

# 7 copywriting storytelling tactics for not-for-profits



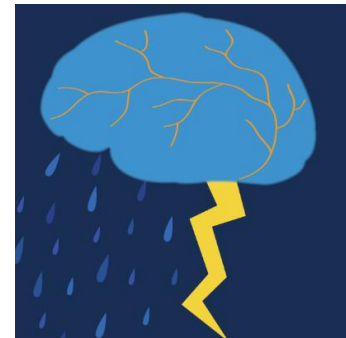
# My credentials



Andrea Rowe is a ...

- Copywriter
- Content writer
- Ghost blogger
- Past journalist
- Media manager
- Children's author

**Storytelling is the process of sharing facts, which are told with emotions and details.**



# Storytelling strategies highlights

- Storytelling planning secrets
- 7 scenarios
- Tools and tactics
- Interview questions
- Compelling character profiles
- Content curation suggestions
- Powerful story telling inspiration



## LATEST NEWS

By working in collaboration with partner organisations and local communities, The Fred Hollows Foundation is reaching out to the Hong Kong public to gain their support to end avoidable blindness.

### JOIN THE FRIENDS OF FRED CORPORATE PARTNERSHIP PROGRAM

We are pleased to announce the launch of the "Friends of Fred" corporate partnership program, a multi-tiered platform designed to make giving your support and building brand equity as straightforward and cost-effective as possible for corporate supporters.

We warmly invite corporations of any size who are interested in partnering with a top international NGO to consider this program, and we would be happy to discuss specific CSR needs and customize activities in order to maximize value - whether in terms of employee engagement, PR or social impact. Please contact Tony Ho, our Partnership Executive, for more information at [tony@fredhollows.org](mailto:tony@fredhollows.org).

With every dollar invested into eye health generating four dollars in economic return for local communities, the gift of sight is about investing in the future of communities. Please join us in our fight to end avoidable blindness. We look forward to welcoming you as a Friend of Fred.



### WORLD SIGHT DAY CELEBRATION

As a result of education, growth and aging, the number of people living with blindness could triple worldwide by 2050 if no further action is taken.

To raise awareness about avoidable blindness on World Sight Day 2018, consider championing it on your single and/or social media channels and professional business sites. We joined The Fred Hollows Foundation in championing the values of its work in vision care on our Facebook page.

We are especially delighted that restaurant Chiu Ball also supported efforts to end avoidable blindness worldwide by matching 100% of every new like on the Foundation Facebook page.

Our work won't stop after the World Sight Day and there is more to do. LIKE, LIKE, LIKE our Facebook page and join the force!



HKD\$50 CAN HELP RESTORE SIGHT AND CHANGE LIVES

DONATE TODAY AT [WWW.HOLLOWSDONATE.ORG/HK](http://WWW.HOLLOWSDONATE.ORG/HK)



THE FRED HOLLOWES FOUNDATION HONG KONG OFFICE

Address: Room 811, 8/F, 300 Nathan Road, 300 Nathan Road, Prince Edward, Hong Kong

Phone: +852 3074 6245 | Email: [info@fredhollows.org](mailto:info@fredhollows.org) | Web: [www.hollows.org.hk](http://www.hollows.org.hk)

Facebook Twitter

# Brains love stories

- Brains love a good, compelling story
- Stories release oxytocin
- It motivates cooperation
- Capture hearts by motivating brains






# When you include storytelling content

- Inherent, built into your narrative
- Humanise numbers
- Conveys culture and history
- Tough stuff
- Persuasive
- Transfers knowledge
- Builds community
- Fosters new ways of thinking
- Collaborative
- Fun, entertaining, powerful, poignant



# When you disregard the storytelling context



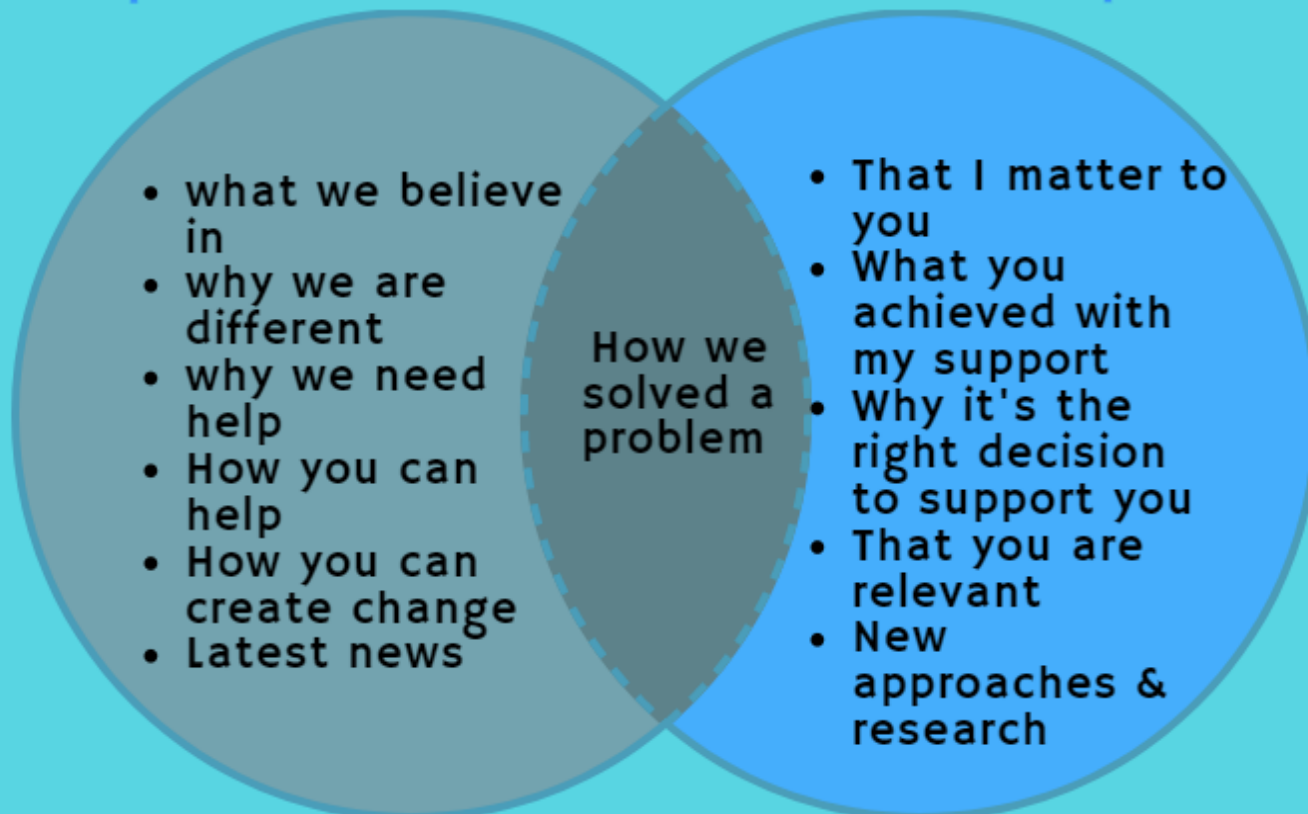
- You miss connecting in an impactful way
- Donors may not understand
- Supporters stop caring
- Community feels disconnected

VENN DIAGRAM ABOUT

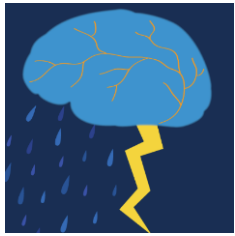
# THE TELLING

WHAT WE WANT TO TELL  
OUR READERS

WHAT OUR READERS  
WANT TO SEE & HEAR







# Hack #1. Story planning



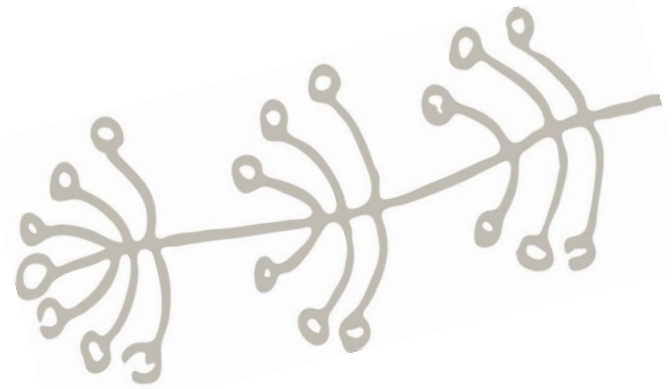
- Define your goal: Why telling
- Key message
- Know your audience
- Character and conflict
- Source ideas / contacts
- Interview set ups and question preparation
- Check what is 'off limits'
- Interview process and notes review
- Sharing stories

# Pour this secret sauce on to your story

- Character
- Conflict



# Character



- Client
- Volunteers
- Donors
- Staff
- Board / Committee
- Advocates / Partners



# What makes a good character profile?

- Image
- Paint / challenge / struggle
- Why come to you
- Is their story unusual?
- Is the emotion reinforced?
- Can we see their goals / needs?
- Do you have data?
- Do you have real quotes?



Violet was diagnosed at age 31 with stage IV cancer in the emergency room after a long time dealing with symptoms. In this episode, she talks about her diagnosis, the incredible role of patient navigation, the benefits of being part of a patient community, and the challenges faced by those who live a long time with cancer.

[Listen to the podcast](#)

# Conflict



- What is the problem that your character needs to solve
- Conflict solution makes your donors feel like a hero



# Rhythm of telling your story



- Draw out emotions your audience be able to identify with?
- Vulnerability / Discomfort / Fear / Hope / Happiness
- Elaborate this over course of copy
- Layer reader with knowledge points



# Rhythm of telling your story

- Beginning – situation
- Beginning - emotions
- and then
- and then
- and then
- Impact / help
- Expert / practical help
- Little known facts
- Research / stats / data
- Turning point
- and now
- CTA



## NOAH'S STORY

Our beautiful little boy Noah was born at 37 weeks in September 2014 and was diagnosed with Hydrocephalus (fluid on the brain).

At around 6 months of age, Noah's head started to change shape and he was very unsettled and could not keep his bottles down. His weight was well below average and after many doctors' appointments he was finally assessed at the Women's and Children's Hospital.



His diagnosis was Multiple Craniostosis (fusion of the skull) which meant that his brain didn't have room to grow properly and required urgent intervention.

At 7 months of age Noah underwent major surgery to reconstruct his entire skull. Since then he has had another 6 surgeries, and has finally had a shunt placed in his head to drain fluid from his brain.

Recently we found out that he has another condition that needs to be addressed so in November Noah will undergo more extensive surgery to another part of his brain.

We live in Whyalla and have had to make monthly trips to Adelaide for Noah's appointments and treatment. For the past 2 years we have been incredibly lucky to be accommodated and supported by Ronald McDonald House Adelaide, sometimes for weeks at a time.

The incredible staff always welcome us with open arms, and are so supportive and caring - it's such a credit to them. Ronald McDonald House has been our safe haven, providing wonderful accommodation, amazing staff and volunteers that are always there to offer a hug, a coffee or a shoulder to cry on when we really needed it.

It's just a short walk to the hospital so we feel like we are coming "home" after a day of appointments to a relaxing comfort filled environment, to spend time with other families who are in similar situations.

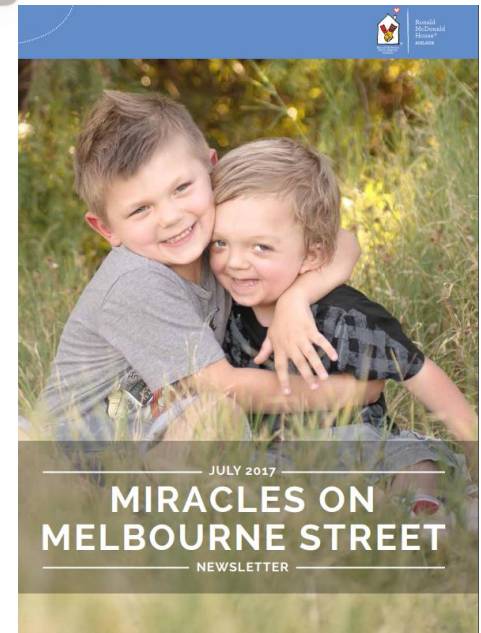
Thanks to Ronald McDonald House we have met many wonderful friends who have become our family. This incredible organisation has been our life line and helped us and all of the other families enormously and for this we are so very grateful.

Bree - Noah's Mum x



Ronald McDonald House Adelaide - Miracles on Melbourne Street July Newsletter

5



# Rhythm of telling your story

## Writing your story checklist

- Open with strong first sentence – helps with shorter attention spans
- Summarise the gist of the problem within the first 250 words of the story.
- Have a clear position - Right versus wrong. Good versus bad
- Bring in values that connect with the side you are representing
- Use emotions to also connect values of your organisation to reader

View this email in your browser



Provider Newsletter

'Connecting you with information on the new disability marketplace'



### NDIS in Indigenous communities

As the NDIS rolls out around Australia, remote Indigenous communities are becoming engaged with the Scheme. Indigenous businesses and other culturally competent providers with experience operating in these communities are well placed to deliver services and supports to Indigenous participants. This is because of the work NDIS staff are doing to raise awareness of the NDIS amongst indigenous communities. Watch [this video](#) offering insight into the needs and requirements of the Milingimbi community in the NT.



### Access information for psychosocial disability

Mental Health Access Snapshots have been developed to help providers understand the access process for potential NDIS participants with psychosocial disability, explain the difference between general and individualised supports, and define the 'recovery' and 'likely to be permanent' requirements.

For more information on psychosocial disability and how it relates to the NDIS, or to access the Mental Health Access Snapshots, visit the [Psychosocial Disability](#) page on the NDIS website.

# Hack #2. End with clear call to action

- Ask for comments
- Share links for action
- Give an incentive
- Use strong commands
- Use active verbs
- Reiterate what's in it for them



# Let's workshop your key stories



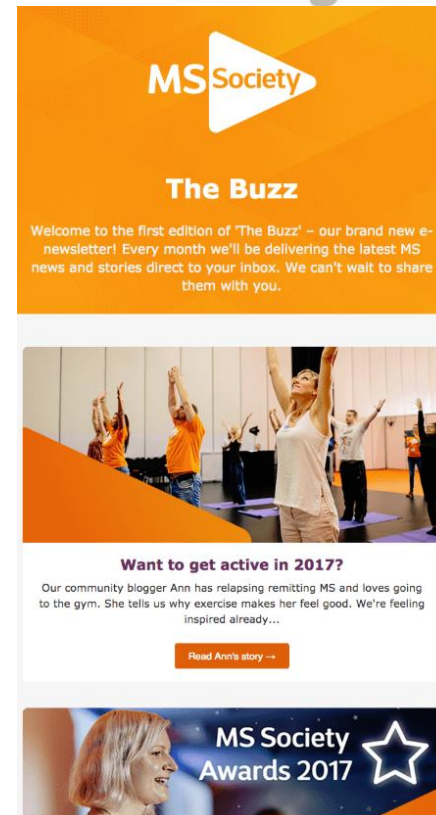




# 7 storytelling scenarios



- ✓ Founding
- ✓ Focus
- ✓ Impact
- ✓ People
- ✓ Strength
- ✓ Future
- ✓ Partners



# 1. FOUNDING STORY

- How your organisation was created

## Our history

### Protecting natural bushland since 1991



Bracken Fern, and Black Wattle at Liffey River Reserve.  
Photo Wayne Lawler / EcoPix.

Our story began in 1990 in a wild slice of Tasmanian rainforest. Two blocks of forest adjacent to the Tasmanian Wilderness World Heritage Area were put up for sale and marketed as 'ideal for woodchipping'.

Unwilling to see this patch of forest destroyed, politician, activist and local resident [Bob Brown](#) used \$49,000 awarded to him as recipient of the prestigious **Goldman Environmental Prize** as a down payment on the land, borrowing the rest from friends and the bank. The fundraising campaign to recover this debt was the birth of Bush Heritage in 1991.

The official newsletter of the Royal Flying Doctor Service Victoria  
AUGUST 2018

**90  
YEARS**

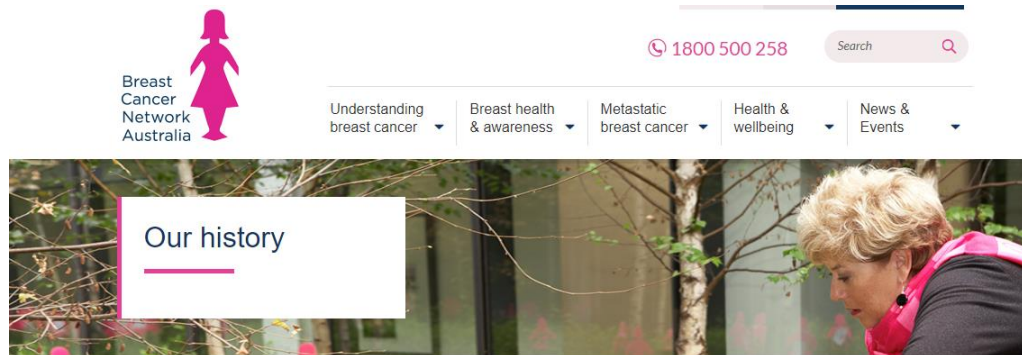


## Going the Distance VICTORIA >





# Spotlight on foundation and history



[Home](#) / [About us](#) / [Our history](#)



## Useful links

- [Board members](#)
- [Strategic Advisory Group](#)
- [Founder, Lyn Swinburne](#)

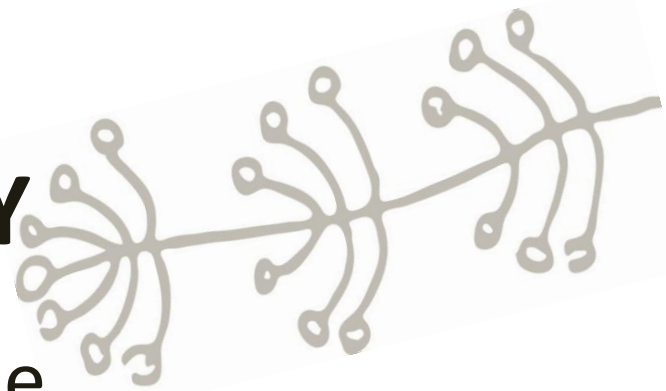
## How BCNA started

In 1998, [Lyn Swinburne](#) envisaged an organisation that would positively influence the way breast cancer was considered in the community. Her goal was for people to talk openly about the disease and acknowledge its enormous personal impact.

Following a public meeting in every state and territory, over 300 women came together to discuss issues affecting people with breast cancer. An action plan was developed and formed the inaugural [Making a Difference report](#). The official launch of BCNA took place following this conference, at the Inaugural Field of Women, a visual display of breast cancer statistics on the lawns of Parliament House in Canberra.

## 2. FOCUS STORY

- The core challenges you tackle



### Epilepsy: The Facts

The cause of epilepsy for  
**50%**  
of people  
remains unknown



**800,000**

Australians will develop  
epilepsy during their  
lifetime

Around the world  
an estimated  
**65 million**  
people have epilepsy  
at any given time

**1 in 3**

people with epilepsy  
will not gain full  
seizure control with  
medication



### Life changing impact

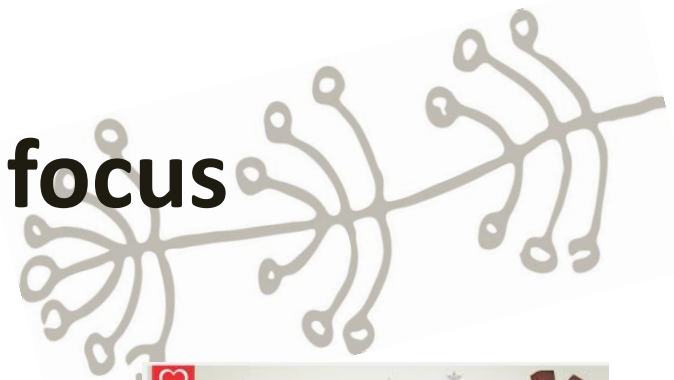
Providing support, information and innovative services to those living with and affected by epilepsy across Australia.

Our Epilepsy Nurses are available 7 days from 9am – 5pm on 1300 37 45 37

[Click here to contact us >](#)

# Spotlight on your focus

- Get detailed
- Work
- Impact
- Ultimate beneficiaries
- Personal
- Memorable anecdote



**1 KICK OFF 2017 WITH A NEW YEAR CLEAR OUT**

Following the busy Christmas period there's no better time to rummage through your stuff and decide what you do and don't need to help fund life saving research.

Get started by clicking the link below to order your donation bags and find out more information.

[Order your bags »](#)

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**2 VOLUNTEER WITH US**

No matter what skills or experience you have or how much time you have to give, we're always looking for volunteers to join the fight against heart disease.

[Get involved »](#)

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**3 KEEP YOUR HEART HEALTHY**

Keeping your heart healthy can help prevent and manage heart disease. Check out our tips on getting active and eating well.

[8 ways to get active every day »](#) [How to eat healthily and enjoy it »](#)

### 3. IMPACT STORY

- The most told not for profit story features before and afters
- Shows impact of your organisation and supporters

#### Impact Report

Since the purchase of our first reserves in the Liffey Valley of Tasmania almost 30 years ago, we've expanded both our approach and our reach.

In addition to our [37 reserves](#), we safeguard landscapes and species through our **network of partnerships**. By working with others, we're achieving so much more.



# Spotlight on your impact

Impact stories helps you share how your help:

- story
- testimonial
- an extract of a letter
- family's thoughts
- where are they now updates
- their pay it forward stories
- updates on bequests / memorials

Show readers the people you help matter



Community of Care

Summer 2018

## WHAT DO OUR CLIENTS SAY ABOUT COMMUNITY OF CARE

We recently asked several of our clients two questions and recorded their answers. Here are just a few of their answers to the questions:

### Why do you want to remain in your home and community?

- Because this is my home
- I love my home, I have a lot of memories here
- We have our church, we have our café....we look out for one another
- I like the independence of doing what I want to do. I like going outside, mowing the lawn and planting flowers when I'm able
- It's where my family and friends are
- I have a home that I'm very comfortable in
- I like to prove to myself that I can take care of myself as long as I can
- Because I like it

### What does Community of Care mean to you?

- They make you feel safer
- They (rides) are a treasure...you can't beat that, it's unmatched
- They are excellent...they are concerned about me and want to help me
- That's the nicest thing that ever happened to a community
- There are questions that come up that we don't know all the answers to...if they (Community of Care) don't know the answers, they find them
- They are there for anything I ask of them
- I have no one and now I know that I have someone that is just a phone call away
- Community of Care is my family
- My crutch is in Arthur and Casselton. I can depend on them for several things and it has eased my life
- I trust them to deal with my things and be private about it
- I enjoy the social part and the company (visits from Faith Community Nurse)

A video with quotes from our clients is on our website [www.communityofcarend.com](http://www.communityofcarend.com)





## 4. PEOPLE STORY

- Donors
- Volunteers
- Staff
- Patients / clients / participants
- Who you impact / serve





# Spotlight on staff

**Share the images and updates of staff**  
Reinforces your authority and service

**Ask for their top tips**

Use statements and My Top Tips' break out boxes



## Welcome Michelle: New McGrath Breast Care Nurse Appointed in Bunbury, WA

McGrath Breast Care Nurses | November 27, 2018

The McGrath Foundation has welcomed Michelle Rampant as a newly appointed McGrath Breast Care Nurse for St John of God Bunbury Hospital helping to support local families experiencing breast cancer. Michelle joins Yarna Sargent as ...

[Read more](#)



## New CEO announced

We are pleased to advise that Dr Andrew Byrne has been appointed to the role of Interim CEO, after current CEO Peter West recently announced that he will finish up in the role in early January 2018.

Dr Byrne, who is the current RSPCA Tasmania Chief Veterinarian and Animal Care Manager, has 30 years' experience working in the veterinary and animal welfare space including RSPCA Victoria and in private practice.

Dr Byrne will also be well known to the general community as the face of RSPCA Pet Insurance.

The Board thanked Peter for steering the organisation through some challenging times, rebuilding a strong and trusted brand and providing leadership in the animal welfare space. There is no doubt that under Peter's leadership the organisation has achieved great results especially for animals – lifting the live release rate from 58% three years ago to consistently reaching close to 80% today.

This is an exciting time for RSPCA Tasmania as it continues to reshape the future role it will play in the care and welfare of animals across the state.



Waimaea Heights students (with Danielle)

# Andrea Rowe

COMMUNICATIONS STRATEGIST + COPYWRITER

# Spotlight on staff



*“ When you write about a business or organization, you’re writing about a person. There’s no such thing as GM, GE, Apple, or charity: water. It’s people who make decisions. People are inherently interested in people. People aren’t interested in organizations. They’re interested in the people who drive organizations.”*Ⓜ

# Spotlight on support teams

## Set a series of topics / expertise areas

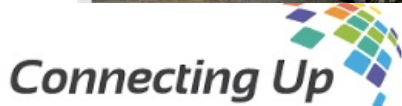
Give them a scope to write to

Don't duplicate between CEO and Chair

Make their connections relatable

## Reinforce their expertise and role

Highlight meetings, events, reference groups,  
how they have represented the organisation



A note from Andrew Israel  
Chief Executive Officer

The Home was a hive of activity over the warmer months, with staff and volunteers going above and beyond to keep our furry residents happy, comfortable and safe at all times, particularly during Melbourne's heat.

These people share the same passion and dedication as you; ensuring that every animal we come across receives the very best care and attention from the moment we meet them.

Together – and with you right behind us – our doors were always open for the 5,030 dogs and cats who arrived at our shelters over summer. Food, water and a comfortable bed were waiting for them, along with vet treatment to help alleviate any pain or discomfort. They may never have experienced human kindness until the day they arrived at the Home.

The only reason we can continue to be here to help these dogs and cats – to give them the best possible chance of a happy, healthy future – is because people like you care enough to donate.

I hope you enjoy the heart-warming tales in this newsletter, showcasing some very special people and pets. Thank you for making them possible.

  
Andrew Israel  
Chief Executive Officer

# Andrea Rowe

COMMUNICATIONS STRATEGIST + COPYWRITER



# Spotlight on a volunteer

## Explore why they volunteer

- the catalyst
- how it helps them
- what they get out of it,
- what it costs them
- Who they help
- What helping looks like

## Door to door service

Well loved by her passengers for her cheeky laugh, warm hugs and good sense of direction, Jan is one of the dozen generous volunteers who are on call as drivers for the Patient Transport Service at our hospital.

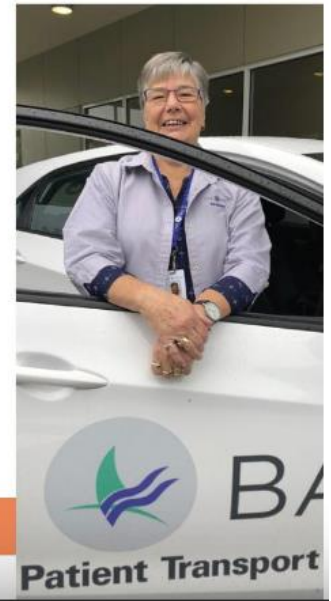
A people person by her own admission, today Jan divides her life between caravan adventures as a gypsy nomad and helping patients who are experiencing difficulties getting to and from The Bays in non-emergency situations.

Launched in 2017, the free Patient Transport Service is a door to door service providing patients with peace of mind for transport solutions. Patients can feel confident about making it to scheduled hospital appointments on time, with safe escorts, right to the door.

Jan shared, "Everyone has an interesting story to tell. All the patients really appreciate The Bays and the transport available. They also appreciate us as volunteers and what we give of our time to pick them up."

It usually takes a couple of hours waiting and often runs over lunchtime, so patients are impressed that The Bays supply a lunch bag to have after their scans. It's not every day, but as needed, if I am available, I am always happy to help out."

We recognised that many of our patients found medical appointments, like weekly dialysis and chemotherapy appointments challenging. Similarly, the cost and accessibility of public transport added to their stress. Since the launch, we are proud to share that the program has quickly become a valuable community service.



For further information please call 5970 5370 or email [patienttransport@thebays.com.au](mailto:patienttransport@thebays.com.au)

## Peter's touching story a gift for all

After a life of great hardship and adversity, devoted volunteer Peter has f

Suffering a near-fatal stroke in 2014, Peter was well and truly down and out on his luck. Living on his own and bravely trying to support himself, the 63-year-old has battled to make ends meet while working on his rehab to physically recover from the stroke.

However, a chance opportunity in a voluntary gardening role at the Home was presented to Peter in May last year.

"I'm not the type of person to sit and do nothing – I've always needed to be active," said Peter. "I thought 'I'm good with animals and gardening'."

Peter has made a quick impression with his commitment and tireless effort across Wednesday to Saturday – something he is hopeful develops in a full-time role – and he was deservedly

rewarded the Home's 2017 Volunteer of the Year Award for his wonderful transformation of our gardens.

"I love this place," said Peter. "The people I work with get along so well. I have so much pride in the job here."



Peter with adoption dog Dot.

Earlier in his life, Peter lost his young son and was sadly reunited with his older son on finding him on at the Home.

The pair recently reunited as Peter proudly showed his son around the shelter and shared his admiration for his work and love for the dogs.

"(At the shelter), you see the joy in some wonderful people," said Peter.

In the meantime, as Peter dutifully completes his many tasks, the Home is certainly grateful to have him as one of the many dedicated volunteers who lend a helping hand.

It is only fitting that Peter has enjoyed the many blessings that have come in return.

# Spotlight on donors



## Share the story of why they donated

If you share their reasons for or how they first start donating it can inspire others to replicate that action

## Ask for their top tips

Use statements and My Top Tips' break out boxes



### FAMILY VALUES UNDERPIN CONTRIBUTION TO THE COMMUNITY

February 16, 2019



Rodgers and John Miles.

It's well known that the Fagg family has and continues to make a significant contribution to the Geelong community, and has helped make the Geelong Community Foundation what it is today.

#### Hans Wanner > Donor profile



Left > Rina and Hans Wanner in 1953. Right > Hans Wanner on his 90th birthday in 2018.

Hans Wanner's donation to the Flying Doctor this year was simple. As he and the RFDS turned 90, he gave 900 dollars, ten for each year. But Hans and the RFDS share something else: A life of charitable giving.

Three weeks on a boat, it took them, says Hans Wanner. The former pastry chef still buzzes as he recalls how he, his late wife Rina and their first child emigrated from Switzerland to Australia back in 1956.

One thousand Australian dollars in one year, that is all I wanted to earn. We made an okay living in Switzerland, but at the end of the month, the money was gone and it was not enough, says Hans.

That was 72 years ago and Hans, a young pastry chef, was only 28 when the Wanner family temporarily settled in Hawthorn. Months went by and the earnings were good, a second son was born and soon they realised there was no going back.

Hans took over a run-down shop in Hawthorn at first, later he relocated to Box Hill North, where he would work for the next 47 years. "Rina and I love this country and the people. She ran the shop and I did the baking. We had two apprentices, and our son worked with us for 28 years", he says, reminiscing about what was important in his life.

Originally from Zurich, Hans still has a thick Swiss accent. The fast-paced

life as a chef is deep in his bones. He started donating to the Royal Flying Doctor Service in 1995 after his first visit to his son's home in Palm Cove, north of Cairns.

**I realised the size of this country and how remote it can be. The farmers out there, they are our providers – and I thought, 'What happens if they need a doctor?'**

Ever since, Hans has been supporting the Flying Doctor, but the charitable mindset has always been part of his life.

"I think it runs in our family, this charitable thing. My wife Rina was the most wonderful person you could imagine, she was always good to kids – I don't know how many thousands of dollars she donated to them over the years", Hans says.

When his wife fell sick with Alzheimer's in 2008, Hans started volunteering at her nursing home. When she passed away in 2013, Hans kept volunteering there for another three years until he was 88 and could not do "any more pushing".

Hans is now 90 years old, living in the house that was once full with family. It is not always easy, he says, but he keeps occupied with the gym, baking and gardening. "As long as I can struggle on, I will struggle on."

#### Peg Lusink AM > Bequestor profile

Margaret (Peg) Lusink AM led a trail blazing life as a Judge, Lawyer, and Professor. All her life, she had a close connection to aviation and the countryside. She has decided to leave a gift in her will.



Born in 1922 in Tocumwal, NSW, Peg Lusink led a life full of achievements. She studied law at the University of Melbourne from 1939 and went on to become the first Victorian woman appointed to the Judiciary and the second woman appointed to the Family Court in 1976.

In her later career, she practiced at the Melbourne Bar, acted as a Judge at the Family Court and as a Professor at Bond University.

While going about her trailblazing career in metropolitan Melbourne, Peg always stayed connected to what defines the Flying Doctor: The outback, medical services and aviation. "My first husband Grame was a doctor and worked a lot in the countryside", says Peg.

After the death of her first husband with whom she had three sons, Peg remarried a Dutch pilot, who would join the RAAF. When Peg retired from the bench, they settled in Benalla for a while, herding cattle.

"I always thought what the Flying Doctor does is for such an important and good cause. Having been around the country, doctors and pilots all my life, I support the RFDS in every way", says Peg.

If you are considering leaving a gift in your Will, we welcome you to contact Bequest Coordinator Teresa Cianciosi  
T 03 8412 0448  
E [teresa.cianciosi@rfdvic.com.au](mailto:teresa.cianciosi@rfdvic.com.au)

# Spotlight on recipient

Health-News – February 2019 [View this email in your browser](#)

**Diabetes**  
**SA** Support  
Always

**News, articles, publications and member stories.**

Some of the many ways we empower people to live well with diabetes.

**Diabetes is a different story for everyone. It calls for individual support.**



Posted on February 26, 2020 / by admin / in [Living With Type 1 Diabetes](#), [News](#)

## A Personal Touch to a Professional Challenge

Melanie Cullen's son Will was only two years old when he was diagnosed with type 1 diabetes (T1D). In the type one community, this is not an unusual age for diagnosis. Will is now 14 years old and Melanie has learnt a lot about her son, his diagnosis and what it means for everyday life.

"My experience (of T1D) was like being hit by a tidal wave of information and emotions. The learning curve is so steep, and you have no choice but to adapt because that is what your life is from that point on," Melanie said.

Prior to Will's diagnosis, Melanie was a psychologist in youth health and around 12 months after his diagnosis she started a job working as the Pediatric Psychologist at a diabetes service. This role requires her to work with the diabetes educators, dietitians, endocrinologists and families. Melanie also works at JDRF in the Insulin Pump Program but has been involved with the organisation since 2008.



**Connecting Up**

## Believe.

Barnardos Australia Newsletter  
Volume 8 - 2017



### Musu Musa – She asked for a home

Children in Australia have many different stories. When war broke out in Sierra Leone, Musu Musa, just eight years old at the time, was airlifted into Australia on a humanitarian visa. She came to stay with a family friend, while her mother and older sister awaited their own chance to go to a "lucky country" one day. While Musu was now in a safer community, her new home was anything but.

Each day, she was being abused verbally and physically, simply because she was a girl. "I would go to the park on school holidays and just sit there, afraid to come home," Musu says. The abuse continued on for two years, causing this once bright, bubbly child to withdraw. "I was shy and afraid to speak, afraid to do anything, distanced."

She knew that police where there to help people, so now 10-year-old Musu ran away from her home and to the doors of a local police station. The police tried to take her back, but they could see the fear in her eyes as they pulled up outside the house — Musu was shaking uncontrollably.

Family Services were contacted, and with it not safe for her at home, Barnardos was called in to help. Musu soon found "love" and a forever home, with foster parents who pushed her to achieve dreams she didn't even know she had.

Musu's foster parents helped her come to terms with the issues of her past, and provided her with the care and support she needed to grow up safe and happy. Musu has since been given the opportunity to travel to other countries, but this time not

as a refugee. "I thank my lucky stars every day that my carers opened the door to another life."

Musu successfully completed year 12 with good marks and has gone on to get a diploma in events management. At age 24, she is already living out her bright future, but this was only possible because of the support kind people like you give to make it all possible.

Children don't choose abuse. Your kindness allows children in crisis to escape their dangerous situations, and have the kind of life they deserve long term. For Musu, and many others, the care they received was the difference between deep scars of abuse preventing them from success, or being healed by a family and network who truly care.

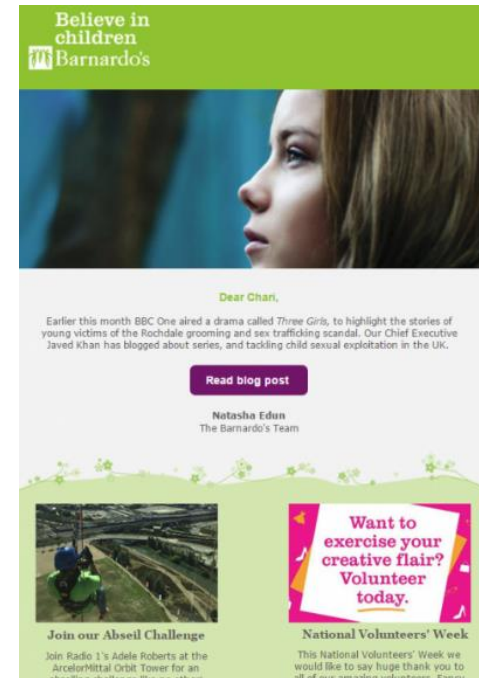
# Andrea Rowe

COMMUNICATIONS STRATEGIST + COPYWRITER



## 5. STRENGTH STORY

- How your particular approach adds value to the services you provide, and moves your mission forward



# Spotlight on an influencer / advocate

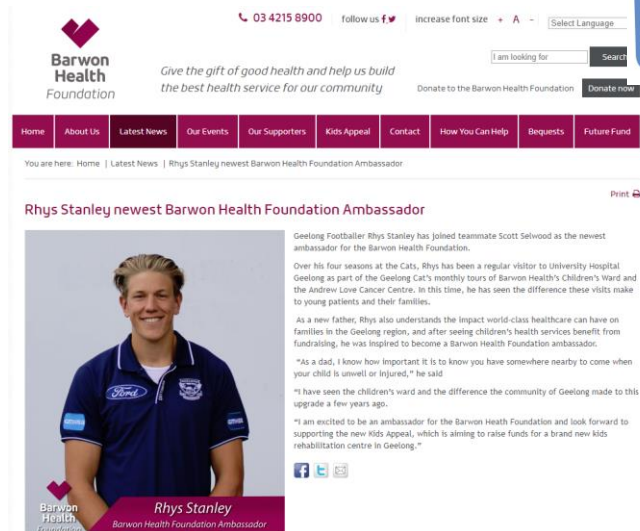
## Social proof your organisation and work

People are influenced by peers / authoritative figures

## Guest articles and “Op eds”

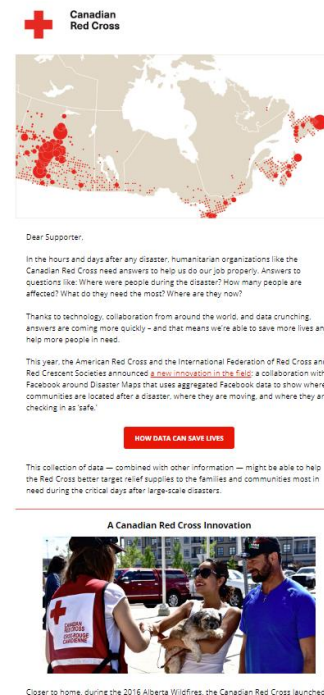
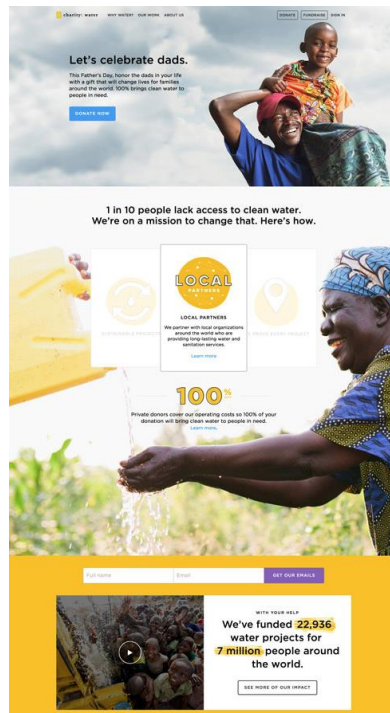
Takes the burden off creating all your own content

Make sure you credit your author



## 6. FUTURE STORY

- The change you want to make in the world or what your work will lead to



# Spotlight on future & innovation stories

## WARRALILY COMMUNITY newsletter

AUTUMN 2017



- 2000 Masterplanning for Armstrong Creek. East Precinct Plan begins in earnest.
- 2008 Warralily was gazetted by the Minister for Planning.
- 2010**
  - The Armstrong Creek East Precinct was approved and officially launched at an event attended by hundreds of community and business leaders.
  - The first local sales release at Warralily.
- 2011**
  - Warralily Coast Neighbourhood launched.
  - Extensive promotion of Seelong first Masterplanned community begins.
- 2012**
  - Warralily's first residents move in to their new homes.
  - First playground opens.
  - First Public Art installed.
  - First meeting of Warralily Community Residents Group.
  - 1st Display Village launched at Bonvon Heads Rd.
- Warralily has 500 hundred residents.
- Warralily first local development to achieve Extra-Development Certification.
- 2013**
  - Warralily has 500 hundred residents.
  - First local Playgroup opens.
  - First Warralily Market.
  - Warralily has 1000 residents.
- 2014**
  - 2nd Display Village launched.
  - State Govt announced \$7.7m grant for COGS to deliver an early childhood community hub and sports pavilion.
  - Warralily has 2000 residents.
  - Warralily named as highest selling development in Vic. for 2013/14.
  - Funding for the Armstrong Creek School announced.
  - Warralily Christmas Spectacular, 1000 people attend.
- 2015**
  - Warralily Community House opens.
- Second Warralily Christmas Spectacular, 2500 attend.
- First tenders for construction of Warralily Village.
- 1 million plants and trees now planted at Warralily.
- 2016**
  - Announcement: Basil Glenon Secondary College will move to Warralily in 2021.
  - Construction of Warralily Village shopping centre commenced.
  - Construction of Armstrong Creek Education Precinct commenced.
  - Third Warralily Christmas Spectacular, 6000 people attend.
  - Warralily wins Community Engagement Award at the Green Carpet Awards.
  - Warralily wins Environment award at Seelong Business awards.
  - Warralily wins both state and national Excellence in Stormwater Design Awards.
  - Warralily listed at the Premier's Sustainability Awards.
- 2017**
  - Armstrong Creek School Principal appointed.
  - Warralily Central Neighbourhood launched.
  - 3rd Display Village launched.
  - Warralily has 3000 residents.
  - YMCA announce Retirement Living Community and Kingswin Centre to be constructed at Warralily.



Warralily  
ARMSTRONG CREEK

## Our newest member of the RFDS fleet

On our front cover, you may have spotted the newest member of the RFDS fleet, the Pilatus PC-24.

On January 8th 2019, this state-of-the-art aircraft completed its first flight in Western Australia, transporting a patient from Perth to Albany.

The Flying Doctor has ordered a number of PC-24 planes, manufactured by Swiss airframer Pilatus. Western Australia received its first PC-24 in December 2018. Designed as a superlight jet, fitted out with the newest medical equipment, the plane halves flight times and reaches heights up to 45,000 feet. It can transport three stretchered patients and two medical teams.



FEBRUARY 2019 > GOING THE DISTANCE

7



## 7. PARTNERS STORY

- Social validation by association
- Reinforcing impact power / values / goals
- Recognises their part in your narrative
- Endears them to you



### Meet our Charity Partners

Right across the state, our charity partners are working hard to provide food relief to Victorians in need. With food from Foodbank, our partners run a range of food relief programs such as emergency hampers, community pantries, soup vans and dining rooms.

Each of our 478 charity partners has a unique story to tell. Read on to learn more about how our partners are supporting their local communities.



Encompass Care



All Saints Church



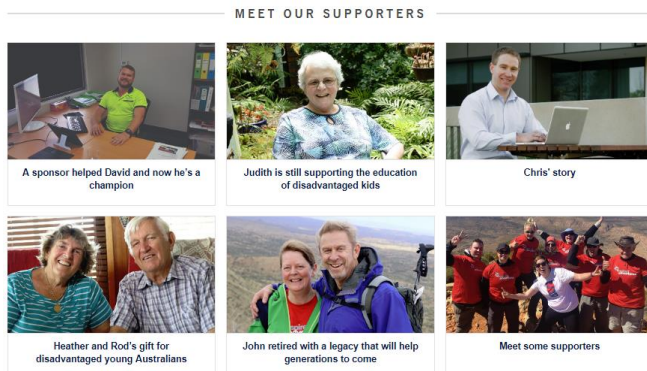
The Gathering Place



# Spotlight on supporters or partners

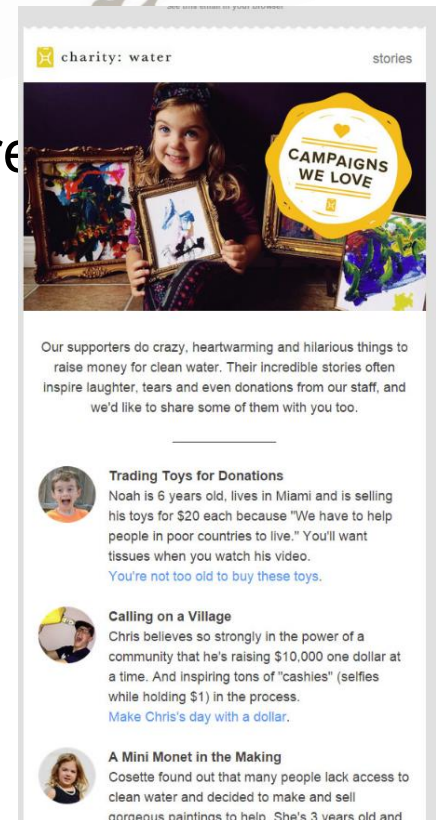
## Highlight your supporters and inspire others

People are influenced by peers or authoritative figures or people like them doing remarkable things



This isn't just our story; it's your story. You can do anything to raise money for clean water. If you have an idea that you've been sitting on, [come start a fundraising campaign right now](#). The craziest thing you can do is nothing!

START A CAMPAIGN



# Spotlight on partners and affiliates



## A solid partnership provides a lasting impact

January 26, 2019

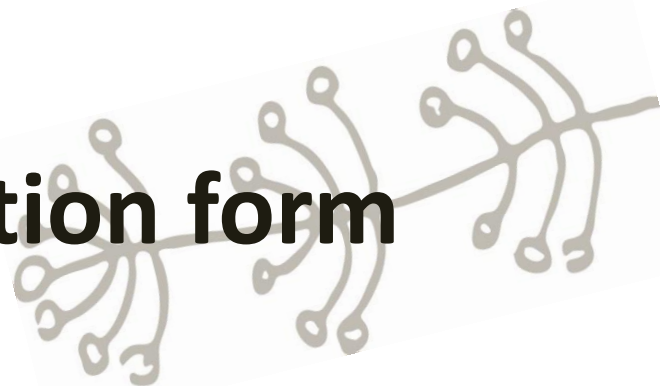
Through a solid partnership, the Geelong Community Foundation and Adroit Insurance & Risk have raised over \$1,000,000 for the local community. Shaun Cannon, Kids Plus Foundation, Darrell Fenton & Andrew Locke, Adroit Insurance & Risk & Gail Rodgers Geelong Community Foundation Together the Geelong Community Foundation (Foundation) and Adroit Insurance & Risk (Adroit) have cultivated...

[Read more >](#)



## Hack #3. Story collection form

- Information extraction process
- Send detailed communications



Storytelling content planning chart

Impact / Scenario	Interview date / time / location	Name	Contacts	Image	Resources / links	Call to action	Publication	Follow-up / share

# Hack #4. Processes and systems

- Detail scaffolding
- Emotion digging
- Record conversation
- Info extraction template



12 / the pulse  
*in the community*

## Bringing joy to patients

Joy Tibb is one of our many dynamic volunteers who bring an incredible spirit to our hospital, driven to contribute to the health and vitality of her community.

Our volunteers are the lifeblood of our organisation, and it's their big hearted contributions which help us maintain strong links with the community we serve.

Joy brings her big heart and big smile to all she spends time with.

As an ongoing active member of the local community including her Country Women's Association membership, Joy never envisaged that she would have time to volunteer at the Illawarra Hospital as well. That changed when Joy lost her husband, and she began to look for different connections.

"A friend of mine who works at the hospital mentioned that I would perhaps enjoy volunteering at The Illawarra, and the rest is history", explains Joy.

Joy is part of the Patient Companionship volunteer team at The Illawarra Hospital, offering company and conversation to patients receiving treatment through our day infusion service or who are recovering in our wards. "The patients I visit are such a delight and have the most interesting stories to tell. I love being able to chat and find a connection, whether it is through a shared passion for animals, reminiscing about the golden days or engaging in trendy toasty natter".

"When I see a patient more than once, it's a most welcome experience. I can assure you that I get the best feeling and I do believe that I make a difference".

Countless patients will tell you that Joy DOES make a difference.



### Interested in joining us as a volunteer

We are always looking for volunteers like Joy to increase and expand our volunteer program. Our Volunteer Coordinator would love to share our opportunities with you on 03 5370 5308, or email [volunteer@theillawarra.com.au](mailto:volunteer@theillawarra.com.au)

**Andrea Rowe**

COMMUNICATIONS STRATEGIST + COPYWRITER



# Hack #5. Storytelling article checklist

Who's our **talent**?

**Who** are we speaking to?

**Segment** market check-in

**Length** of article?

What will **visuals** will look like.

**Impact** of the issue and donors help detail

Critical **call to action**

Is it **short**, or is it an **indepth piece**?

**Show the need**

What **emotion** are we conveying?

Succinct relatable language

Employ **active verbs** and **eliminate those lazy adverbs**

**Quotes** – weave them into the copy to authenticate story

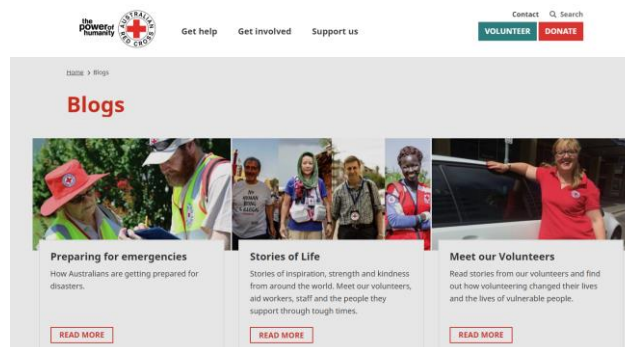






## Hack #6 Send a template ask

*“I’m writing a story about our XX program and I’d like to share a story about someone from it. Ideally, someone who has had a positive experience and might feel at a strong / rested / confident / supported place right now. Do you have any thoughts about people I could speak to ?”*





## Hack #7. Questions to ask



- What time of day / month / year
- Where were they exactly when they made this decision?
- What were they doing?
- What were they thinking? What were they feeling?
- Who were they with?
- Did they talk about this decision with anyone?
- What was said?
- Did that change how they felt? Their thinking?
- What happened next? Where did they go next?

# HACK #8. Donor story writing

- Powerful learnings
- Convey motivations
- Key plot points and nitty gritty details to paint picture
- Focus details on sensory information
- Add details to plot lines to present case
- Call to action

# Hack #9. Make story submitting easy

YOUNG CARERS  
NETWORK

[Home](#)[About](#)[Contact](#)[Register](#)[Login](#)

## Story Wall

Subscribe to email alerts ☐

[Media](#)[My family](#)[My parent](#)[My sibling](#)[Submit a story](#)[Build your story](#)

Kain's Story

Love my therapy ponies



Hi, I am Lucinda. I live in country South Australia. I am 16 and care for my sister

Bella's story

When I w  
and won  
caring  
transplant  
for the

### Foster Care



HAVE YOU GOT SOME LOVE TO SPARE?

We are foster carers for our little felines.

We provide all that you need and the vet care and just ask that you provide some love.

You need a hardfloored room, the ability to come out to the centre every 2 weeks, permission from your landlord if you are renting and vaccination certificates for your own cats.

If you can help please call;  
Devonport 6427 2566  
Launceston 6332 8282  
Hobart 62443033

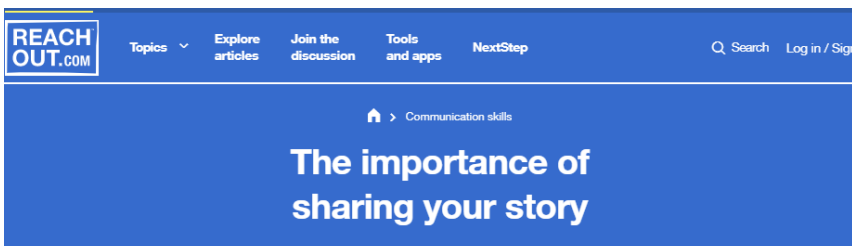


These two superbly coloured stray Turkeys have headed north after being found wandering on the side of the road near Hobart. One found a new home just outside Launceston and the other headed to the North West Coast for a new start at life.



Elfie is a pony that came to RSPCA Tasmania with the most horrendous hooves! After some vet and farrier attention she was ready for a new home and recently headed off to live with another pony, some donkeys and a few peacocks.

# Hack #10. Reinforce their stories matter



If the internet has taught us one thing, it's that everyone has a story – and we love to share them. But storytelling has always been a big part of society and relationships. First Nations people use stories that date back tens of thousands of years to pass history and culture from one generation to the next.

At ReachOut, we use stories to talk about real issues and real lives. (Make sure you check out the stories of [Jordan](#) and [David](#)).

We believe in giving young people a place to share their stories, which can help bring people together. There's lots of positives to sharing your story and, depending on what you're cool with, many different ways to do it.

## Why your story matters

Ever listened to someone talk about their life and thought 'Oh, someone else has been through that, too? I thought it was just me!' Finding similarities with other people helps us live happy and healthy lives. Your life may feel ordinary to you, but it might seem extraordinary to someone else. Every story shared is a chance to make someone feel less alone.

Here, Bianca talks about values she hopes to role model for young women across Australia.

## How to share your story

There's a tonne of ways to share your story. The most important thing is that you feel safe and comfortable with however you choose to do it. If you're nervous, try to think beforehand about what you'd like to say, or bang out a draft before you hit 'post'. If you feel the need to get personal stuff off your chest, find someone you [trust](#) to share it with and give yourself as much time as you need.

Here are some tips and tricks to help you get started:

- Understand that sharing your story is a scary thing to do – whether you're speaking to one person or a hundred. Acknowledging this will help you to tackle your nerves and to use that energy in a positive way.
- Practise, practise, practise! As with most things in life, practise makes everything easier. Know what you want to say and how you want to say it, and you'll be in a good place to succeed.
- Use your emotions for good. Take people on a journey so that they can feel and understand things from your perspective.
- If you want the person/people you're sharing with to do something, remember to make this clear. If you ask directly for what you want, you're more likely to get it.

## Where to share your story

There's no right way to tell your story – it's yours to tell, so share it in the way that works best for you. You might be happiest doing it sitting down with your best friend, your mum or dad, or a relative you look up to. Maybe you'd prefer to put it in writing and share it online, or to record it on a podcast.

ReachOut has a few different ways to help you start talking. You can sign up to be a [volunteer](#) and share your experience in our videos or with the media, or you could jump on to one of our [forums](#) and share anonymously.

## Why sharing your story is important

Being young can sometimes be frustrating, especially if you feel like you have no power. But you do have power, and a lot more than you might realise! Speaking up about your experiences, and about what's important to you, is so easy and effective.



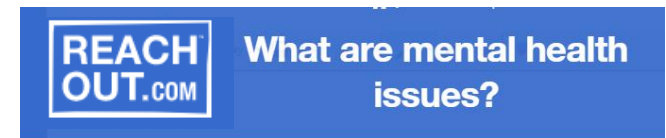
# Hack #11. Share stories back and out

- Please do not forget your interviewee
- Share partners in published story
- Repurpose in slides / speeches, social assets, blogs, videos



# Hack #12. Re-purpose stories into new content

- Emotional reminder
- Resourceful links
- How to's and helpful tips
- Raise Issues
- Research and strategies



World Mental Health Day is on 10 October - and this year, it's all about putting a positive spin on mental health to help break down stigma.

A good first step is to know what mental health issues are, and how to take care of your own mental health.

#### This can help if:

- you want to know what 'mental health issues' are
- you want to know what causes mental illness
- you want to check out ways to improve your mental health.



#### Shelter Spotlight: Charlie

Shelter Spotlight: Charlie Charlie came into Best Friends Pet Rescue after being left in the 'Deposit Box' at Glenfield Road Animal Shelter in Middlesbrough. *SHARON PHILLIPS for BFR*



#### Dog Diarrhea

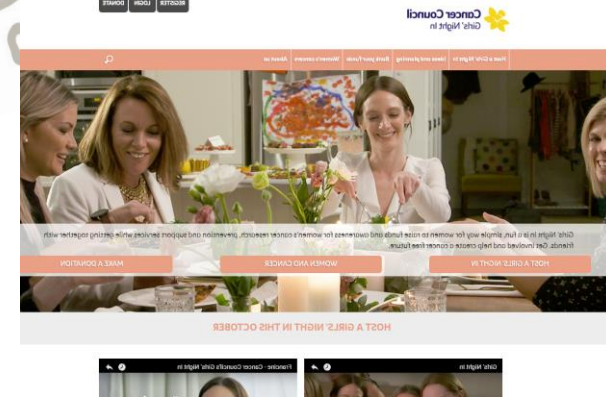
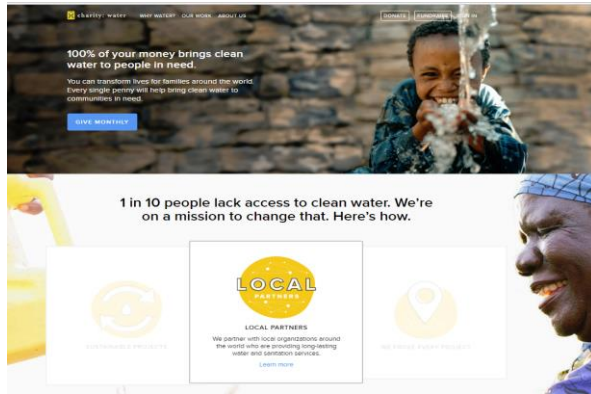
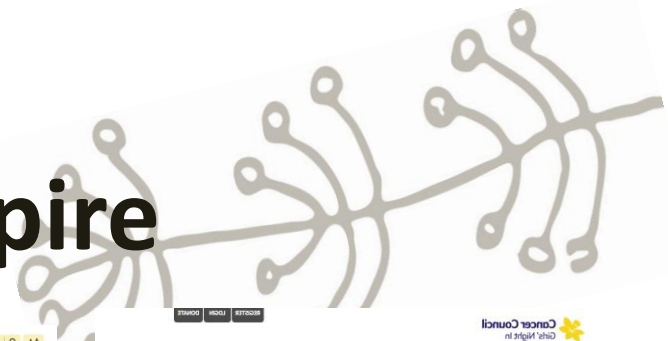
Dog Diarrhea You're looking down at a runny mess of dog poo, and the dog is looking up at you with a sad look on his face. At some point, life is never that bad.



#### Five reasons why you should adopt a big dog

Why you should adopt a big dog With lots of beautiful big dogs ready for new homes,

# Stories that inspire



## FIVE WAYS BEING A ONE GIRL AMBASSADOR CAN TACKLE CLIMATE CHANGE!

A word from Maysha Moin, previous One Girl Ambassador and climate activist. The world needs dreamers and the world needs doers. But above all, the world needs dreamers who do. It's funny how some quotes plant themselves in the back of your mind and a couple of years later, sprout into seedlings. Sarah Ban Breathnach's famous quote was one I actually found whilst learning to become a One Girl Ambassador back in 2017. Fast forward two years, and here I am, a young environmental activist making my dream of a clean energy future a reality. Hey there legend, I'm Maysha....

We're a new kind of charity. We're setting fire to the status quo. We're open, honest and transparent - and we love what we do. We hope you'll join us.

### CATEGORIES

Administration Costs

Amazing Supporters

Blog



About Us | Our Research | Our Stories

[SPONSOR A CHILD](#) [DONATE NOW](#)



### WHO WE ARE

The Smith Family is a children's charity helping disadvantaged Australian children to get the most out of their education, so they can create better futures for themselves.

[WHAT WE DO](#)

[GET INVOLVED](#)

[DONATE NOW](#)

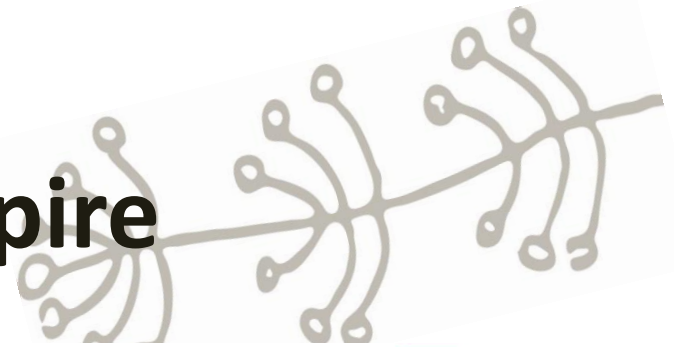


# Andrea Rowe

COMMUNICATIONS STRATEGIST + COPYWRITER



# Stories that inspire



**Meet Pepper, Southend-on-Sea Borough Council's dementia-friendly robot**

A local authority in East England employs a humanoid robot that brings joy to people with dementia through reminiscence activities.

23 August 2019 | longread



**Incontinence and dementia: It's embarrassing. We need more awareness and more help**



Read stories

**Steve's story: People with dementia might forget their past, but start a song and they know every word**



Read stories

**Betty's Memory Walk story: Alzheimer's robbed us of a very beautiful, independent soul**



Read stories

**9 people with dementia everyone should follow on Twitter**



Information

Social media is a great way to

**women's aid**  
until women & children are safe

Information and support - What we do - Get involved - Cover your tracks online - Donate

**Lucy May Walker raises awareness of Women's Aid work with the release of her latest single 'Without Him'**

Singer-songwriter Lucy May Walker has announced her new single Without Him will be released on August 23rd. The song tackles issues of domestic and emotional abuse. Lucy is raising awareness of Women's Aid and our lifesaving services and to encourage survivors to reach out for support. Lucy said: "Without Him is a song I wrote for anyone who has ever [...]"

Read more

**Women's Aid responds to the prime minister's announcement on future funding for refugees**

Women's Aid responds to the prime minister's announcement on future funding for refugees 13th May 2019 Today, the prime minister's announcement on the future of funding for refugees takes us one step closer to securing the future of our life-saving services. The government has set out proposals to place a new legal duty on local authorities to provide support in [...]"

Read more

**Lucy May Walker raises awareness of Women's Aid**

26th August 2019 Lucy May Walker raises awareness of Women's Aid during the release of her new single "Without Him". In this interview, Lucy shares her feelings on songwriting, domestic abuse and why she wanted to raise awareness of Women's Aid. What is the song about and when did you write it? Without Him is a song I wrote around [...]"

Read more

**The Murdoch Children's Research Institute blog**  
Featuring stories, opinions and news from our research team, patients and staff.

Enter terms

Retain current filters

Curious Kids: why do we lose our baby teeth?

Baby teeth are only temporary. But they are important – so please look after them. Philippe Putt/ flickr, CC BY-ND Mihiri Silva, Murdoch Children's Research Institute  
Curious Kids is a series for children.

Training the first generation of specialist child health nurses in the Solomon Islands

In a country where one third of the population is 14 years or younger, quality health care for children and adolescents is crucial. This is the case in the Solomon Islands, which this year celebrated the graduation of its first ever cohort of graduate paediatric nurses.

Using data to improve the health of Papua New Guinea's children

"It is only by understanding disease burdens and examining patient outcomes that we can improve the services we deliver and the health of our communities." It is with this sentiment in mind that Paediatric Surveillance Officer, Edison Yano,

Categories

- Cerebral Palsy (4)
- Epigenetics (3)
- autism spectrum disorders (2)
- genetics (2)
- Mental health (2)
- Pregnancy (2)
- Adolescent health (1)
- Allergy prevention (1)
- ASD (1)
- assisted reproductive technologies (1)
- Brain development (1)
- Child development (1)
- child health (1)
- diagnosis and outcomes (1)
- DKA (1)
- food allergy (1)
- food introduction (1)
- gene regulation (1)
- haemochromatosis (1)
- Hearing Loss (1)

Show more

Author

**penguinfoundation**  
philip island

About Us - What's New? - About little penguins - Get involved - FAQs & Contact us - Penguin Jumpers

**Knits for Nature**  
Home - What's New? - Knits for Nature

**While adorable, these penguin jumpers are not a fashion statement!**

Oil pollution is a serious threat to little penguins. When penguins become oiled, they will try to preen and clean the toxic oil from their feathers, ingesting it can kill them. It also damages their delicate feathers which exposes their skin to cold temperatures and they are left cold, heavy and unable to swim or hunt for food.

Little penguin rehabilitation jumpers can play an important role in saving these oil affected penguins. When oiled penguins are rescued and admitted to the Phillip Island Wildlife Clinic, knitted penguin jumpers may be temporarily placed on the penguins. These act as a barrier to prevent the penguins from reaching its oily feathers with its beak before Phillip Island Nature Parks Wildlife Rescue staff are able to wash it clean. It will then spend time recuperating and recovering at the Wildlife Clinic.

These little penguin rehabilitation jumpers need to be knitted 'just right' so that they fit the penguins properly and are safe to use.

438 little penguins were affected by the last major oil spill near Phillip Island in 2001. Of those, 96% were successfully saved with the help of penguin jumpers, rehabilitated at the Wildlife Clinic and released back into the wild.

Read more about the benefits of using penguin jumpers when rehabilitating oiled little penguins [here](#).

**Adopt a penguin**  
Adopting makes the perfect gift

# Stories that inspire

The official magazine of the Royal Flying Doctor Service Victoria

90  
YEARS



## Going the Distance VICTORIA >

1928 – 2018 90 years of the Royal Flying Doctor Service



### Thank you for joining us! AGM Forum: Year of Achievement and John Flynn Luncheon

On Wednesday 29 November over 400 people came together to attend our AGM: Year of Achievement or John Flynn Luncheon.

The AGM Forum: Year of Achievement is a chance to share our success and achievements for the past year, while the John Flynn Luncheon brings donors together in celebration of our founder, the Reverend John Flynn.

#### What our attendees had to say

"We come to the Luncheon every year, but we hadn't been to the AGM and thought we would come along and do something different." Evelyn



"We came to the AGM last year and found it interesting, so we're back again. It's nice to learn what's been happening in the past year, and what's likely to happen in the coming year." Ray, attended with wife Ruth

"The John Flynn Luncheon is always very good, and they always have interesting guest speakers. We get a lot of information so that's why I come. It's always interesting hearing of what the RFDs has done." Rosemary



"The AGM was really well done, and the clips were really good. It's very impressive the way the Royal Flying Doctor Service is expanding into areas of need. It's recognising things which aren't being covered by other services." Laurence



"The AGM Forum gives you a wide perspective of all the areas the Flying Doctor works in." Lois



"This is my second time and I've enjoyed it both times. I've enjoyed the whole venue, from the AGM down to the lunch, everything is very interesting." Sharon (left), attended with Joy

### Too late to say thank you



We recently received a bequest from Lorraine, a long-time donor and passionate supporter of the Royal Flying Doctor Service.

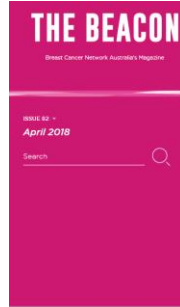
When she passed away, Lorraine, pictured above, left a bequest to further a cause she believed in. Lorraine's bequest was a surprise to us – we had no idea she had included the Royal Flying Doctor Service in her Will.

Receiving a bequest is always a bittersweet moment, but in this case there was an additional element of sadness as it was too late for us to say "thank you", and let Lorraine know what her generosity means to the many people the Flying Doctor helps each year.

For us, not being able to discuss what she wanted us to do with the gift, or to be able to recognise her whilst she was alive, was an opportunity we were sad to miss.

If you have included the Royal Flying Doctor Service in your Will, please let us know! We would like to discuss with you how you would like us to use the gift, and most importantly, express our gratitude. We also invite you to become a member of the John Flynn Society and receive a small item of recognition.

If you have made an undelivered bequest or are thinking about making one, please contact Naomi Lehrer, Donor Relationship Manager, on 03 9412 0431 or email naomi.lehrer@rfdvic.com.au



Letter from the CEO



BCNA News



How and then



## BIRTHDAYS are changing the world



The young boy who inspired Lorraine's birthday campaign is currently studying in Russia, and has 50 people who are helping him to get home. Lorraine's birthday campaign is a success story.

On September 19, 2018, our Birthday campaign was launched. It's a global campaign to raise awareness of the need for clean water and to encourage people to pledge their birthdays to help. The campaign is a success story.

Our Birthday campaign is a success story. It's a global campaign to raise awareness of the need for clean water and to encourage people to pledge their birthdays to help. The campaign is a success story.

19 million birthdays are celebrated around the world every day. \$770 average amount raised by a person's birthday campaign. 38 people get clean water as a result of a birthday campaign. \$9M has already been raised for clean water through birthdays.

HOW IT WORKS  
Pledge your birthday. Such a campaign. Give people clean water.



# Andrea Rowe

COMMUNICATIONS STRATEGIST + COPYWRITER



# Want more? Find me here ...



**Website & Blog:** <https://andrearowe.com.au>

**Email** [andrea@andrearowe.com.au](mailto:andrea@andrearowe.com.au)

**Twitter** @thecoastwriter

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