

Six Steps to Telling Your Heritage Story

Tuesday, February 6, 2018

Funded in part by:



The microphone is currently muted. We will start the presentation on time.



Today's Presenters



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National Trust for Canada



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Strategies
National Trust for Canada

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a national charity that
leads and inspires action for
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programs engage Canadians
and enhance local identity.

We offer training, tools and
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bring heritage to life.

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Today's Agenda

Step 1: Get ready to tell your story.

Step 2: Think about how you will use your story.

Step 3: Craft the right messages for the right audiences.

Step 4: Tell your story.

Step 5: Tell it in pictures.

Step 6: Use social media to tell your story.

Free/low cost resources for dressing up your story.

Open Forum.

Wrap-Up.



Step 1: Get ready to tell your story.

Why do you need a story?

- To engage people.
- To inspire people.
- To compel people.



The average human attention span:

We see or hear about 105,000 words each day.

- That's 23 words per second.
- Or 34 gigabytes of information – every day.
- Enough to overload a laptop within one week.

The average human attention span is 8 seconds.



“This whole idea of an attention span is, I think, a misnomer. People have an infinite attention span if you are entertaining them.”

Jerry Seinfeld



What should your story do for you?

Engage people – get them past that 8 seconds.

*“He was an old man who fished alone
in a skiff in the Gulf Stream and he
had gone eighty-four days now without
taking a fish.”*



What should your story do for you?

- Share your passion.
- Leave them asking *“How can I help?”*
- Make it easy for your audience to remember and retell.



Key elements of your story:

- The main character.
- The challenge.
- The hero.
- The happy ending.
- The emotional journey.



2 Stories about Campbell House.



Duthie's Point Heritage Site, New Richmond, QC.

Campbell House – Story #1.



Campbell House – Story #2.



Story #1 OR Story #2?

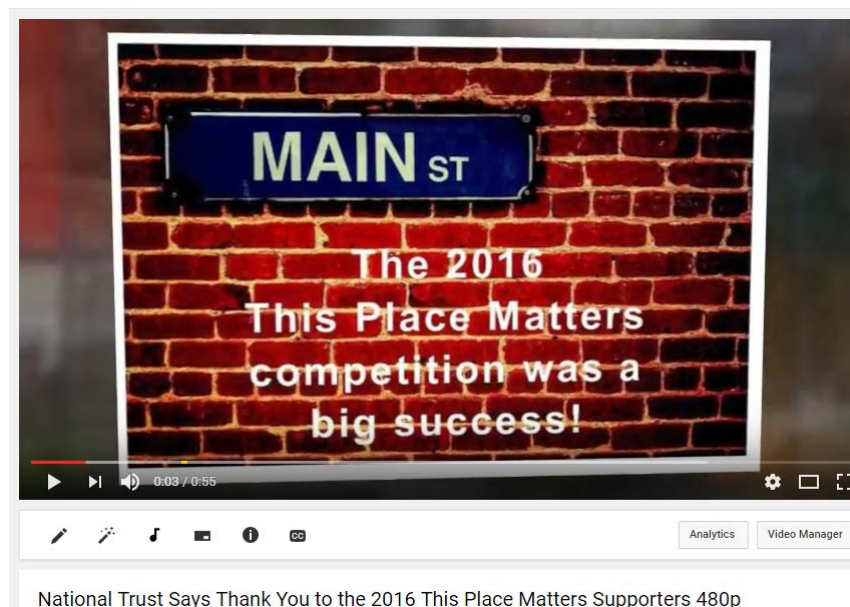


Step 2: Think about how you will use your story.

- Communications materials.
- Donor appeals.
- Major gift asks.
- Sponsorship approaches.
- Saying thank you.



https://www.youtube.com/watch?v=KN1rcWZA7_E



Use your story in your elevator pitch:

- Spark interest.
- Explain what you do and why you're unique.
- Leave them wanting to know more.
- Deliver it with passion.



Use your story in your case for support to demonstrate:

- The need.
- The urgency.
- The impact.
- What's at stake.



**Green's Harbour
painted a story of
what their harbour
would look like
without the church.**

**What a great way to
help supporters
understand what's at
stake.**

This is what the harbour would look like without the church.



Use your story in your call to action:

- What do you want your heroes to do?
- If your story leaves them asking “*How can I help?*”
- Be sure to tell them how!



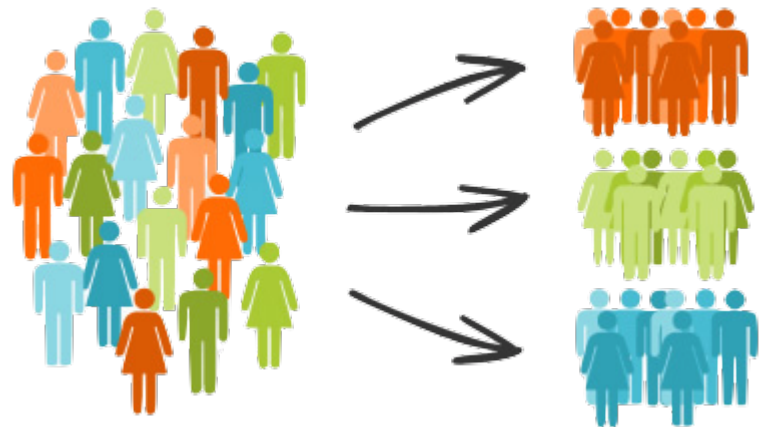
Step 3: Craft the right messages for the right audiences:

- Know your audience.
- Who are you talking to?
- Are you keeping **THEIR** interest?

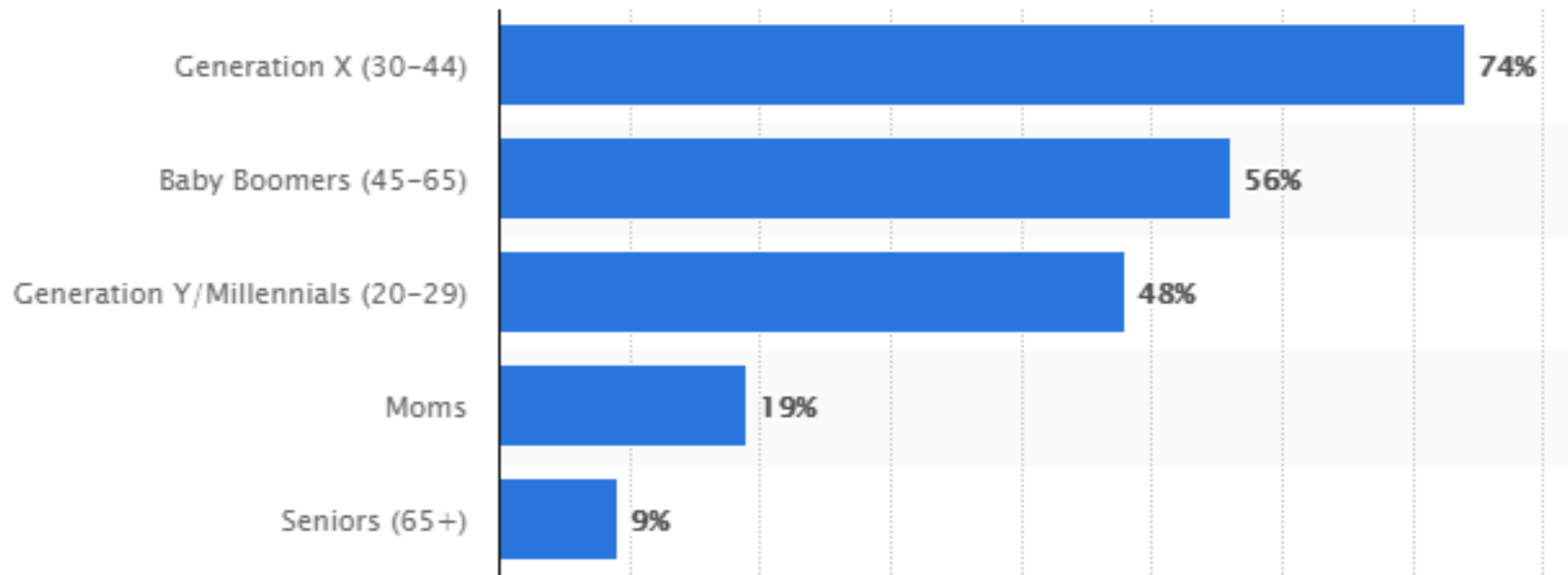


Different ways to segment.

- Behavioural
- Demographic
- Geographical
- Psychographic



Most targeted audience segments.



Geography

- A story about a lighthouse will not appeal as easily to someone on the prairies as someone on the east coast.



Audience segments who love historic places.



Step 4: Tell your story.

**Be creative.
Be fearless.**



Who are your story tellers?

- Champions.
- Community influencers.
- Partners.
- Twitter friends.



Champions.



Community Influencers.

The image shows a screenshot of the Twitter profile for Naheed Nenshi (@nenshi). The header includes navigation links: Home, Moments, Notifications, Messages, and a search bar. The profile picture shows Naheed Nenshi smiling. The bio states: "Mayor of Calgary, working every day to make this place even better." and includes the location "Calgary, Alberta" and the website "calgarymayor.ca". The statistics show 51.5K tweets, 1,234 following, 346K followers, 78 likes, and 2 lists. The pinned tweet, dated 4 Nov 2016, reads: "I'm excited to share some news with you! youtu.be/s9viBDIGwy0 Visit [Nenshi.ca](https://nenshi.ca) to learn more. #nenshi2017". Below the tweet is a video thumbnail with the text "Re-elect Mayor Naheed Nenshi" and "youtube.com". The right sidebar shows "Who to follow" with suggestions for Michael McClelland, Ontario411, and Cheryl Jensen.

Home Moments Notifications Messages Search Twitter Tweet

Naheed Nenshi @nenshi
Mayor of Calgary, working every day to make this place even better.
Calgary, Alberta
calgarymayor.ca
Joined April 2009

TWEETS 51.5K FOLLOWING 1,234 FOLLOWERS 346K LIKES 78 LISTS 2

Tweets Tweets & replies Media

Pinned Tweet
Naheed Nenshi @nenshi · 4 Nov 2016
I'm excited to share some news with you!
youtu.be/s9viBDIGwy0 Visit [Nenshi.ca](https://nenshi.ca) to learn more. #nenshi2017

Re-elect Mayor Naheed Nenshi
youtube.com

Who to follow · Refresh · View all

michael mclelland @mcd...
Followed by [Strutt Foundation](#) and others
Follow

Ontario411 @Ontario411_
Followed by [Jae Nadon](#) and others
Follow

Cheryl Jensen @cheryljensen
Follow

Partners.



Twitter friends.



National Trust Cda @nationaltrustca · Feb 15

.@ParksCanada & @CdnHeritage - can you help us spread the word about Heritage Day? Share pics w hashtag #mycanadais bit.ly/2hURweC



4



1



National Trust Cda @nationaltrustca · Feb 15

DYK today is National Flag Day? canada.pch.gc.ca/eng/1449158599...
#CanadianFlag



1



3



Step 5: Tell your story in pictures.

- Human beings process visuals 60,000 times faster than text.
- Tweets with images earn up to 18% more clicks, 89% more favorites, and 150% more retweets
- Average length of a website visit is 15 seconds.

Use photos that:

- Feature people.
- Show people in action.
- Appeal to people's natural sense of curiosity.



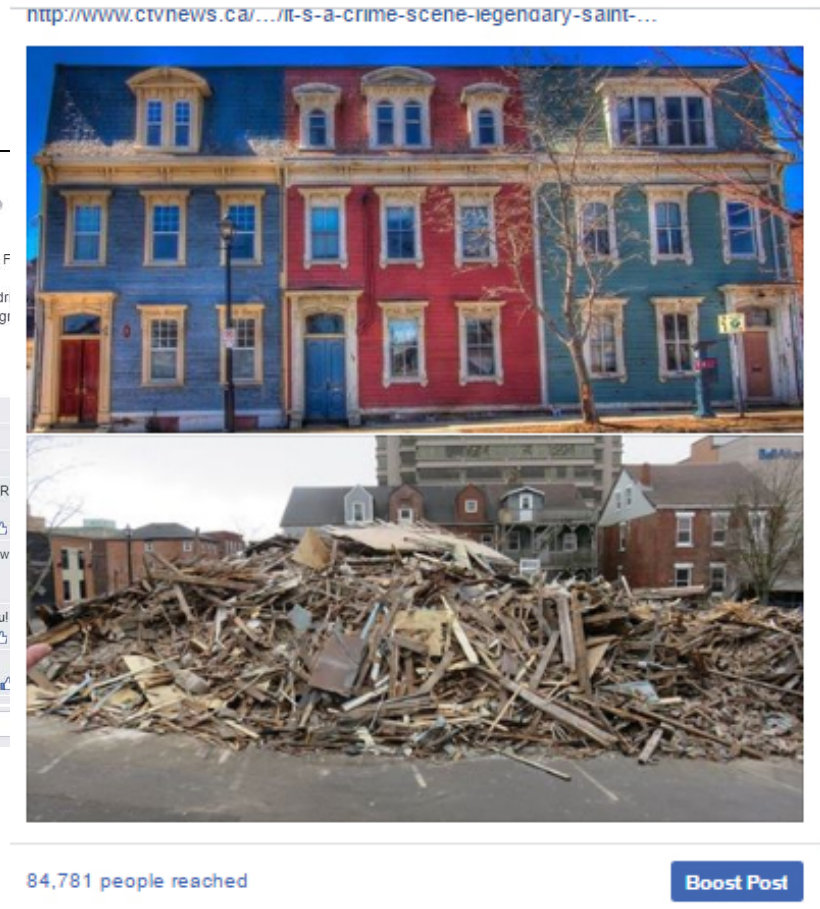
Glenaladale Estate



The Potato House



Sonja's favourite photos.



Tell your story in video:

- Website visitors spend **100%** more time on pages with videos.
- Just using the word “*video*” in an email subject line boosts open rates by **19%** and clickthrough rates by **65%**.
- On This Place Matters crowdfunding site:
 - Page with **1** photo and no video = **75** secs
 - Page with video + photos = **173** secs

When making video remember to:

- Keep it short – 60 to 90 seconds.
- Keep it focused.
- Keep it entertaining.
- Include a clear call to action.

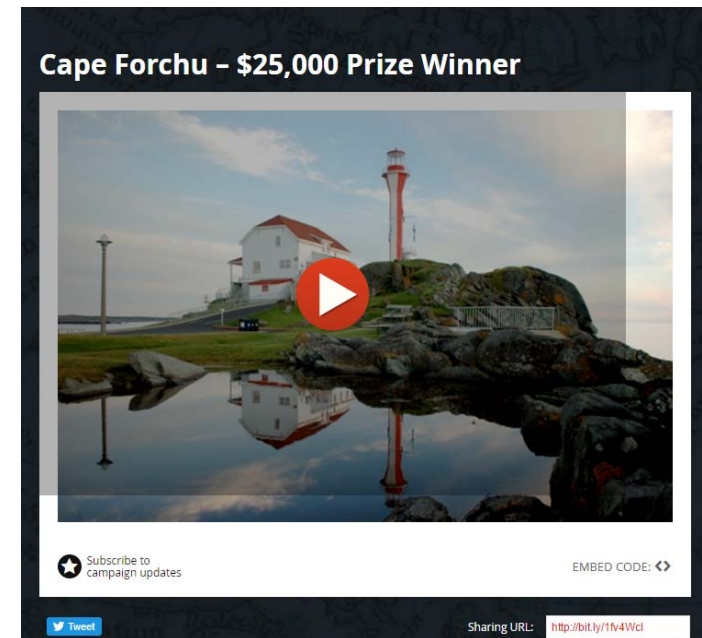


My favourite video:

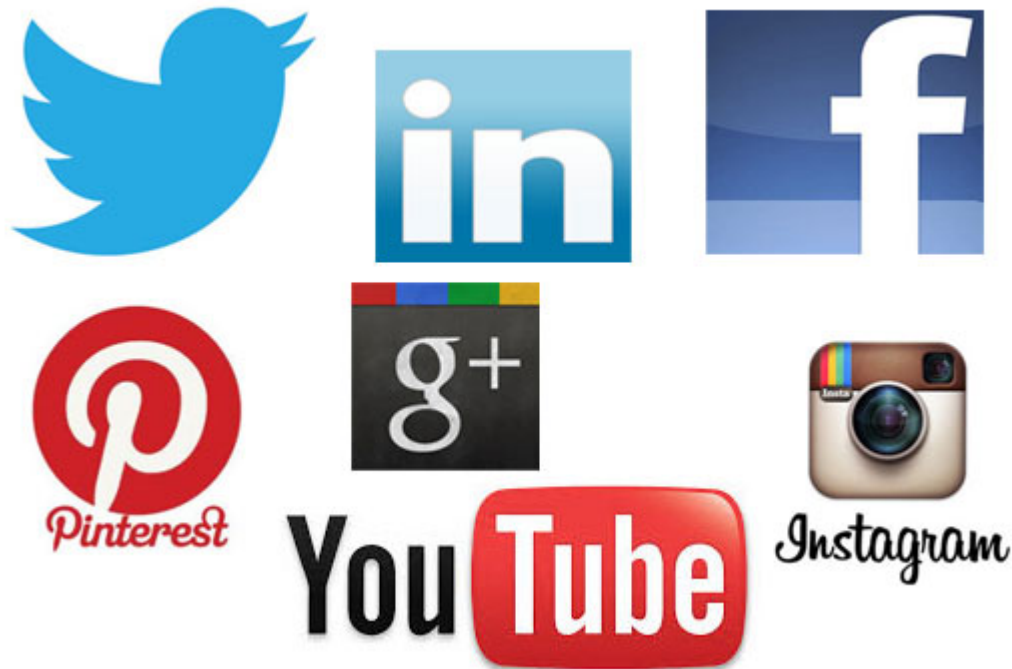
<https://thisplacematters.ca/project/cape-forchu-bc-36-lens-building-restoration-project/>

I like this video because:

- It's fun.
- It explains the lighthouse.
- It introduces the people.
- It explains the project and its impact.
- It has a clear call to action.

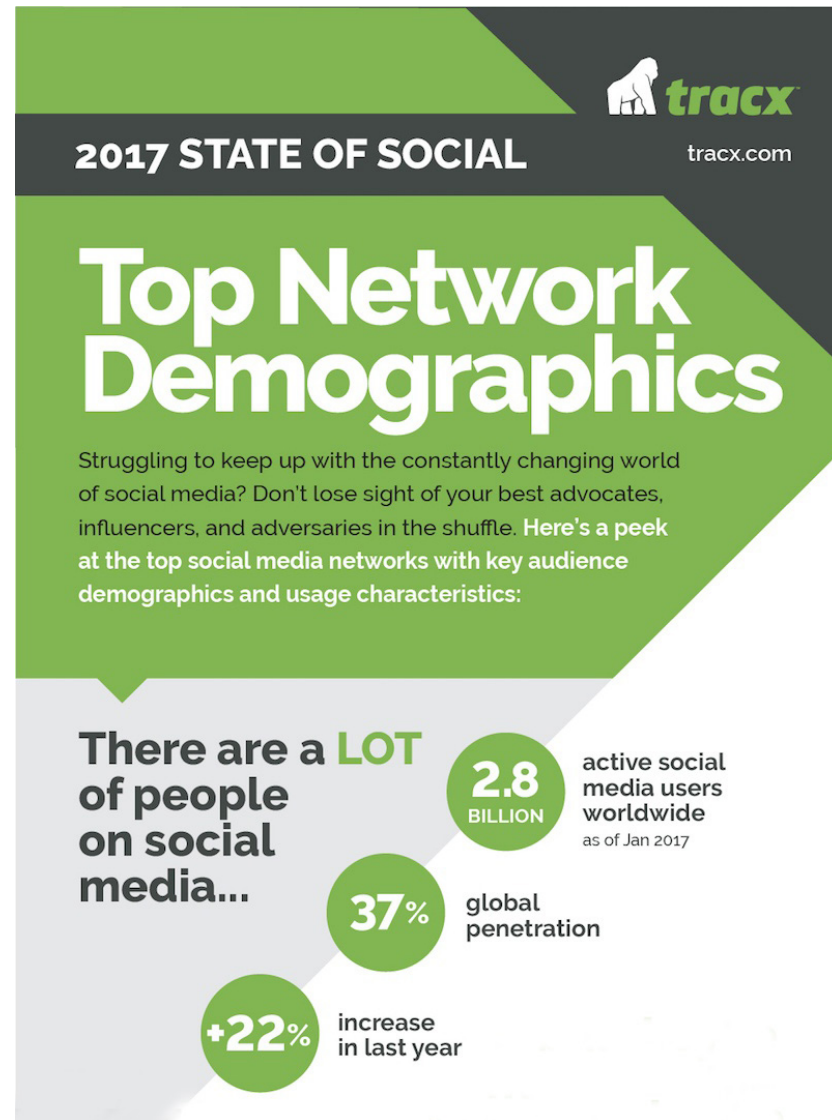


Step 5: Use social media to tell your story.



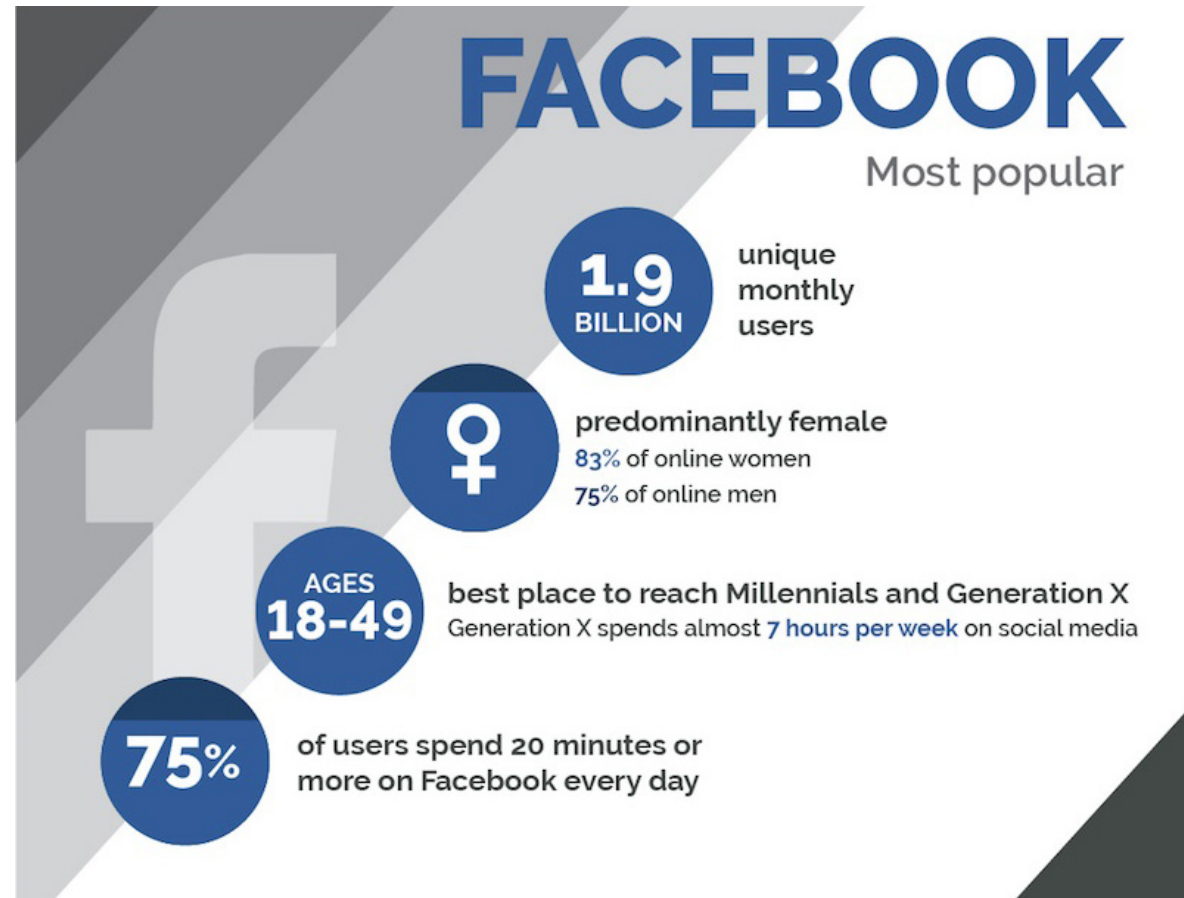
If you aren't on social media here's why you should be:

- It's a great place to start a conversation
- Your audience is on these social channels already
- 2.8 Billion people



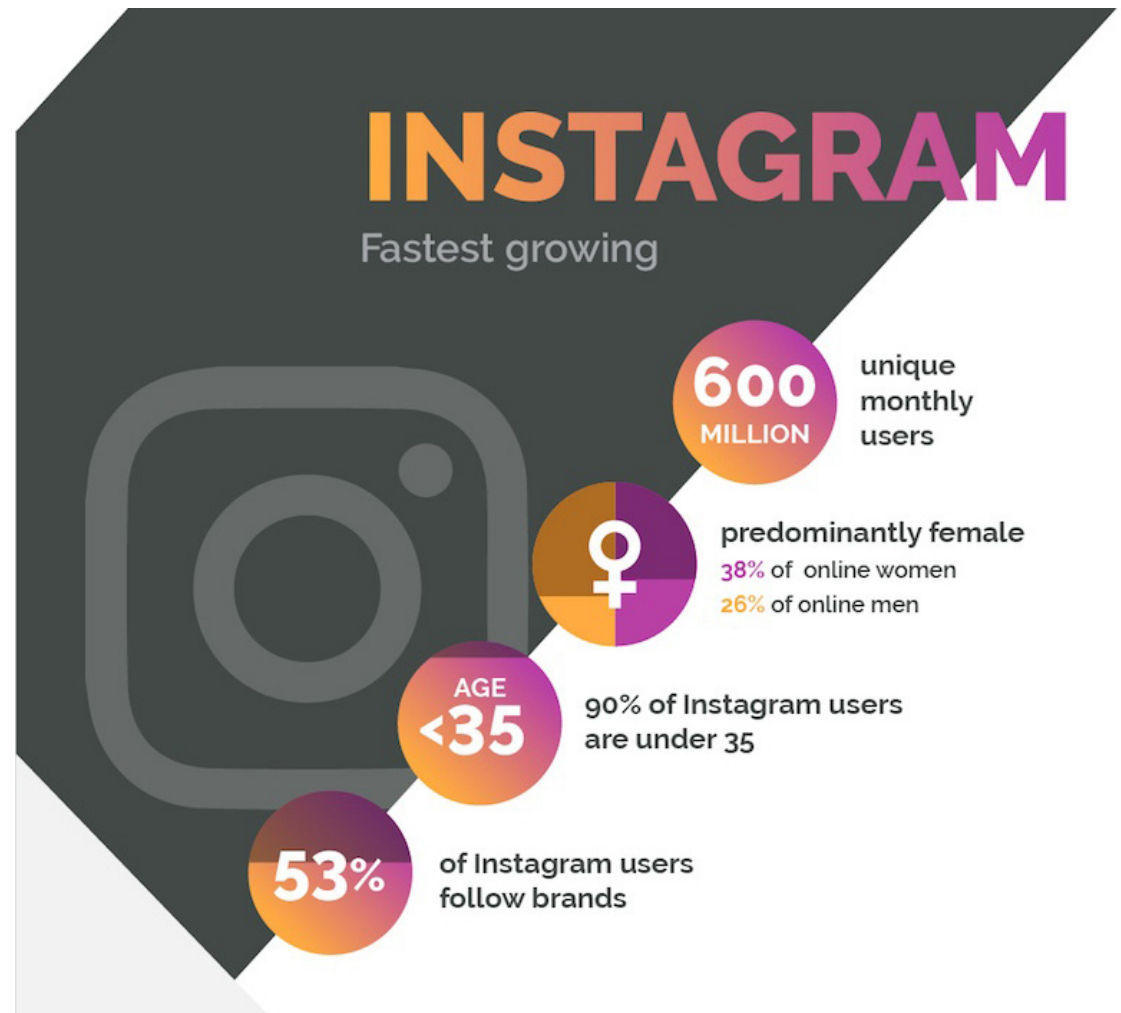
Different social channels:

Use Facebook to have a conversation with your audience.



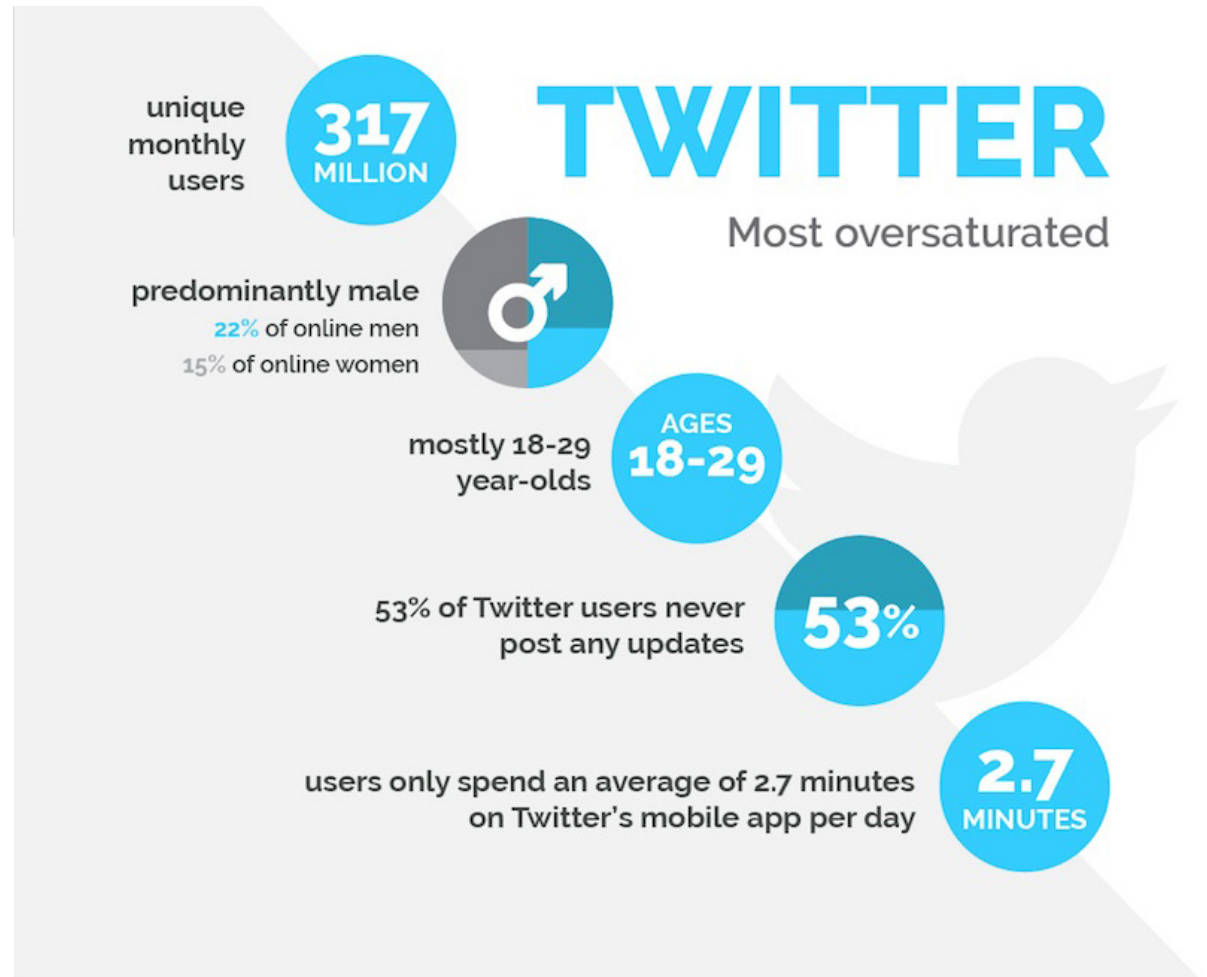
Different social channels:

Use Instagram to tell your story in photos.



Different social channels:

Use Twitter for timely conversations.



Tweet example:

The screenshot shows the Twitter profile of Naheed Nenshi (@nenshi), Mayor of Calgary. The profile includes a header image of people at an outdoor event, a profile picture of Naheed Nenshi, and statistics: 51.5K tweets, 1,234 following, 346K followers, 78 likes, and 2 lists. A red 'Following' button is visible. The bio states: 'Mayor of Calgary, working every day to make this place even better.' with location 'Calgary, Alberta' and website 'calgarymayor.ca'. A red button says 'Tweet to Naheed Nenshi'. Below the bio are 1,496 photos and videos. The main tweet is a pinned tweet from 4 Nov 2016: 'I'm excited to share some news with you! youtu.be/s9viBDIGwy0 Visit [Nenshi.ca](https://nenshi.ca) to learn more. #nenshi2017'. It includes a video thumbnail of Naheed Nenshi and a link to 'Re-elect Mayor Naheed Nenshi' on YouTube. The right sidebar shows 'Who to follow' with suggestions like @mcclelland, @Ontario411, and @cheryljensen.

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Following

Tweets Tweets & replies Media

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Re-elect Mayor Naheed Nenshi
youtube.com

Who to follow · Refresh · View all

michael mclelland @mcclelland
Followed by Strutt Foundation and others
Follow

Ontario411 @Ontario411
Followed by Jae Nadon and others
Follow

Cheryl Jensen @cheryljensen
Follow

Different social channels:

If you do make videos, YouTube is the best place to share them.



How to choose your social media channel.

- Social media may be free but it takes time.
- Choose which social media channel works for your audience.
- Where is your audience?



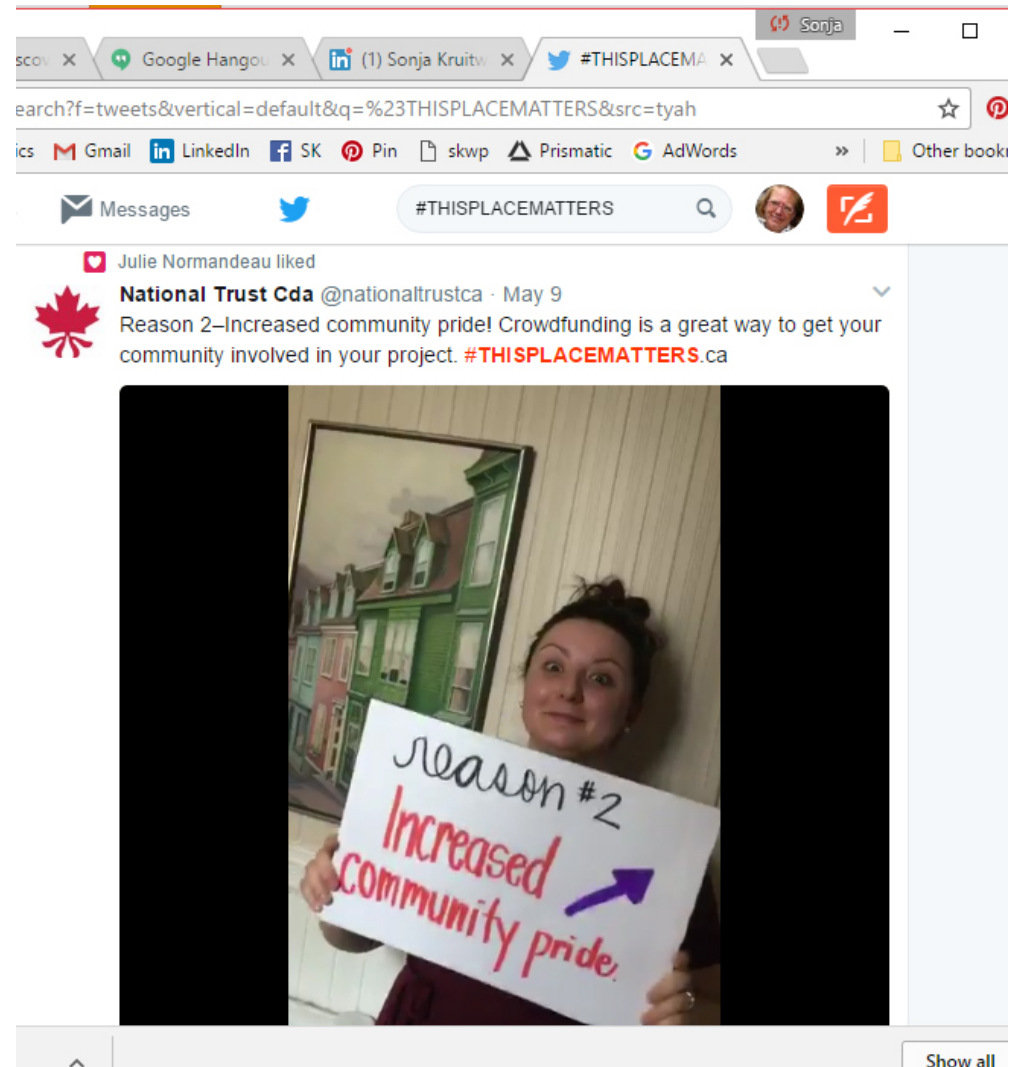
What is a hashtag? Why use a hashtag?



#thisplacematters

#regenworks

#historicplacesday



“Dress up” your story with free or low cost resources:

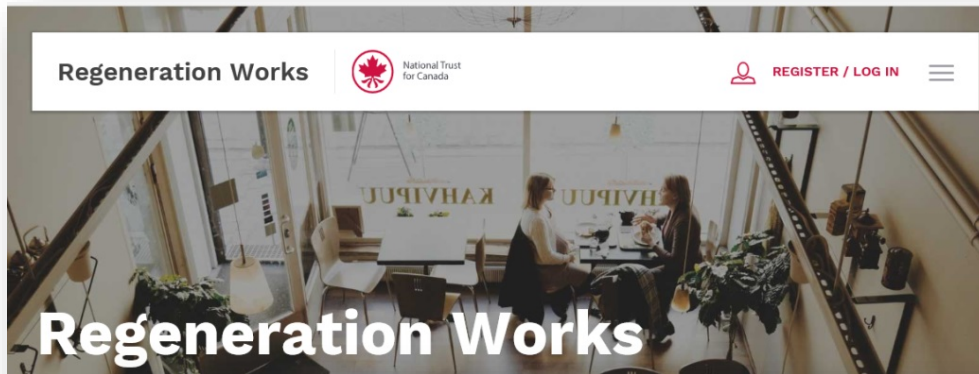
- YouTube: www.youtube.com
- HootSuite: www.hootsuite.com
- Canva: www.canva.com
- PowerPoint: www.office.com
- GoAnimate (animations): <https://goanimate.com>



Open Forum

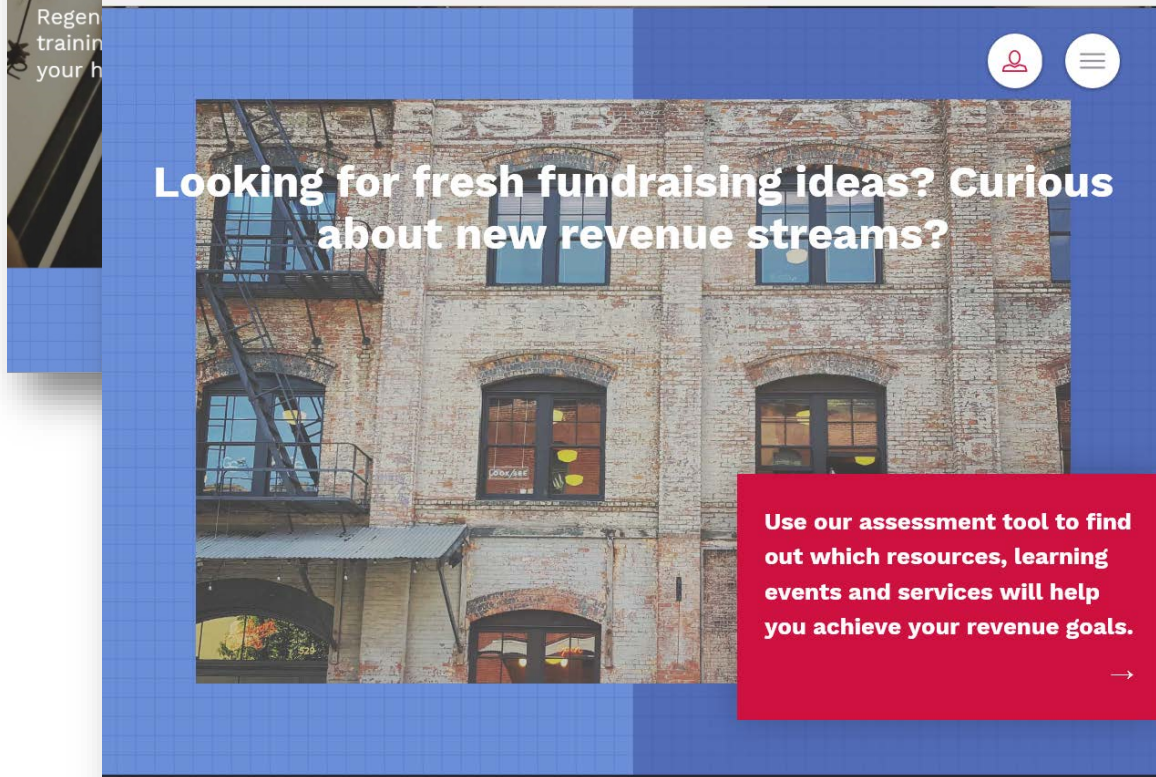
Any questions?





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March 6 – How to find your heritage supporters.

Register Now.

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Open Forum

Any questions?



Key takeaways:

- Use stories to engage, inspire and compel.
- Your story tellers are in your organization and in your community.
- Tailor stories to your audiences.
- Photos and videos bring your story to life.
- Social media is a great way to tell and spread your story.



Thank you!

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