

# The Power of a Testimonial

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# 1. Update estate plan

2. A fund is a win-win

3. Personal stories are powerful



# Why do testimonials matter?

- They create
   emotional connections
- They make abstract concepts relatable
- They help overcome skepticism and build trust



# You are your foundation's best ambassadors



Story Need	Example	
Why Giving Matters	Share your personal reason for giving and why it feels meaningful.	
Impact	Tell about a Foundation grant, fund, or initiative that changed lives or your community.	
Why A Community Fund?	Give an example of how giving together through the Foundation made a community project possible	
How Individual Funds Work	Use your experience as an example to explain how funds work	
Legacy/Estate Giving	Share what you've done (or plan to do) in your own estate planning.	
Celebrate Community Champions	Highlight a donor, volunteer, or grantee who made you proud.	
Rural Possibility	Tell a story that proves small towns have big dreams—and deliver.	
Inspire Giving	Tell a story of generosity that surprised or inspired you.	

## \* A story in three easy steps







Start with a moment of realization

Highlight the transformation

End with a call to action



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Highlight the transformation

End with a call to action

I had no idea...

CF helped by...

You should...

# Collecting A Story

Feels awkward to ask, but people feel honored





WHO	WHEN	HOW
Board Members	<ul> <li>Phone or email Q&amp;A</li> <li>Board meeting</li> <li>Board Retreat</li> <li>Exit interview</li> </ul>	<ul> <li>"Video booth" at retreat</li> <li>Write a quote exercise</li> <li>Headshots</li> <li>Start meeting with a board member sharing a story</li> <li>Write a reflection</li> </ul>
Donors	<ul> <li>Fund agreement signing</li> <li>Match month events</li> <li>Donor events</li> <li>Phone or email Q&amp;A</li> </ul>	<ul> <li>Photo and quote</li> <li>Recorded conversation (audio or video)</li> <li>"Video booth" at event</li> <li>"Man on the Street" video</li> </ul>
Grantees	<ul> <li>Grant application or report</li> <li>Check presentation events</li> <li>Training events</li> <li>Nonprofit board meetings</li> <li>Phone or email Q&amp;A</li> </ul>	<ul> <li>Project before and after photos</li> <li>Impact quotes</li> <li>Event photo and story</li> <li>Personal story/video of person who benefited</li> </ul>
Volunteers	<ul><li>Volunteer projects</li><li>Appreciation event</li></ul>	<ul><li> Group photo</li><li> Photo and quote</li><li> Video thank you</li></ul>



## Share Every Story Multiple Ways

- Social media
- Email
- Newsletter
- Newspaper column
- Fundraising letters
- Annual report
- Civic group presentations





How will you be remembered?

Meet Steve Imler. After getting involved with the Humane Society of Cobb County and Friends of the Strand Theater in early retirement, Steve learned about Cobb Community Foundation. After first creating a Donor-Advised Fund, Steve also incorporated his DAF into his estate plan so that it will continue to benefit the communit...



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Learn how your retirement assets can be a powerful, tax-free way to support our community for...

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# Video vs. Written

Photos with stories perform very well—and video performs even better.

Do what you can accomplish



# Video doesn't need to be fancy





### ★ Organize for Success

Build story collection into your processes (applications, forms, meetings, events)

Store information in a specific way on your server or other tool

Carry a lapel microphone and tripod at all times

**Record and transcribe**meetings and conversations

Take photos everywhere



### \* Your Call to Action

#### **BOARD MEMBERS**

Write <u>your</u> 2-minute foundation story **NOW** and give it to your director

#### STAFE

Share a story every month in 2 channels



A great testimonial isn't just heard—it's remembered, shared, and acted upon.

Your stories can unlock generosity and change lives.





