



The Cause: The Power of Digital Storytelling for Social Good

Tatiana Garrett Mulry

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Does your non-profit or social enterprise seem invisible? The secret to more exposure, larger donations, and more volunteer support lies in your ability to tap into your own story. The Cause helps you leverage your passions, and interests to craft a compelling case for support that ignites your audience's emotions and focuses on selling the impact of your organization. This powerful message can be spread through effective storytelling in person, online and through mobile devices. Award-winning digital marketing expert, Tatiana Garrett Mulry, lays out a comprehensive, step-by-step plan for non-profit leaders, social entrepreneurs, marketing managers and cause advocates to help them find their voice and express their passion for their organization to create bigger and better results. Based on years of experience working with dozens of large Fortune 500 clients and launching the social enterprise, edRover.com, there are many practical examples of effective pitches, insights about donor needs, as well as the recipe of proven techniques for mastering online content that will help you build an army of social good ambassadors for your cause. The Cause: The Power of Digital Story Telling for Social Good covers these topics: Chapter 1: Fighting Fundraising Fatigue Chapter 2: Working on Your Own Mindset Chapter 3: Strategic Planning Chapter 4: Your Key Audiences Chapter 5: Packaging Your Requests for Support Chapter 6: Selling – Let's Get Comfortable Chapter 7: Enrolling Supporters Chapter 8: Combatting Burnout Chapter 9: Telling Your Service Story Chapter 10: Crafting The Perfect Pitch Chapter 10: Dealing With No Chapter 11: Developing a Solid Social Media Strategy Chapter 12: Cross-Channel Marketing Integration Chapter 13: Mobile Applications Chapter 14: Other Online Fundraising Opportunities Chapter 15: Leveraging Community Resources Chapter 16: This Is Your Time Action items after each chapter will challenge you to apply what you've learned right away. The power to take your organization's visibility and impact to the next level is just a few clicks away! Buy "The Cause" and apply its lessons to amplify your organization's success now.

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