



50 STORIES TO SHARE ONLINE

When you think you're all out of stories to share



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50 Ways to Tell Your Story Online When You're Fresh Out of Stories to Share

Share a Story from Inside Your Organization

1. Share photos or videos from a recent event.
2. Staff photos w/a quote or story about why they believe in your mission.
3. Offer up a quote from your executive director.
4. Photo or video of your mission in action.
5. Was someone's life changed because of your work? Tell their **impact story**.
6. An FAQ from a potential client about getting your service.
7. Important dates or announcements about receiving service.
8. Remind people to follow you on other social media channels.
9. Ask people to sign up for your newsletter.
10. Share a news story where your organization is namechecked or your ED is quoted.
11. Share a post from your blog (bonus if you can frame it with a newsworthy message).
12. Share a story from your latest e-newsletter.
13. Share a recent press release.
14. Share an inspirational quote.
15. Share a funny photo or video that your audience will understand — you can even boost engagement by asking readers to #CaptionThis.

Tell Your Story in Numbers

1. How many people have you served this month? This quarter? This year?
2. How much of an impact have you made this month?
3. Are you on a growth track? Show your progress! (Great for #MotivationMonday or #ThrowbackThursday)
4. If you didn't exist, what would happen?
5. Share new research related to your cause.

Tell Your Money Story

1. **Donor spotlight:** tell the story of one donor and why they give to you
2. How far can \$1 go towards your mission? What about \$10? Or \$50?
3. Share photos or videos from a recent fundraiser.
4. Announce a save-the-date or news about an upcoming fundraiser.
5. What does it cost to deliver your service?
6. Share a link to online donation forms.
7. Thank a longtime donor.
8. Thank a new donor.
9. Thank a corporate donor (don't forget to tag them!)
10. Thank a foundation (don't forget to tag them!)
11. **Ask your followers:** Why do you give to us?
12. How much have you raised towards your annual goal?

Tell Your Volunteers' Story

1. Go live (on Facebook, Instagram, or Twitter) from a volunteer event.
2. Share a quote from a volunteer.
3. Share a quote from a board member.
4. **Ask your followers:** Why do you volunteer with us?
5. Show a behind-the-scenes photo or video of your volunteers on the front lines of your work.

Tell Your Partners' Story — and Tag Them!

1. Shout out a partner organization and explain their connection to you.
2. Shout out another community resource.
3. Share recent news from a partner organization.
4. Host a virtual panel, Ask Me Anything, or Ask an Expert session with a partner organization.

Tell Why You Do This Work

1. Answer some common questions (or FAQs) about your issue.
2. Recognize awareness months/days/weeks about your cause.
3. Deliver factoids that support your theory of change.
4. People love visuals. Offer an infographic that supports your work.

Tell What's In the News

1. Is there news happening about your issue? Share it!
2. Are there local stories that impact the population you serve? Share it!

Deliver Some Tools and Tips

1. Can followers do something differently at home or in their lives to support your cause? Tell them how!
2. Is there a website or online tool related to your work that people can use? Show them how!
3. Give followers an essential reading list of books and articles to help them become more knowledgeable about your work.

BONUS: Think you're fresh out of content? Try looking here!

- Set up Google Alerts with phrases related to your issue.
- Cast a wider net for content by asking staff or volunteers to send photos/videos to a shared Google Drive or email address.
- Recruit more voices for your cause by asking volunteers to be guest bloggers for your website.
- Dive into Reddit for ideas and discussion topics.
- Look through your past posts and share them again (and again)!

THANK YOU!



Thanks so much for downloading this cheat sheet! I hope you enjoy it.

Now! Are you ready to take your skills to the next level?

Visit my website to register for our next **Data-Driven Storytelling** workshop where you'll get a step-by-step method for turning facts or figures into powerful, crystal-clear narrative that no donor, funder, or potential partner can resist!

Use the promo code **50Ways** for a huge discount!

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