



SUMMARY

Storytelling is an essential component of non-profit stakeholder engagement. The data of this research assignment looked at whether there were specific themes used in both donor and volunteer web page content across the sector as well as if there was more time spent developing stories (word count) across both stakeholder groups. What was revealed was that volunteers receive half the word count and therefore have less developed narratives than their donor counterparts. Another significant finding was that there are distinct themes in the messaging of non-profits unique to each stakeholder group, both donors and volunteers. These findings among others illustrate a great effort on the part of non-profits to develop their capacity as storytellers and increase their reach in the communities they operate in

PURPOSE

- **Mission:**
 - The research I am conducting will allow organizations to better fulfill their mission by increasing their stakeholder engagement. Through investigating what are the best storytelling practices we can better target our audiences in a way that expands the reach of the organization. The volunteers and donors become more
- **Marketing:**
 - This research will also illustrate how best to market the organization to the general public.. Marketing in. the for profit sector is quite sophisticated and effective and non-profits need to make a greater effort in understanding these tools so that their organization can thrive.

RESEARCH

The following are the research questions which guided and informed my analysis:

- Research Question 1: Are there different narrative trends between the sector concentrations?
- Research Question 2: Are there different trends between volunteer narratives and donor narratives?

METHODS

- Literature Review: An exhaustive review of existing literature of the topic was conducted focusing on storytelling in culture,. society, and non-profits duty to tell a compelling story
- Expert Interviews: Interviews with three different sector professionals were conducted. The interviews were semi-structured and focused on the importance of stories for non-profits and their opinion of message coding for different stakeholders.
- Web content Analysis of 60 organizations' volunteer and donor pages in 4 different concentrations (Youth Development, Environment, Human Services and Arts and Culture) : Data was collected to compare across sector concentrations and across volunteers and donors. This was done to see if there were trends that emerged and to identify gaps in the field.

DATA AND ANALYSIS

Across Sector Word Count for Volunteer and Donor Web Page Content:

One-Way ANOVA

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Donor Word Count	4.04	3	26.8	0.017
Volunteer Word Count	1.28	3	30.3	0.298

Group Descriptives

	Type of Org	N	Mean	SD	SE
Donor Word Count	1	15	82.1	35.6	9.20
	2	15	139.3	107.1	27.66
	3	15	183.8	126.4	32.64
	4	15	121.1	111.1	28.69
Volunteer Word Count	1	15	48.3	34.2	8.82
	2	15	53.3	40.1	10.34
	3	15	75.8	55.2	14.26
	4	15	75.7	66.6	17.18

Donor Word Count Compared to Volunteer Word Count:

Paired Samples T-Test

Paired Samples T-Test					
		Statistic	df	p	
Donor Word Count	Volunteer Word Count	Student's t	5.57	59.0	<.001

Descriptives

	N	Mean	Median	SD	SE
Donor Word Count	60	131.6	97.0	105.4	13.60
Volunteer Word Count	60	63.3	45.0	50.9	6.58

Volunteer Themes Across the Sector:

Contingency Tables

Type of Org		Volunteer Theme		
		Impact	Community	Total
1	Observed	7	8	15
	% within row	46.7%	53.3%	
2	Observed	9	6	15
	% within row	60.0%	40.0%	
3	Observed	7	8	15
	% within row	46.7%	53.3%	
4	Observed	5	10	15
	% within row	33.3%	66.7%	
Total	Observed	28	32	60
	% within row	46.7%	53.3%	

Donor Themes Across the Sector:

Contingency Tables

Type of Org		Donor Theme		
		Impact	Generosity	Community
1	Observed	8	5	2
	% within row	53.3%	33.3%	13.3%
2	Observed	9	4	2
	% within row	60.0%	26.7%	13.3%
3	Observed	9	4	2
	% within row	60.0%	26.7%	13.3%
4	Observed	7	7	1
	% within row	46.7%	46.7%	6.7%
Total	Observed	33	20	7
	% within row	55.0%	33.3%	11.7%

RESULTS

- Consensus in the sector of the appropriate length in developing narratives that are compelling
- More effort is put towards crafting narratives and reaching donors than volunteers
- Specific theme coding is being tailored to each stakeholder group

RECOMMENDATIONS

1. **FIRST RECOMMENDATION:** Develop more narratives that compel volunteer engagement
2. **SECOND RECOMMENDATION:**Recognize diversity in motivations in philanthropy (7 Faces of Philanthropy)
3. **THIRD RECOMMENDATION:**Use of more sophisticated storytelling tools (20 Master Plots)

REFERENCES

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