

FUNDRAISING USING SOCIAL MEDIA

How to Tell Your Story

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Strategic Communications • Partnerships • Engagement

HOW MANY HATS DO YOU WEAR?

Show of hands!



Fundraising



Communications



Social
Media



Website



Events



Partnerships



Volunteer
Recruitment



Trustee
Recruitment



Anything else
that lands on
my desk

Most VCSE organisations don't have marketing teams.

They have Dave. Or Sarah. Or you.

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WHY THIS SESSION?

*I don't have all the answers.
I just make plenty of mistakes.*

I'm here to share **what works in practice** for VCSE organisations like yours.



10+ YEARS

in communications, PR, marketing and fundraising



LEADERSHIP TEAM MEMBER

at Maggs Day Centre



TRUSTEE

supporting impact and governance across Worcestershire



WORKING ACROSS

fundraising, communications, partnerships and strategy

THE BIGGEST MYTH

“Social media is just posting on Facebook.”

No.

COMMUNICATIONS IS:



Building **awareness**



Building **trust**



Building **relationships**



Building **support**

Fundraising is often **the outcome**.
Not the starting point.

PEOPLE CAN'T SUPPORT WHAT THEY DON'T KNOW EXISTS.

Before someone:



Donates



Volunteers



Refers
someone



Becomes
a trustee



Sponsors
an event



Supports
a campaign

They need to know:



Who you are



What you do



Why it matters

WHAT STOPS YOU TELLING YOUR STORY?

Hands up if this is you! →



I promise we'll tackle
every one of these.



No time



No content



No confidence



No budget



No followers



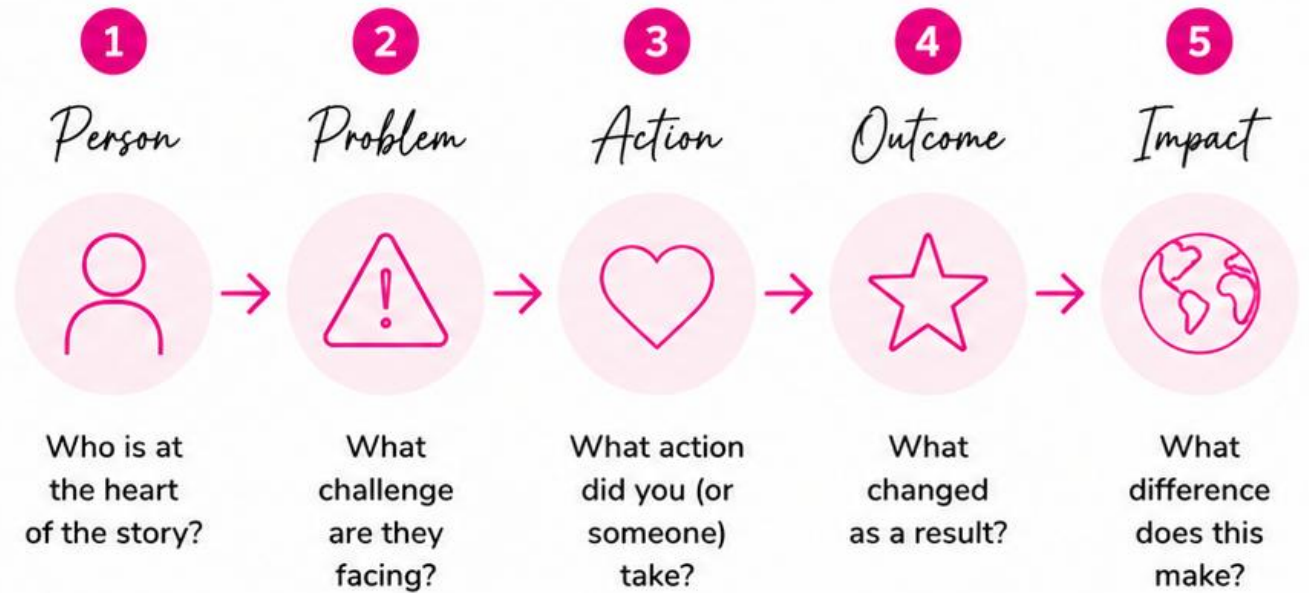
No fundraising experience

THE STORYTELLING FORMULA

People remember stories.
They don't remember statistics.



Stories create connection.
Connection inspires action.



That's the story that inspires support.

WHERE DO STORIES LIVE? USE THE RIGHT PLATFORM.

Each platform has a purpose.
Your story just needs the right home.



One story can live in many places.
Adapt it. Don't just copy it.



Facebook

Great for community, longer stories and event promotion.



Instagram

Visual storytelling. Use photos, reels and stories.



LinkedIn

Share impact, partnerships and professional stories.



TikTok

Short, authentic videos that show real people and moments.



Email

Tell deeper stories and invite action from your supporters.

A FEW TIPS TO TELL IT WELL.

Good storytelling isn't about being perfect. It's about being real, clear and human.



Your story could be
**the reason someone
decides to get involved.**



Know your audience

Write for the people you want to reach.
Think: what do they care about?



Keep it simple

Speak plainly and avoid jargon.
Short sentences. Clear meaning.



Show, don't just tell

Use real examples, quotes,
photos and stories.



Include a call to action

Tell people what you want them
to do next.



Be authentic

People connect with people,
not perfection.

TURN STORIES INTO SUPPORT: A SIMPLE PROCESS

Great stories don't happen by chance.
Use a simple process to plan, create
and share with purpose.



Plan with purpose.
Tell with impact.
Inspire action.

1



FIND THE STORY

Listen for powerful moments
in your work and community.

2



SHAPE THE MESSAGE

Define the key message and
what you want people to do.

3



CREATE THE CONTENT

Use words, photos or video
to bring the story to life.

4



SHARE IT STRATEGICALLY

Use the right platform and
timing to reach your audience.

5



MEASURE & REFINE

Track engagement and impact.
Learn and improve.

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NEED INSPIRATION? STORY IDEAS TO GET YOU STARTED.

Every organisation has powerful stories. Here are a few places to look.



You don't need a big event to have a big story.

Look closer. Listen deeper.



People & Stories

Share the journey of the people you support, your volunteers, staff or partners.



Impact in Action

Show the difference your work makes in the community.



Events & Moments

Capture highlights from events, campaigns or special moments.



Partnerships

Celebrate the power of working together and shared success.



Behind the Scenes

Give a glimpse into the daily work and the heart behind your mission.



Lessons Learned

Share what you've learned, challenges you've faced and how you've grown.



Why It Matters

Tell the bigger story. Why your work matters now more than ever.



Voices from the Community

Share messages, thank yous and feedback from those you serve.

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LET'S MAKE STORYTELLING PART OF YOUR EVERYDAY WORK.

You don't need more time.
You just need a story-first mindset.



When storytelling becomes
a habit, your impact grows.
**Make it part of what
you do, every day.**

EASY WAYS TO BUILD STORYTELLING INTO YOUR ROUTINE



Plan it in

Set aside time each month
to plan and capture stories.



Keep it simple

Use a simple format to collect
and shape your stories.



Ask every time

When you meet someone,
ask: **what's your story?**



Make it relevant

Connect every story to your
mission and your audience.



Capture as you go

Take photos, notes and quick
quotes when moments happen.



Involve your team

Everyone has a story.
Everyone can help share it.



Share and repeat

Share stories across channels
and don't be afraid to revisit
great ones.



Review and learn

Look at what's working. Learn
from your stories and keep
getting better.



You already have **AMAZING STORIES.**

Not every organisation has an annual report.
You just need the moments that matter.



Every insight,
every quote,
every moment –
it's a story.

Your impact data can become powerful stories.



Real people
you support



Moments
that matter



Meaningful
outcomes



Your
impact

From insight



To story



To impact

“

*“We helped
12 parents access
emergency food
last month.”*

”

“

*It meant they could
put a meal on the
table and focus on
getting back
on their feet.*

”

*Stronger families.
Healthier futures.
Stronger
communities.*



*This is
where
your voice
makes the
difference.*



People connect with meaning.
Meaning comes from data + humanity.

Lunch & Learn
July 2026

Actual post



August 2023

One of the first social media posts I ever published after joining Maggs.



Maggs

Published by Melissa Blewitt · 7 August 2023 ·

We have a donations bin! 🗑️

We dare anyone to tell us about any other places of work that get excited about a bin donation like we do! 🥳

We officially have a special donations bin that lovely members of the public can place their donation in out of hours.

It's just outside our Clothing Project door round the back - you won't miss it!

#maggsdaycentre #charity #homeless #vulnerable #worchester #worcestershire



64

9 comments 11 shares



You don't always know WHAT WILL WORK.



We'd just been given...

A donations bin.

Nothing particularly exciting.
I nearly didn't post about it.



Result?

Highest engagement we'd ever seen on Facebook at that point.

People loved it.



Why?

Not because it was **a bin.**
Because it represented something.

Community.

Generosity.

Progress.

People saw themselves in the story.

Lunch & Learn
July 2026



SHOULD CHARITIES USE **AI**?

My answer?

YES.

But responsibly.



AI should **support** your voice.
It should **never** replace it.

*“I use ChatGPT every day.
Not because it writes my content.
Because it gives me a better starting point.”*



Brainstorm ideas

Spark ideas and explore different angles.



Draft first versions

Get a first draft to build on in your own voice.



Plan campaigns

Help with planning, content calendars and schedules.



Generate inspiration

Create images, headlines and creative concepts.



Save time

Speed up the admin so you can focus on impact.



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MY FAVOURITE **FREE(ISH)** TOOLS

*Great tools
make the work
easier (and more fun!)*

Canva

Create
graphics



ChatGPT

Ideas
Captions
Brainstorming



Meta
Business Suite
Scheduling



CapCut
Video
editing



Mailchimp

Email
marketing



Google Forms

Collect
stories



Google Drive

Asset
library



bitly

Bitly

Track
links



Start with
ONE.

Don't download ten.
Master one.
Then move onto the next.



YOUR STORY HAS POWER. USE IT TO CREATE CHANGE.

Stories build understanding.
They build trust. They build
communities. And they inspire action.



You have stories worth telling.
**Let's make sure the world
hears them.**

Remember:



Lead with purpose

Know why you're sharing
and what you want to achieve.



Make it about others

The best stories shine a light
on the people and communities
you serve.



Be consistent

Small, regular stories create
big impact over time.



Invite connection

Encourage others to engage,
respond and share their stories.



Keep going

Storytelling is a journey.
Every story makes a difference.

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**Real people.
Real impact.**



Your stories today can inspire action tomorrow.

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YOUR STORY. OUR COMMUNITY. STRONGER TOGETHER.

When we share our stories, we build understanding, spark action and create lasting change.



“

People will forget what you said.
People will forget what you did.
But people will never forget how you made them feel.

– Maya Angelou

Your next steps



01

Start small

Choose one story to tell this month.



02

Involve others

Ask your team, volunteers and partners to share their stories.



03

Share it

Use the channels your audience uses most.



04

Track your impact

Look at what's working and build on it.



05

Keep the story going

Make storytelling a part of how you lead and connect.



Thank you for the work you do every day.
Your stories matter. Keep sharing them.

Thank you.

Now let's talk.



Questions



Discussion



Sharing ideas



Coffee

“ If one person leaves today feeling *more confident* about telling their organisation's story, then this session has done its job. ”



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Lunch & Learn

Community Power | VCSE Alliance