

Engage Your Community with Good360's New Wishlist & Impact Story Tools

Good360 now offers two powerful new engagement tools for nonprofits – the Wishlist (crowdfunding) tool and the Impact Story tool. Both tools offer new opportunities to get donations and support for your organization. Below are tips and ideas on how to create the best Wishlists and Impact Stories to not only gain attention for your work, but to get people to donate cash to help you cover the shipping and handling costs of donated product from Good360's GivingPlace website.

Engage your community with a Good360 Wishlist.

Use a Wishlist to get the things you need to serve your community.

Your Good360 Wishlist must make a compelling “Ask” to get people to 1) stop and read it, and 2) take action to make a donation.

Wishlists should include:

- **How** the donated product will be used,
- **Why** the product is critically needed (by those you serve and/or your community),
- **Who** will benefit,
- **What** product you need and are requesting, and
- **When** you need it.

Once you've gathered that information, gather a few additional facts to make it compelling.

- **Highlight a critical need in your community that can't be ignored.** Support that need with statistics/research that will explain how this affects the local area.
- **Explain how the product will make a difference** – Be specific. (What will happen if you don't get it?)
- **Keep it real** – Tell how it will help a real person (if you can). A real story about one person breaks through the clutter and makes them want to read more.
- **Create a strong headline** (catch their attention). This is one of the first things they see before deciding if they read more or click through.
- **Include compelling visuals (photos and videos)** – see below for more suggestions.
- **Keep it short** – Ask a colleague to read your Wishlist. Would they donate to you?



Showcase your good work with a Good360 Impact Story.

The best thank you is to show supporters how their donations helped you make a difference.

Stories are a powerful way to motivate people to support your organization and an important way to cut through the clutter of email, social media and other things that compete for attention of prospective supporters.

- **Stories should be about real people who need something.** Explain how your organization is meeting that need, but try to center your story about a person or people. If possible, give them a name and tell their story.
- **The best stories are told by the person themselves.** Letting those you serve tell their own stories is the most moving way to share how your organization makes a difference.
- **Hook them quickly.** You are competing with a lot of other information, from social media to email. The first sentence should grab their attention immediately.
- **Allow your story to cause me to feel something.** Anger, sadness, happiness, pride--it doesn't matter what the emotion is; I just have to feel something.
- **Your story should have a moment that paints a picture so I see myself or someone in my life.** Could be aging parents, the daughter of the person who made my latte or took my bank deposit today, or even my own child.

Use compelling images to catch attention.

Use eye-catching photos and video to illustrate how product donations are making a difference.

- **Include people with the products** – An inanimate object will never pull on somebody's heartstrings, but we want to capture both the product and the end uses being impacted.
- **Candid versus posed** – There is a time and place for both. Be sure to take a variety of each type of photos.
- **Be aware of the background** – Check the area behind your subject. A cluttered background can be distracting; the right background can make it more compelling.
- **Use a flash even outdoors** – Using flash (even outside during the day) can eliminate shadows and brighten faces.
- **Move in close** – Fill your picture with the subject to eliminate background distractions. If you can't see the expression on somebody's face, you're not close enough.
- **Take some vertical pictures** – Turn your camera sideways to get a variety of images.
- **Move it from the middle** – Bring your picture to life by placing your subject off-center.
- **Be a picture director** – Take an extra minute and become a picture director, not just a passive picture-taker. Add props, rearrange subjects or try a different viewpoint.
- **Get consent** – Have any subjects sign the media release form. All minors must have a parent sign a consent form (see below for sample media release form).

Sample Media Release Form:

This is only a sample media release. You should consult with your organization's legal counsel, as well as consider any of your organization's specific policies when crafting your own.

[INSERT NONPROFIT LOGO]

This media release form will be used for [INSERT NONPROFIT NAME] communication materials.

I hereby grant permission to [INSERT NONPROFIT NAME] to use my footage/photograph and/or likeness in printed and electronic form in the organization's marketing materials. I acknowledge the organization's right to crop or treat the video/photograph at its discretion. I also acknowledge that [INSERT NONPROFIT NAME] may choose not to use my footage/photo at this time.

- I also understand that once my footage/image is posted on [INSERT NONPROFIT NAME] Website as part of any marketing materials, the image can be downloaded by any computer user on or off site.

I hereby waive any right to inspect or approve the finished footage/photographs or printed matter, and I waive any right to any compensation arising from or related to the use of the submitted video.

I hereby agree to release, and hold harmless [INSERT NONPROFIT NAME] and its agents or employees, including any firm publishing and/or distributing the video/brochure in whole or in part, whether on paper or via electronic media, from and against any claims I may have at any time now or in the future arising from use of the footage/photographs in the marketing materials, including damages or liability arising from or related to the use of the footage/photographs, and further including but not limited to any misuse, distortion, blurring, alteration, optical illusion or use in composite form, either intentionally or otherwise, that may occur or be produced in taking, processing, reduction or production of the finished product, its publication or distribution.

I am 18 years of age or older and I am competent to contract in my own name. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I have read and understand the release stated above and do hereby agree to its terms and conditions.

Location of photo: _____ Date: _____

Name (please print): _____

Signature _____

Footage/Photo Release for Minors

I being Parent/Guardian of _____, hereby consent that the photographs and/or videotapes, for which he or she posed, may be used by [INSERT NONPROFIT NAME] for the organization's printed and/or electronic publications. Furthermore, I hereby consent that such footage/photographs, and recordings shall be their property, and they shall have the right to duplicate, reproduce as they may desire free and clear of any claim whatsoever on my part.

Printed name of Guardian

Signature of guardian if under 18 years of age