



**2017
ANNUAL
CONFERENCE**

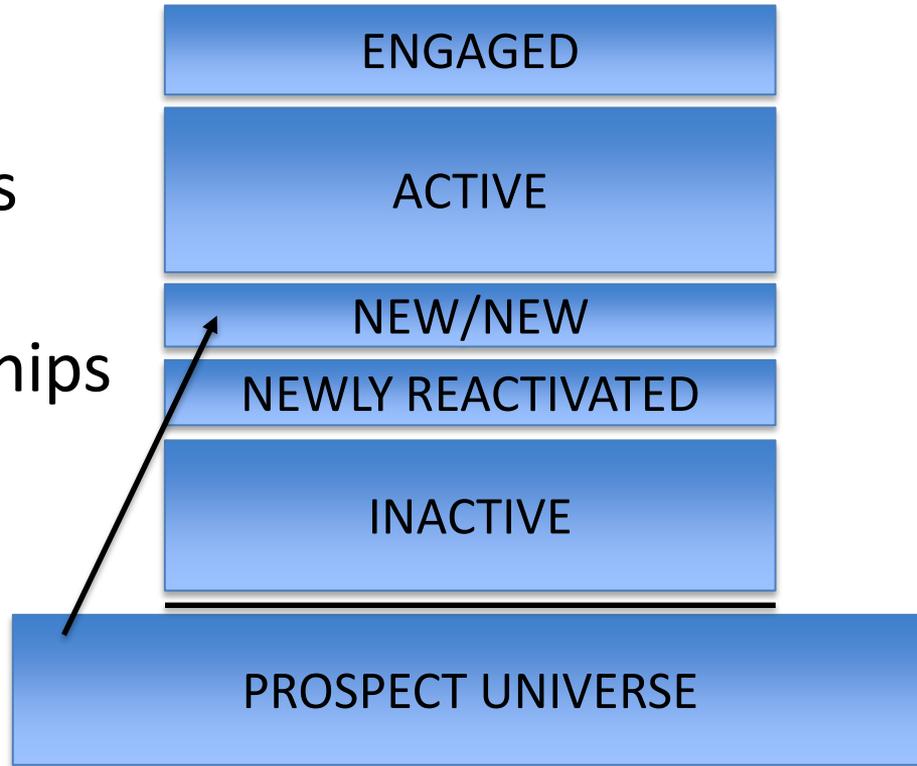


The Power of Story



Your audience

- Invest in prospects
- Leverage relationships



2017
**ANNUAL
CONFERENCE**



Membership across time

YR 1:

ENGAGED

ACTIVE

NEW/NEW

NEWLY REACTIVATED

INACTIVE

YR 2:

ENGAGED

ACTIVE

NEW/NEW

NEWLY REACTIVATED

INACTIVE





Persuasion in a Post-Truth World

- We are used to using facts to build arguments and use stories to support a case
- In a post-truth world, emotion and personal belief take precedence over objective facts in shaping public opinion
- As people become more divided in how they see the world, we have to change how we reach people who have a deep investment in seeing the world a particular way

Stanford Social Innovation Review, Jan 2017



**2017
ANNUAL
CONFERENCE**





Why Storytelling?

- Given today's political environment, it is no longer enough for messages and campaigns to be factually right
- Creating change requires that they are psychologically right too
- Move beyond facts and use smart storytelling that doesn't require audiences to sacrifice their values
- Uses stories to bypass the brain's insistence on keeping the facts separate from our opinions



**2017
ANNUAL
CONFERENCE**





Campaign to Support Marriage Equality in Ireland

Targeting middle-aged, straight men, the campaign tied voting “yes” on marriage equality to the core Irish values of citizenship and fairness. The campaign encouraged people to explain why they were voting yes on marriage equality—including parents, religious leaders, athletes, journalists, and other messengers the target audience respected. The campaign flooded social media with these stories, and a vote for marriage equality ultimately became synonymous with a vote for the rights of Irish people.



**2017
ANNUAL
CONFERENCE**





Because stories...

- Stories produce experiences
 - *Experiences leave lasting impressions that go beyond facts, figures and features*
- Stories reveal what makes your brand unique
 - *Distinguish yourself from the competition*
- Stories are the emotional glue that connect you to your customers
 - *Make the connection between your work and making a difference in people's lives*



**2017
ANNUAL
CONFERENCE**



- 
- Stories shape information into meaning
 - *Data is not enough; translate data into the impact your credit union has on member experience*
 - Stories can motivate an audience toward your goals
 - *Move people's hearts, mind, feet and wallets in your direction*
 - Stories are more likely to be shared
 - *Sharing is the new WOM*
 - Stories are less likely to be resisted
 - *Advertising has low levels of trust and are easy to tune out; we listen to stories*



**2017
ANNUAL
CONFERENCE**





Why Social Media?

Because social media helps you
tell your story



**2017
ANNUAL
CONFERENCE**



Low Cost/High Impact Video



Would you give your jacket to Johannes? SOS Children's Villages Norway
[OFFICIAL]

20,599,009 views

👍 74K 🗨️ 1K ➦ SHARE ⌵ ⋮

<https://www.youtube.com/watch?v=L9O8j9QPZc8>



**2017
ANNUAL
CONFERENCE**



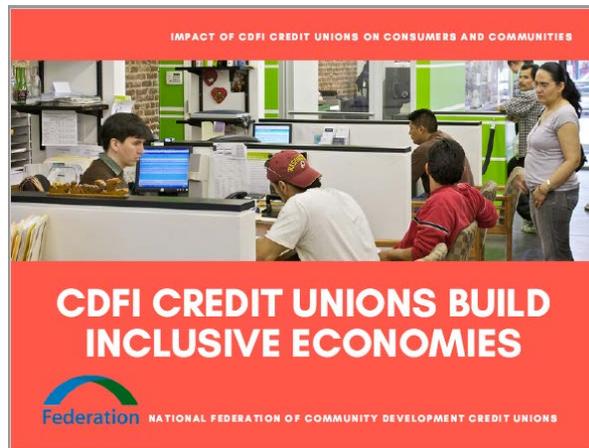
Spring CDFI Campaign

Goal: Communicate the value of CDFI credit unions to members of Finance and Appropriations Committees to maintain CDFI funding for 2017 and 2018

Campaign: 30 Days/30 Ways CDFI Credit Unions Build Inclusive Economies

 National Federation of Community Development Credit Unions
Published by Nate Feder [?] · April 17 · 🌐

"To Council Members, Congressmen and Representatives at the state and national level, please do everything in your power to maintain the subsidy for the financial counseling program and to the credit unions that provide them."
—Clemente, a Neighborhood Trust Federal Credit Union member. Help save CDFI funding for New Yorkers. Let Congressman Adriano Espaillat of the 13th Congressional district of New York know how important CDFIs are to your community. Contact the Congressman at (212) 663-3900; 163 West 125th Street, Harlem State Office Building, New York, NY 10027.
#FundCDFIs



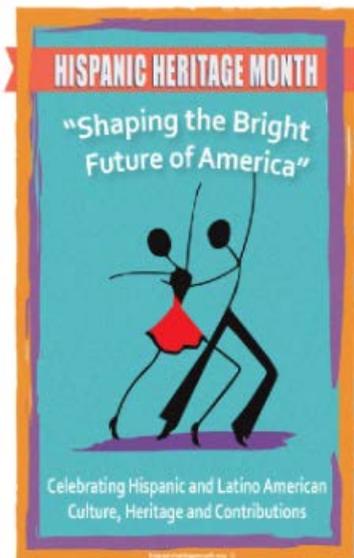
2017
**ANNUAL
CONFERENCE**





Fall Juntos Avanzamos Campaign

- It's unclear the direction DACA will take
- Hispanic Heritage Month is Sept 15 – Oct 15
- A concentrated campaign across communication channels generates results
- Share your stories!



**2017
ANNUAL
CONFERENCE**



Our Stories!



Opportunity is...HOPE

<https://www.youtube.com/watch?v=gq2S7Y-45fw>



**2017
ANNUAL
CONFERENCE**

