



## STORYTELLING SUITE – SPECIFICALLY DESIGNED FOR HEALTH CARE FOUNDATIONS

### Why storytelling? Simple. Nothing else works.

Storytelling fuels health care philanthropy. It illuminates your organization's mission, connects donors to the causes they care about and inspires and rallies every member of your team. First, understand this—storytelling and stories are not the same thing. Storytelling is much more than words on a page. Storytelling can help gift officers orally illustrate your cause, CEOs inspire your organization and organizations bring video and digital media to life. However, too often, foundations fall short on identifying, capturing and telling their amazing stories of gratitude, altruism and hope. Instead, many foundations rely on hospital marketing success stories, donor testimonials, or limit the power of storytelling to writing alone. The problem is, foundations often lack the resources or mindset to address storytelling properly. This suite of storytelling packages is specially designed to transform how your health care foundation communicates.

### Where do YOU want to start?

- Unearthing the *right* stories
- Shaping good stories into great stories
- Prioritizing your storytelling efforts
- Fueling donor engagement
- Testing storytelling with donors
- Recruiting a team of story hunters
- Training and coaching
- Automating the process

# How it works

Accordant focuses solely on health care philanthropy. We understand what motivates prospects, donors, care providers and the community. Our team of expert trainers and storytellers have one mission: to produce great stories and train great philanthropy storytellers to bring those stories to life.

## PACKAGE I: FAST-TRACK

Recruiters will tell you it takes 100 resumes to produce 12 worthwhile candidates, which in turn will produce 1-2 great hires. Finding great philanthropy stories is very similar, often requiring many story options to arrive at the very best ones. This package is ideal for foundations that need fast, professionally told stories for campaigns, annual reports or acquisition letters but have limited availability of time or talent. Our process relies on a specialized set of questions to produce great content often beneath the surface and includes the following deliverables:

- Identify target audiences, service lines and stories to pursue that elevate philanthropy
- Identify key connectors or story providers
- Recruit and schedule 20 interviews
- Conduct 20 phone interviews (30 min each), record & transcribe
- Produce 20 thumbnail stories (300 words, usable in social media or to pursue further)
- Produce and edit 3 professionally written final stories (1,200 words each, 2 rounds of edits)
- Craft a mini-strategy to turn these stories into storytelling opportunities for your organization

**\$9,500**

## PACKAGE II: STORY HUNTERS

After years of helping organizations successfully identify and tell compelling stories, we've compiled our experience and expertise into a complete package that trains and enables foundations to have the ultimate storytelling model. Through proactive and automated storytelling efforts, foundations can now build in the training and tools needed for success. This package includes the following:

- Conduct creative assessment, goals, data analysis, segmentation and target audience profiling
- Interview and recruit story hunter candidates (typically 5-7 individuals to serve as your team)
- Develop a custom process for internal communication, collaboration and deliverables
- Train your team on: The art of interview questions, Traditional storytelling methods, Philanthropy storytelling, Working with hospital marketing and your trusted vendors, Establishing a voice, Curating & Execution
- Provide tools: Recruitment, prioritization, evaluation and project management
- Produce 20 thumbnail stories (300 words, usable in social media or to pursue further)
- Produce and edit 5 professionally written stories (1,200 words, 2 rounds of edits)
- Develop an integrated strategy to turn these stories into storytelling opportunities for your organization

**\$25,500**

## Available Features and Add-Ons:

- Produce films & video
- Author & design publications
- Support public relations
- Manage social media
- Craft presentations
- Customize specialty projects

