



LUMOS MARKETING

Making Your Nonprofit's Case with Storytelling

Your Story is your Strength

Presented by:

Tania Bhattacharyya

Founder, Lumos Marketing




Who am I?

Tania Bhattacharyya found the world of fundraising and marketing at her alma mater, the University of California – Irvine, while pursuing her Psychology degree. After graduating, Tania was raised for twelve years in the nonprofit behavioral healthcare field as a fundraiser, marketer, and eventually Executive Director.

During her fundraising career, Tania raised almost \$8 million in the form of foundation grants, capital support for building projects, and the creation of an endowment to provide philanthropic solutions for women, children, and families healing from substance use disorder.

She believes a brave conversation is the start to any new endeavor.

Tania is the founder of Lumos Marketing, a thought leadership consultancy for mission-driven leaders. She consults with a hybrid approach, guiding strategy, ghostwriting content, and coaching to dismantle imposter syndrome.



Storytelling: Why, Who, Where, and How?

WHY?

- Our authentic stories attract others to us, as they see themselves reflected back.
 - "Getting on "the same page"
- Stories are the evolutionary cornerstone of human connection. They've helped us survive.
- The outcome of telling your story is trust.)



Recap

- Prepared and ready, yet natural and conversational with eye-contact.
- Began with a story, right off the bat.
- Sharing an humble and authentic personal story, then widening the lens to tie into a larger vision and humanity as a whole. ("But it's not just a story affecting the entertainment industry. It's one that transcends any culture, geography, race, religion, politics or workplace.")

Recap

- Clear adjectives and descriptors (linoleum floor, bone-tired, his tie was white, his skin was black)
- Circularity - closing the loop on her own personal story (“... it is not lost on me that at this moment, there are some little girls watching as I become the first black woman to be given this same award.”)
- Message or tagline repetition (“Amen, amen, amen, amen.”/“But their time is up. Their time is up. Their time is up.”)

Recap

- Demonstrating expertise and knowledge by sharing an interesting piece of history ("...her story was reported to the NAACP where a young worker by the name of Rosa Parks became the lead investigator on her case and together they sought justice.")
- Ending with an inclusive call to action
- Voice and delivery (pitch, pacing, pauses, charisma)

WHO?

- How stories smash stigma - the overturn of the abortion ban in Ireland in 2018
- Who are your storytellers?
 - Board Members, Volunteers, Community Members
 - Alumnae and Persons Served
 - Anonymous submissions for a campaign
 - You! And the rest of your leadership

WHERE?

- 30 second "elevator pitch"
- LinkedIn About section
- About Us/Staff section of your website
- 2-5 minute story for podcasts, presentations, webinars
- Initial conversations + coffee chats with new friends
- Appeal letters, campaign materials, website, YouTube
- 2nd or 3rd email in your email Welcome Sequence

FW: Just in case you were wondering, who is Tender anyways?

Sent: Wednesday, August 24, 2022 9:53 AM

To: Tania Bhattacharyya <tania@lumosmarketing.co>

Subject: Just in case you were wondering, who is Tender anyways?

Hi Tania,

I'm Jaycina Almond, the founder and mama behind The Tender Foundation.

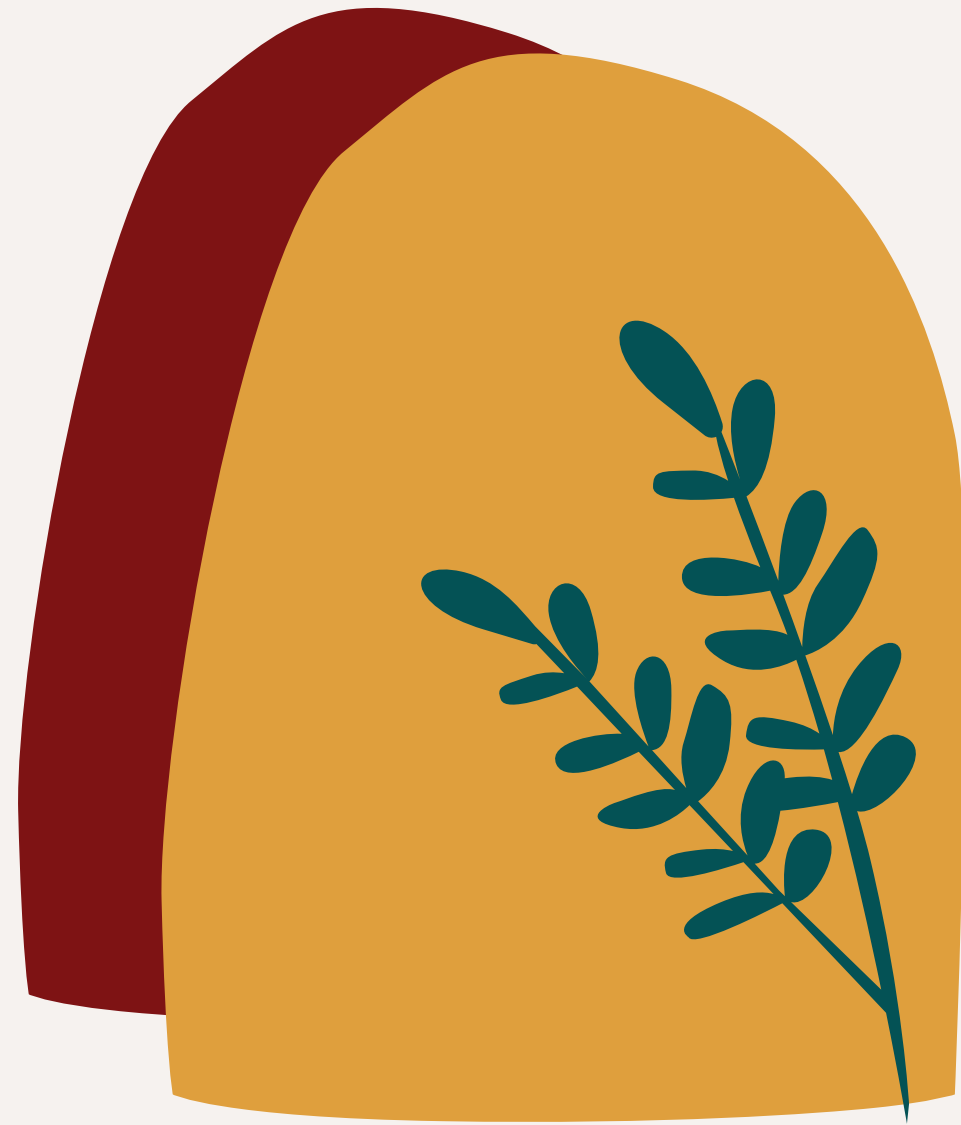
A few times each month, I'll send you an update on all the happenings at Tender. Here you'll hear about our mamas and their achievements as well as exciting happenings in our office. Since we are a young organization, we will also share with you about our growth and plans impact because you are a part of our circle - and we want you in the know.

Since starting The Tender Foundation in early 2020, one of my favorite things about this work is the joy brought upon a fellow mama's face when she knows love, care, and some financial respite are coming her way. **Together, we are creating HUGE impact for mothers in the Metro Atlanta area** - and someday soon - hopefully beyond. I feel so lucky that not only do I get to do this important work, but I get to do it alongside people like you, Tania.

And now is the time when you tell me about *you*.

Call me crazy, but I would actually LOVE hearing from you. Just hit "reply" and reach out! Don't be a stranger - we are friends now.

With gratitude,



HOW?

- Let's practice writing a Myth-Fact-Story-Need - 10 to 15 min
- This is a great option to share with board members and other volunteers.



HOW?

- Myth: "Just Say No" works
- Fact: Addiction is a chronic disease.
- Story: Kristen's Story
- (Optional) - Need: Contribute, volunteer, share your story, etc.

"Homework"

- Done is better than perfect. Progress > perfection.
- Practice bravely with safe friends and co-conspirators - Does anybody want to share?
- Share your story in a place you feel comfortable and see what magic starts to happen
- Any questions?

Stay Connected!

Find me on LinkedIn ♥

<https://www.linkedin.com/in/tania-bhattacharyya/>

Download my freebie:

14 LinkedIn Storytelling Prompts for Content that Converts

<https://bit.ly/LinkedInLumos>

Listen to [the Campfire Circle Podcast](#) about storytelling and thought leadership - available anywhere podcasts are found.