



Mission-Focused Storytelling: *Showcasing a Culture of Philanthropy*

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Mission-Focused Storytelling:

An opportunity to engage a larger audience and communicate a more complete and varied experience of the organization, its mission, history, and supporters, better creating legacy for donors by celebrating philanthropy in context with the overall story of the organization.

Philanthropy:

A love of humankind, including the concept of voluntary giving by an individual or group to promote the common good.

Placemaking:

Integrating the interests and values of a given community into the physical spaces used by the community members to create authentic, memorable experiences.

Environmental Graphics:

Tools used within physical spaces to tell stories, convey a message, provide navigation, and/or express brand identity.



Audience Poll:

Which of these purposes is your organization's main goal of storytelling?

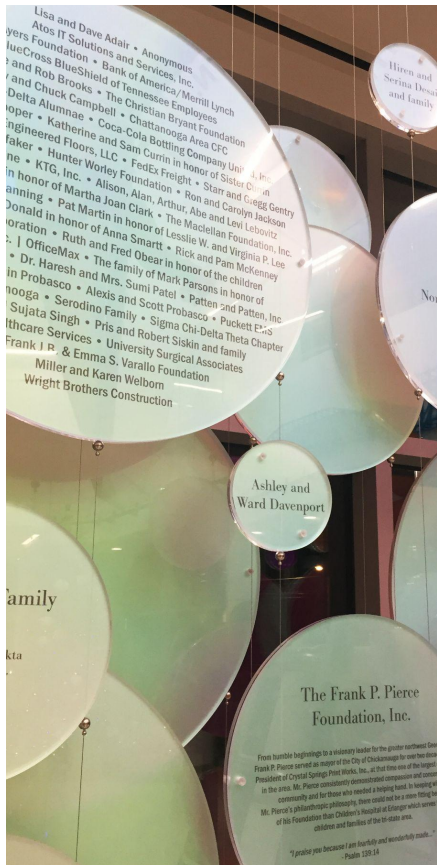
- Marketing
- Recognition
- Reporting

Why do we share stories?

What kind of story are you trying to tell?

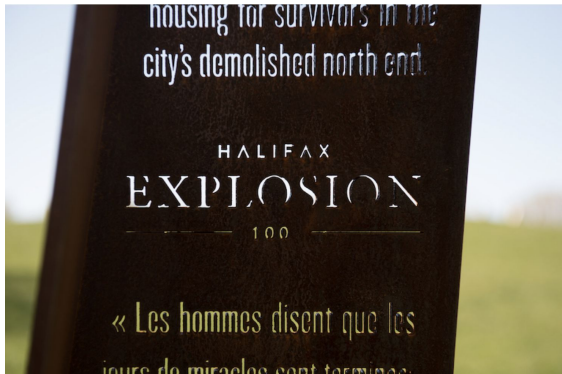
Who is telling the story?

Who is the audience for your stories?



Heurista Co., Erlanger Children's Hospital, Chattanooga, TN







WHERE DONORS + CARE CONNECT

MEET
**CHARLES AND MOLLY JAMES AND
THEIR DAUGHTER, ELAINE CULINER**



Charles and Molly James

The Lunenfeld-Tanenbaum Research Institute (LTRI) was established in 1985 as part of Mount Sinai Hospital, and was created through the generosity of donors who recognized that renowned medical researchers help attract the very best doctors to care for patients when they're sick.

Among those early benefactors were Charles and Molly James, who established an endowment fund in 1975 to provide enduring support for Mount Sinai's researchers. Their generous contribution is recognized in one of the Hospital's elevators.

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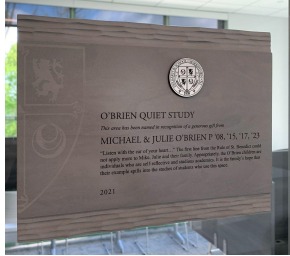
Elaine Culiner, Former Mount Sinai Hospital Auxiliary President 1979-1985

Elaine Culiner, their daughter, remembers her parents' generosity. "Our ties to Mount Sinai date back to the original Yorkville site," she says. "My grandfather received care there."

Elaine certainly inherited her family's commitment, establishing an endowment fund of her own. As President of the Mount Sinai Women's Auxiliary from 1979 to 1981, she also galvanized its members to raise \$3 million to help establish the new research institute.

"We were very successful," says Elaine. "Such has always been the dedication of our volunteers and passion of the community."

To establish an enduring legacy that will help shape the future of healthcare, please visit supportsinai.ca




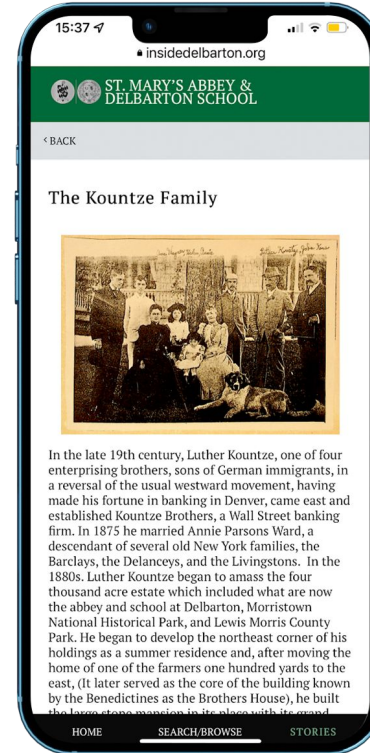
IN THE 1880s, Luther Kountze began to amass the four thousand acre estate including what are now the abbey and school at Delbarton, Morristown National Historical Park and Lewis Morris County Park. The mansion, now known as Old Main, was completed in 1883. The Italian-style garden was created shortly after the turn of the 20th century showcasing numerous sculptures. Luther Kountze and his wife, Annie Parsons Ward had four children: Barclay Ward, William Delancy, Helen Livingston and Annie Ward. The estate was named Delbarton by borrowing a syllable from each of the first three children's names.

InsideDelbarton.org

ST. MARY'S ABBEY finalized the purchase of Delbarton on December 1, 1925 with plans to create a monastery and school in Morristown. On September 14, 1927 the monastery and school of theology at Delbarton were formally inaugurated. Old Main is the iconic center of the Delbarton campus and has served many purposes. The drawing room and the formal dining room were once the chapel and monastic refectory. Classrooms and offices have coexisted in the building until recent renovations and the dedication of the Peter O'Neill Alumni Center.

InsideDelbarton.org







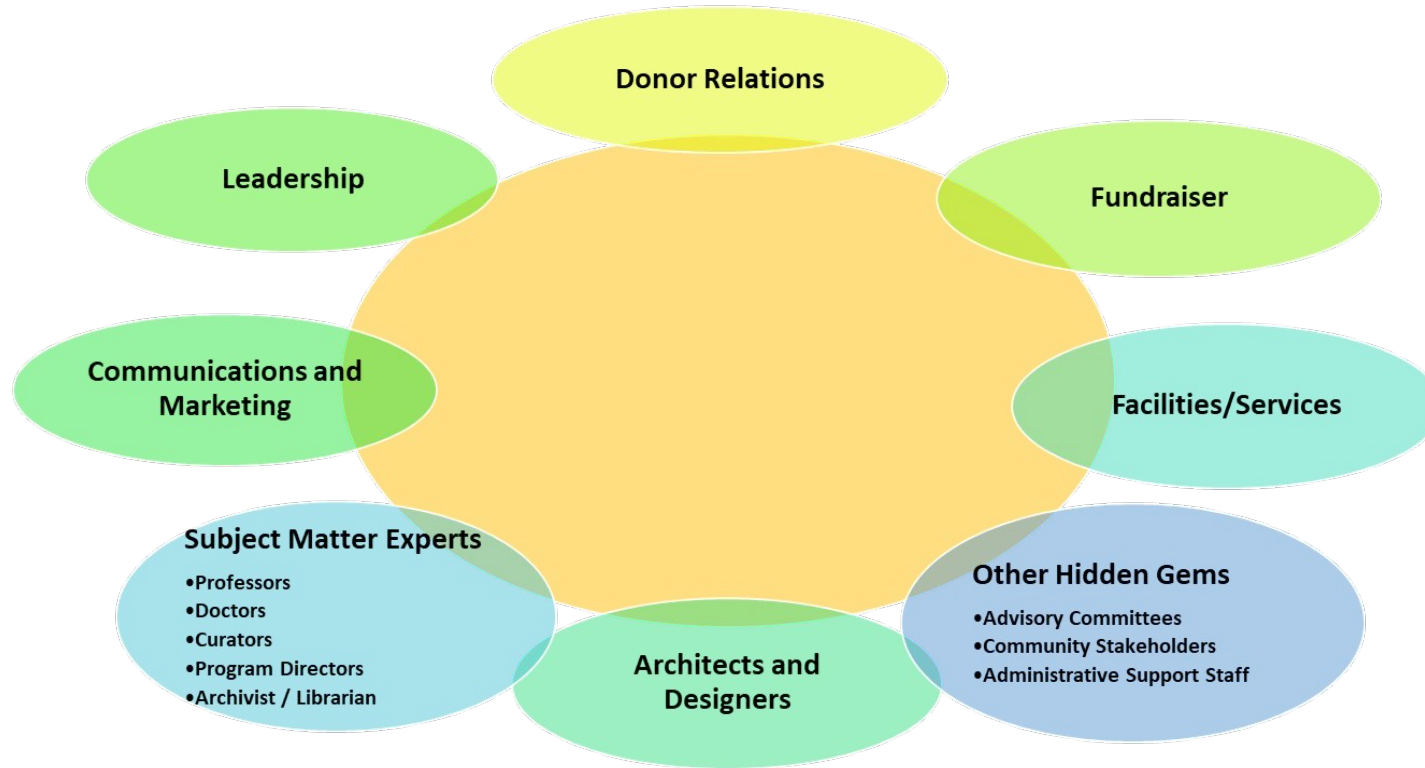




Audience Poll:

What are the “sticky topics” your organization is currently facing?

- Spending
- Diversity, Equity, and Inclusion
- Scandal
- Other



Campaigns/Construction Projects

Anniversaries

New Leadership

Crises

Is this approach repeatable/sustainable?

How do we make the case?

How do we get resources to do this work?



Who can you talk to in your organization to have these conversations?

Who can be your executive champion?

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