

Digital Storytelling in Advancement

AALS - 2024

“Fundraising is an invitation into our mission.”

- *Jack Ryan, Past President, King's College (PA)*

“Fundraising is an invitation into our mission.”

- Jack Ryan, Past President, King's College (PA)

“Storytelling is your most powerful invite.”

- Me



In Advancement, we don't have to tell the WHOLE story...

We can **leverage the brand story to**

CONNECT...

INSPIRE...

ACTIVATE...

Our alumni and donors.

If we want people to support
what we do

If we want people to support
what we do

They need to care
why we do it

If we want people to support
what we do

They need to care
why we do it

And **who**
we do it for.



WALT DISNEY CONCERT HALL





A GOOD STORY ISN'T ENOUGH



- You need a strategy!
- Start with the why.
- Craft key messages.
- Prioritize stories and communications that illustrate those key messages.

What is your
WHY?

WHY-DRIVEN STORYTELLING IN ADVANCEMENT:

What do you stand for as a Law School? At *this* College or University?

What do you seek? What's your "something bigger?"

Why does it matter to your alumni and donors?

How can they be a part of it?



SOARING HIGHER

The Campaign for Boston College

HOME

PRIORITIES ▾

ABOUT

LEADERSHIP

Writing the next chapter of Boston College history

CAMPAIGN PRIORITIES

SOARING HIGHER

The Campaign for Boston College

HOME

PRIORITIES ▾

ABOUT

LEADERSHIP

GIVE NOW



BOSTON COLLEGE LAW SCHOOL ⁷

#28

GETTING TO WHY-DRIVEN STORYTELLING:

What do you stand for?

What do you seek?

Why does it matter to alumni, donors?

How can they be a part of it?

SOARING HIGHER

The Campaign for Boston College

HOME

BOSTON COLLEGE LAW SCHOOL 

Service and Scholarship

Nearly every problem the world faces today is informed by law, and Boston College Law School provides students with the tools and the guidance to face tomorrow's most important legal questions in an ethical fashion. BC Law develops dynamic leaders, litigators, negotiators, and problem solvers. Its cutting-edge curriculum, dedicated faculty, and expansive experiential learning opportunities are built upon the Jesuit, Catholic values of discernment and care for the whole person. And its small classes and close-knit community are among the qualities that make it truly special.

GETTING TO WHY-DRIVEN STORYTELLING:

What do you stand for?

What do you seek?

Why does it matter to alumni, donors?

How can they be a part of it?

For the Next 100 Years

As it approaches its landmark 100th anniversary in 2029, BC Law is a school on the move. The community is energized and active, and its markers of excellence are rising rapidly. A cohort of dynamic newcomers has joined the faculty. But there are significant needs in areas of student financial support, academics, and campus life that will impact the Law School's ability to build upon its strengths and amplify its growing reputation.

GETTING TO WHY-DRIVEN STORYTELLING:

What do you stand for?

What do you seek?

Why does it matter?

How can they be a part of it?



“We need a legal profession that’s not only well trained to fiercely advocate for particular client views, but also one that understands the need to ask the deeper ethical and moral questions. It is such an important part of what a law school is or should be, certainly what BC Law School is and needs to be going forward.”

—Odette Lienau, Inaugural Marianne D. Short, Esq., Dean and Professor of Law

GETTING TO WHY-DRIVEN STORYTELLING:

What do you stand for?

What do you seek?

Why does it matter to alumni, donors?

How can they be a part of it?

Soaring Higher: the Campaign for Boston College aims to raise \$100 million for BC Law's centennial and cement its legacy for the next one hundred years—an ambitious effort to write the next chapter in the Law School's history and impact future generations of students called to use the law to serve others.





**WHO are your alumni
and donors?**

In Advancement, we need to know what's in it for THEM

What topics they care about

What they want to support

How they want to help

In Advancement, we need to know what's in it for THEM

What topics they care about
What they want to support
How they want to help

WHAT YOU DO



THE FUTURE OF RIGHTS

AI and algorithmically-based applications may help solve humanity's most pressing problems. But they also come with

[Home](#) › [Alumni and Giving](#)

Events and Ideas

In case you missed them, here are some NYU Law events, podcasts, and stories we think you'll find interesting.

Watch Video from NYU Law Events

See more NYU Law events on our [YouTube channel](#).



The Derrick Bell Lecture on Race in American Society, presented by Jasmine Gonzales Rose



The James Madison Lecture, presented by Judge James A. Wynn Jr.

Effective storytelling helps you
earn the right to make an ask.







What about DIGITAL storytelling?





University of Miami School of Law

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Intro

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- 1311 Miller Dr, Coral Gables, FL, United States, Florida
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- social@law.miami.edu
- law.miami.edu

Posts

Filters

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2h · 🌐

Yesterday, we welcomed the state's newest attorneys at [The Florida Bar](#) swearing-in ceremony with presiding Judge Paul Huck, Senior Judge, United States District Court for the Southern District of Florida. 🎉 Congratulations to all the 'Canes! We wish you a bright future ahead.



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Yesterday, we welcomed the state's newest attorneys at [The Florida Bar](#) swearing-in ceremony with presiding Judge Paul Huck, Senior Judge, United States District Court for the Southern District of Florida. 🎉 Congratulator ...more



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@MiamiLawSchool

Yesterday, we welcomed the state's newest attorneys at [@theFlaBar](#) swearing-in ceremony with presiding Judge Paul Huck, Senior Judge, United States District Court for the Southern District of Florida. 🎉 Congratulations to all the 'Canes! We wish you a bright future ahead.



\$12,172,046

Raised

18,692

Donors

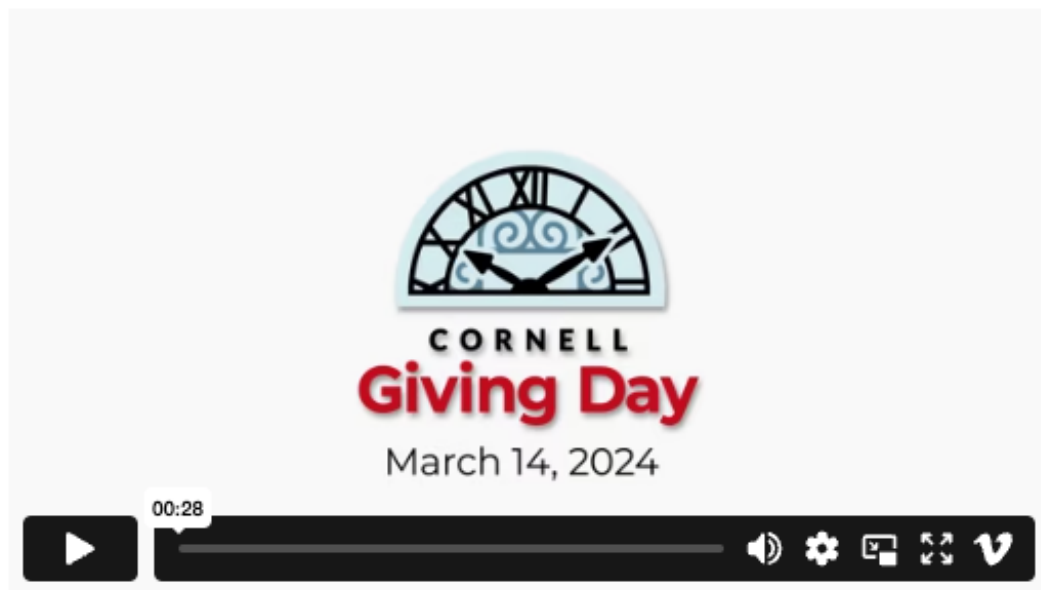
26,887

Gifts

Thank you for making Giving Day 2024 a Big Red success! 🎉

In just 24 hours, you and your Cornell community have changed the future of Cornell—and the world. Your gifts have changed the lives of students, made a difference for the causes you're passionate about, and created new opportunities for the areas of Cornell you love. Thank you! Even though Cornell Giving Day is over, you can still do the greatest good by making a gift today or any day.

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Make room for PLAY

Cornell University **\$12,172,046** **18,692** **26,887**
Raised Donors Gifts

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TOUCHDOWN'S PIE DELIVERY

Score: 0
Pies: 0

⏏ - pause ⏏ - mute
space or click - jump

⏏

Welcome!

Pi Day is over, but you can still play! The top five areas that collected the most pies split \$2,500 (in real-life funds!) based on the number of pies awarded to each. The player with the highest score also earned an extra \$500 for their selected area!

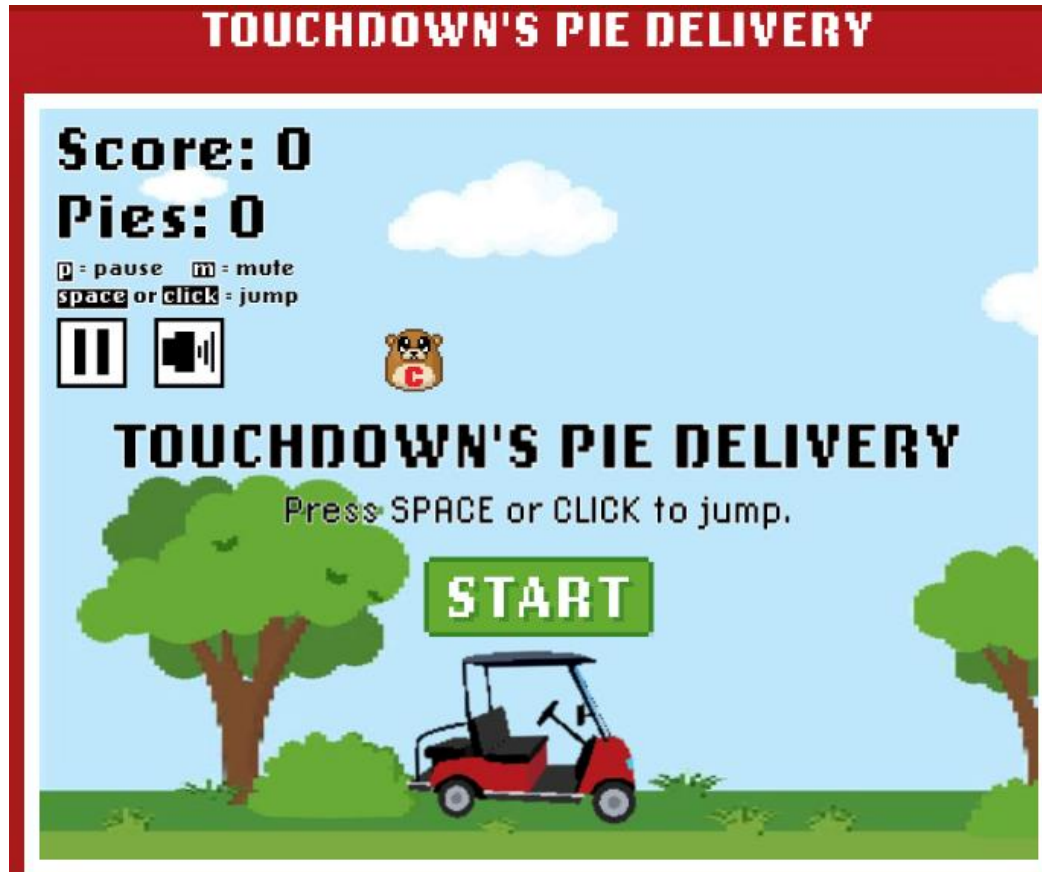
Play

Final Scores About Instructions

Congratulations to the winners!

With a total of 35866 pies delivered by Touchdown, the final scores are in and the top five funds have been awarded a portion of **\$2,500!**

Make room for PLAY




Final Scores About Instructions

🎉 Congratulations to the winners! 🎉

With a total of **35866** pies delivered by Touchdown, the final scores are in and the top five funds have been awarded a portion of **\$2,500!**

Fund	Pies	Award
1 Library	7696	\$760
2 Cornell Engineering	5645	\$557
3 Athletics	5307	\$524
4 Cornell CALS	3493	\$345
5 ILR School	3183	\$314

 Thanks to user **JZ3773** and their high score of **10** pies, an additional **\$500** has been awarded to the **Cornell Engineering Annual Fund!**



How do
digital footprints help us
shape content strategy?



How do
digital footprints help us
shape content strategy?

**Helping us talk WITH
him, not AT him.**

If we want people to support
what you do

They need to care
why you do it

And **who**
you do it for.

