



"I realized the importance of having a story today is what really separates companies. People don't just wear our shoes, they tell our story."

*Blake Mycoskie,
CEO, Tom's Shoes*

There's no doubt, a well-crafted story can work wonders. Whether it's communicating with stakeholders, delivering your key message, making an appeal or demonstrating the effectiveness of your work, stories can engage and compel in a way straight talkin' just can't.

THE MAYA ANGELOU PACK TELLING YOUR ORGANISATION'S STORIES

Maya Angelou is a prolific storyteller. She believes people might forget what you say and what you do, but they never forget how you make them feel. Her powerful words have inspired and moved many, from the everyday person to presidents and TV personalities.

STORIES SPEAK STRONGLY TO PEOPLE TO HELP:

- Make people connect with your brand and organisation
- Make people care about your cause
- Create empathy for beneficiaries
- Create understanding about what you do and why it matters
- Increase awareness of your organisation or project
- Increase donations
- Become personable and relevant
- Make people want to share your stories
- Gain media attention
- Gain stakeholder buy-in

SO, WHAT COULD YOU DO?

- Tell your brand story
- Tell beneficiaries' stories
- Tell your founder's story
- Tell your volunteer's stories
- Tell a story about your vision
- Tell a story about why you do what you do

WHAT YOU GET

Storytelling Campaign

Creative Concept / Story Structure

Basic Web & Social Media Strategy

Copy, images or video as marketing collateral



MEET THE MISCHIEF MAKERS

Coalition of Mischief communicates ideas that revolutionise change. We offer communication strategies for social, humanitarian, cultural and environmental causes. Through community engagement campaigns, we achieve fundraising and communication goals by adopting alternative as well as traditional methods. Coalition of Mischief helps not-for-profits and socially aware organisations achieve their social and financial objectives.

www.coalitionofmischief.com

