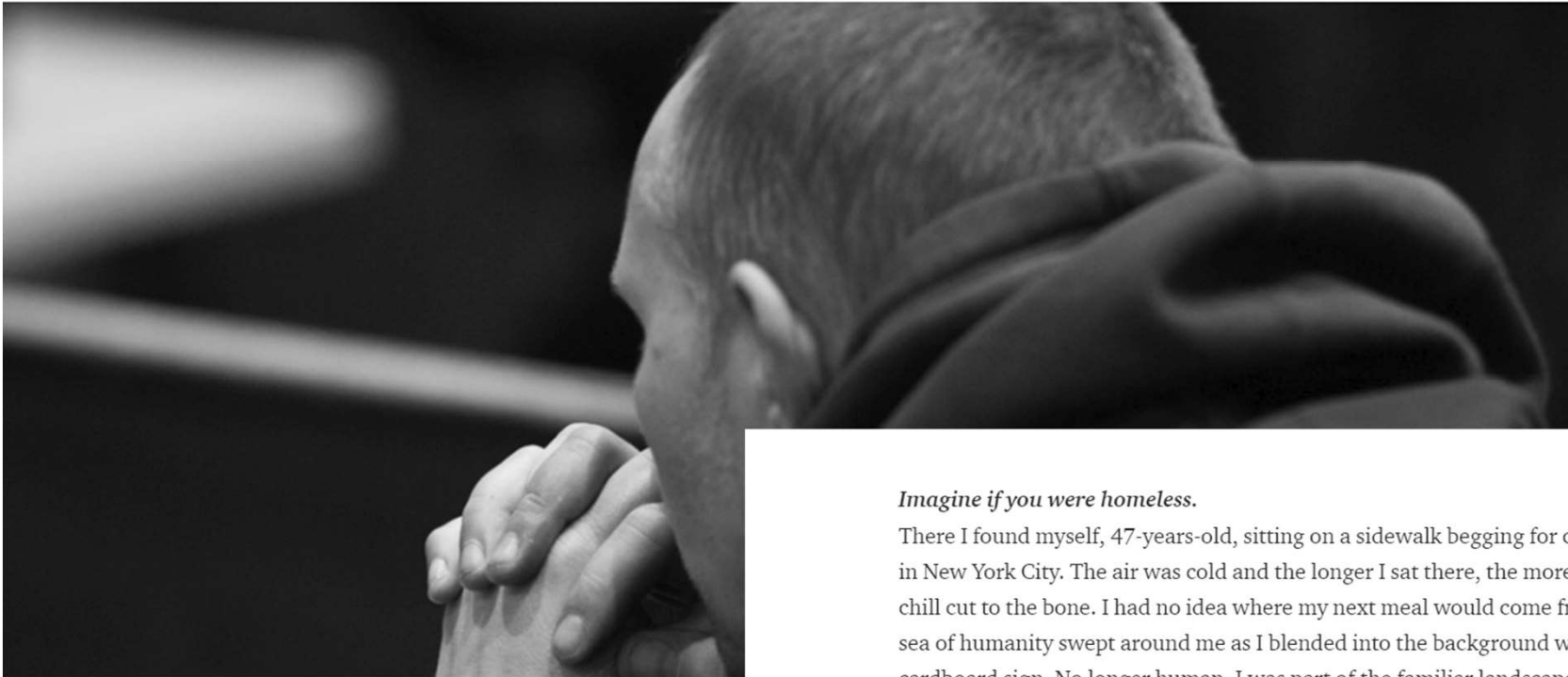
DESCRIPTIVE DETAILS

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TW @JULIACSOCIAL #NPC19

Imagine if you were homeless.



Imagine if you were homeless.

There I found myself, 47-years-old, sitting on a sidewalk begging for change in New York City. The air was cold and the longer I sat there, the more the chill cut to the bone. I had no idea where my next meal would come from. The sea of humanity swept around me as I blended into the background with my cardboard sign. No longer human, I was part of the familiar landscape of this renowned city. They say that if you can make it here, you can make it anywhere. I found myself amongst those who blended into the background, like part of the concrete, because they definitely weren't making it and there was no light at the end of the tunnel either. How did I find myself here?

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**“I WAS OUT THERE
IN THE STREETS
AND I WAS ON
DRUGS. I WAS
DIRTY AND SMELLY
AND EVERYTHING.”**



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CALL-TO-ACTION

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**“DATA MAKES
PEOPLE THINK,
EMOTIONS
MAKE THEM
ACT.”**

A N T O N I O D A M A S I O

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“To not have the conversation
because of discomfort is the
definition of privilege...

Your comfort is not at the
center.”

~Brené Brown

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|

What do you want people to do?

What do they need to believe and feel in order to do it?

How can storytelling make them believe and feel that way?



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charitywater

Following



7,041



184

charitywater

2d

Sarpan Gamanga often used to spend four hours every day walking to get water from a nearby stream. Not anymore. Thanks to @charitywater funding, Sarpan and the other women in Engereda village now have water taps right at home. Which makes for a much shorter journey. #waterchangeseverything



ronash_

5h

@heal_the_atmosphere



socalcienna

4h

👍👍👍



kalisha_uka

4h

My eyes were opened once i went to india for the first time as i am indian but was born and am living in new Zealand



kalisha_uka

4h

What state are u filming in??



buchcanan

4h

Sexylexy



oemac

3h

@kimm[_v3rzilli]



Add a comment



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YOU DID IT!

Today, we reached our \$1.7 million goal for water projects in Rwanda. We couldn't have done it without you.



1,788 of you started fundraising campaigns for clean water. You went out and inspired your friends to donate. And 13,782 of them did. Today, the September Campaign hit its goal of \$1.7 million raised. That means 26,000 people in Rwanda will soon drink clean water. Thank you for changing lives.

- the charity. water team





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INSPIRE

Join us.

Join the movement.

Help children like Kate.

We can do this.

Let's work to stop this.

Let's solve this together.



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PHASE 3: SHARE THE STORIES ON THE BEST PLATFORMS

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YOUR STORIES ARE THE GOLD.

TWEET: @JULIACSOCIAL #NPC19

Stories of Changed Lives

Evan

Evan's image of himself was distorted. Meth. Alcohol. Cocaine. He was held captive to his addiction. But he's no longer an addict. Today, he's healthy, he's sober, and he's taken on a new image.

"I had to break down and reach my hand out, and I feel like God extended His hand to me and lifted me up," he says.

[READ MORE](#)

HOW TO SHARE STORIES ON YOUR DIGITAL PLATFORMS |

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YOUR WEBSITE



TWEET: @JULIACSOCIAL #NPC19



Each year, more than 1 million babies die on their birth day.

98% of these deaths occur in the developing world.

What's the leading cause of these deaths? Preventable and treatable complications related to prematurity and low birth weight, including hypothermia.

That's why there's Embrace.

The award-winning Embrace Warmer is designed for hypothermic infants in developing countries. It costs a fraction of the price of a standard incubator, doesn't require constant electricity, and is portable, hygienic, and reusable.

[LEARN MORE](#)



Watch Nissima's Story



You can donate an Embrace Warmer to a clinic in Uganda that helps women and children like Nissima and her daughter Fortunate.

Will you spread the warmth?

[GIVE A WARMER](#)



MEET CAROLE

"Back on My Feet helped me with discipline, responsibility, and confidence. Running with the team helps me feel so much better about myself and led to a full-time job at Accenture!" -- Carole



MEET JAMES

"I really enjoy my job; every aspect of it. It's a lot of hard work and I work long days but I wouldn't want it any other way. And I appreciate Back on My Feet's helping me find employment and helping me reach so many goals that I never thought were possible!" - James



MEET SAMUEL

"It's about running, but it's bigger than running, because the program helps you get your life back together." -- Samuel

Back on My Feet combats homelessness through the power of running, community support and essential employment and housing resources.

FEATURE YOUR BEST STORIES

<https://www.denverrescuemission.org/stories>

<https://www.amirahinc.org/blog>

<https://www.stbaldricks.org/blog/category/real-life-stories>

TWEET: @JULIACSOCIAL #NPC19

EMAIL



WEEKLY NEWS

Featured patient story



Sweet 16 at St. Jude

Patient Anna wasn't able to celebrate her 16th birthday at home. Instead, a group of friends from her hometown made the journey to St. Jude, making her birthday a sweet success. [Read her story.](#)

TWEET: @JULIACSOCIAL #NPC19



Protecting rights. Improving lives.

GIVE WHERE YOU LIVE

**Thanks to you, Hannah is safe with her father
and will hopefully be granted legal status to
stay in the US.**

Hannah was 5 years-old when she entered the United States and was detained by immigration officials and forcibly removed from her father. For three months, Hannah and her father were separated. For half that time, they had no idea where the other was. Hannah and her father fled gang violence in Guatemala



and their trauma was only compounded when they were separated and detained in facilities thousands of miles away from one another. They were finally reunited in Framingham in August.

It was clear, that Hannah was in need of legal help and she was referred to MWLS by her pediatrician through our Medical Legal Partnership. Attorney Katie Condon

Grace took the case and is working to secure Special Immigrant Juvenile Status for Hannah which will allow Hannah to become a legal permanent resident.

Hannah and her father are just one example of the thousands of families ripped apart this past year when entering the United State. These families are scattered across the country. Every year people just like Hannah and her father turn to MWLS for help when they have nowhere else to go. We can't do it alone. We rely on the generosity of people like you to help disadvantaged people within our community access legal help and stand up to injustice. Please consider donating to our year end appeal so that together we can continuing fighting for our neighbors rights. [Click here](#) to donate today.

In Partnership,

Executive Director

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Best Friends®

Strut Your Mutt®
SAVE THEM ALL®



Dear Friend,

We know two things about you:

1. You care about animals. It's who you are. It's what you do.
2. And you are always there to support the shelters and rescue groups working to make your community a better place for pets and the people who love them.

Strut for the faces you love >

hashtag: @JULIACSOCIAL #NPC19





feedingamerica "When Hurricane Maria was approaching, we went and stayed with my grandfather farther inland. The hurricane brought water all the way inland, and our houses flooded. Mud and water reached up to the top of the door frame and washed everything away.

My house is completely destroyed. I'm just trying to put our life back together." - Deborah. To support families like Deborah's, visit the link in our profile.

cillasflowers 🙏

kickzstartnonprofit ❤️❤️❤️

quickwitsocial 🙌🙌



317 likes

AUGUST 23

Like to like or comment



Tatiana, Worcester, MA, 12 years old

“

Girls Who Code makes me feel brave because I'm confident in myself; I know that I can do it. I'm a 12-year-old, and usually I have to listen to an adult—but now I know that girls can be inspired to try new things and know they can be engineers.

”

TWEET: @JULIACSOCIAL #NPC19



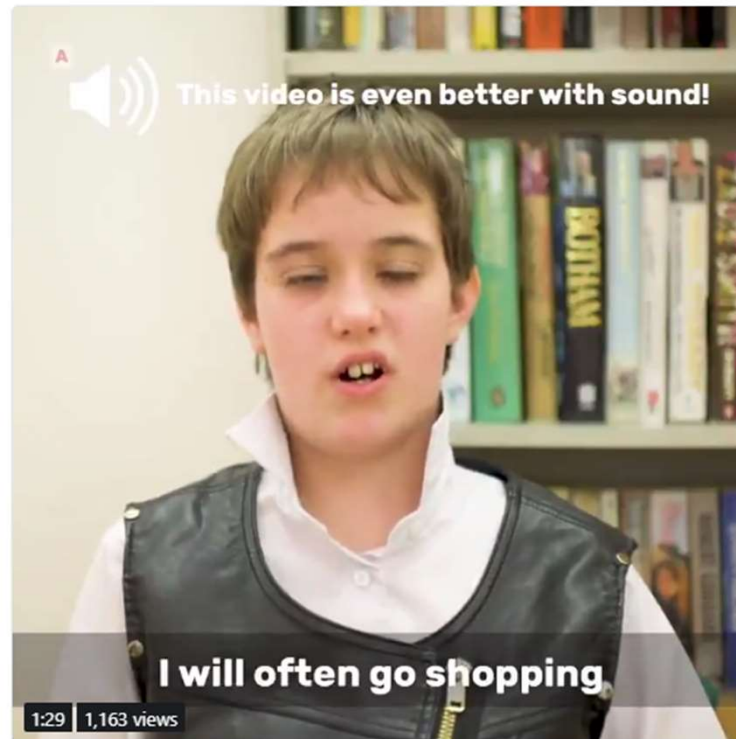
TWEET: @JULIACSOCIAL #NPC19

Julie Bentley Retweeted



Action for Children @actnforchildren · 2h

Today marks the start of #CarersWeek. We spoke to young carers who bear the responsibility of caring for a parent. It can be a worrying and stressful thing to do - and Action for Children offer practical and emotional support to ensure they enjoy and achieve, like their peers.



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Best Friends Animal Society

March 3 · 🌐

Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail

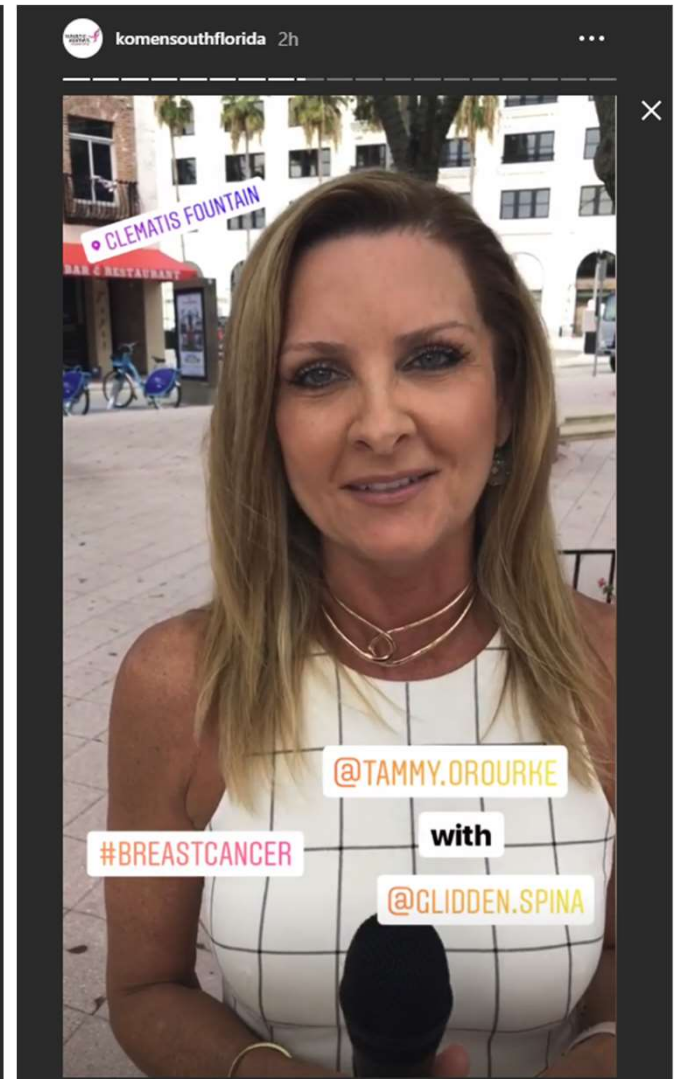


Fiesta

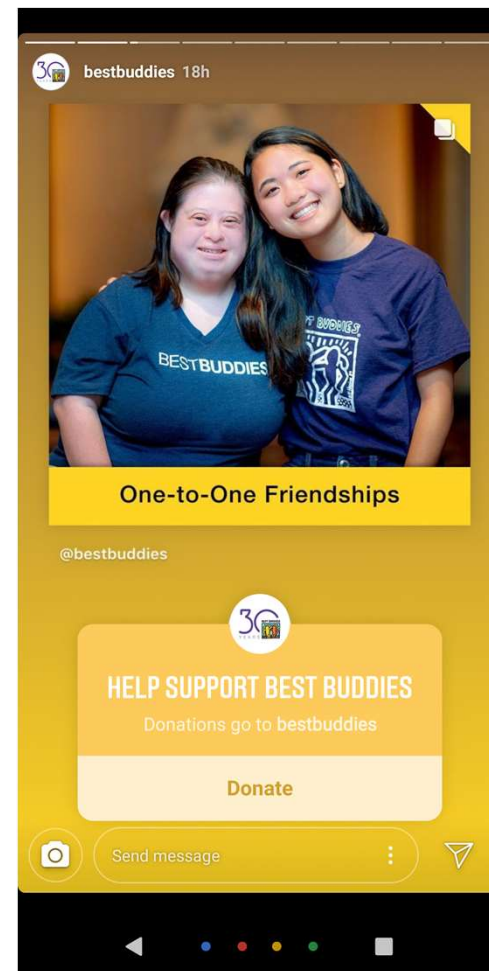
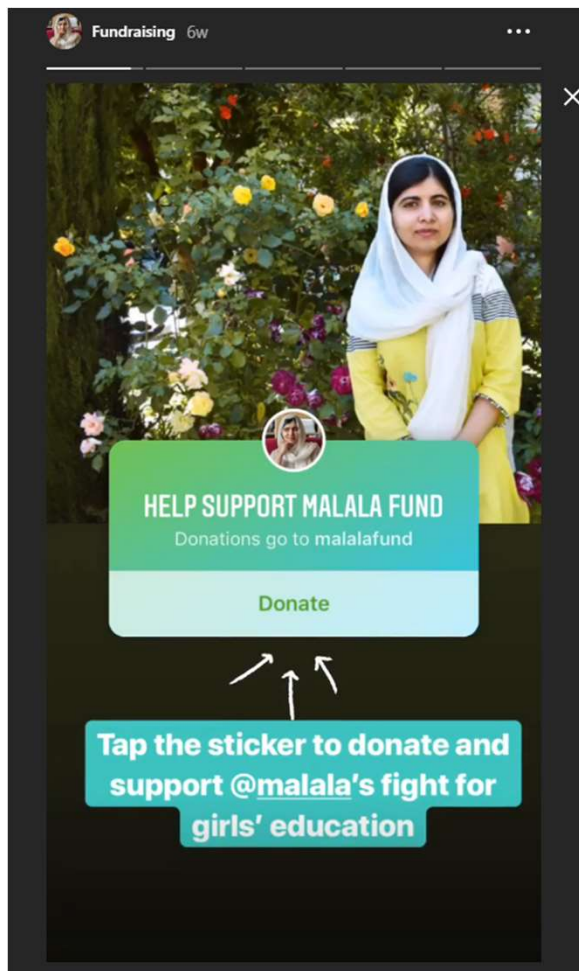
Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

[Donate](#)

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No thanks!

We are
too busy

REPURPOSE AND RECYCLE YOUR BEST STORIES



Blog post



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Instagram post



LinkedIn post



YouTube video

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Canva – https://about.canva.com/en_in/canva-for-nonprofits/

WordSwag mobile app – <http://wordswag.co/>

Adobe Spark – <https://spark.adobe.com/edu/>

Animoto (video) – <https://animoto.com/business/non-profit/>

Typito (video) – <https://typito.com/nonprofit>

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Are you telling real stories,
or just sharing messages?

What new insights will your
audience gain from your
stories?

Are they interesting?

Are they challenging
assumptions in creative and
engaging ways?



PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.

Maya Angelou

QUESTIONS?

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