

**2023
HOUSINGIOWA
CONFERENCE**

**The Power of
Effective Storytelling**

Kathy Coady

- Chief Development Officer for Hope Ministries – 9 years
- Corporate & marketing communications – 20+ years
- Lover of a great story – lifetime
- Bachelor's in Interpersonal Communication (Truman State University), Master's in Communication Leadership (Drake University)

Top tips...

1. Know your audience – what's important to *them*? It's not about *you*.
2. COPE – Make the best & most use of your compelling stories!
3. Less is more – say less than you want to; edit aggressively!
Break a big story into smaller pieces & be visual.
4. Dignity and respect is essential – always get explicit permission and protect privacy as needed
5. Be specific – each person's story is unique

#1: Capital Campaign & \$1 Million Match Challenge

- Visually engaging, clear need, compelling stories of life change
- Cohesive look and approach across channels
- Exceeded goal!



Empowering Women. Uplifting the Community
CAMPAIGN FOR A NEW WOMEN & CHILDREN'S CAMPUS



Empowering Women. Uplifting the Community. CAMPAIGN FOR A NEW WOMEN & CHILDREN'S CAMPUS

At Hope Ministries, we are excited to be pursuing a very significant growth milestone in our services for homeless women and mothers with children in Central Iowa. We've purchased a property at 3820 East Douglas in Des Moines, and our vision is to complete a major renovation of this property to create our new Hope Center for Women and Children. We now own an existing building, the former Douglas Elementary School, on nearly six acres of land in a wonderful residential setting with easy access to public transit.

We will transform this property into a Hope Center for Women and Children that can safely and effectively serve 100 women and children—nearly triple our capacity at our current women and children's campus. This new campus will better meet the critical need that exists in Central Iowa for more services for this growing, vulnerable and often hidden group.

As we serve homeless women and mothers with children, we'll stay true to our mission—focused on the individual journey of each person we serve. Meeting their immediate needs with rescue services is our first priority. Then we provide them with opportunities for life change and transformation.

The Need in Central Iowa

There is a clear and pressing need for services for homeless, hungry and hurting women and children in Central Iowa. During the 2020-21 school year, 897 students enrolled in the Des Moines Public Schools were identified as experiencing homelessness, lunch-insecure, disabled, in, transitional or sheltered transitional housing; 40.7% of the households receiving SNAP benefits in Iowa have children.

Hope Ministries has had to turn away more than 1,000 women and children in recent years. This needs to change. In Des Moines, there are currently only 87 beds total across three shelters for homeless families and 50 shelter beds for homeless single women.

44% OF HOMELESS INDIVIDUALS ARE IN POLK COUNTY ALONE

1 in 7 CHILDREN IN IOWA ARE HUNGRY DAILY

12.3% STATE OF IOWA WOMEN IN POORLY SITES

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"My whole focus is getting myself together, because without working on myself, I can't help my kids."
—Allyce

Why Us?

Hope Ministries has been serving people in need in Central Iowa since 1915. We provide food, clothing, shelter and life recovery for men, women and children, operating out of seven Des Moines ministry centers. At our current Hope Center for Women and Children, we provide services of homelessness who have experienced traumatic life challenges with compassion and safe refuge. Women learn essential skills to create space to establish their own households and become productive community members. Since Hope Center's 2004 opening, we've served 1,000+ women and children.

Benefits and Impact

The creation of a new campus for women and children will positively impact not only Hope Ministries and our ability to effectively serve vulnerable individuals and families, but also our community at large. The new campus will:

- Provide same-day check-in opportunities for women and moms with children.
- Expand our community's capacity to serve homeless women and children. Our new campus will include 50 short-term beds and 50 long-term life recovery beds.
- Expand Central Iowa's capacity to provide immediate residential services to homeless single women and homeless women with children from 142 beds to 192 beds.
- Create spaces and flexibility for additional programming for women and children including classrooms, chapel, fitness area, art therapy, and outdoor gardening/creation spaces.

"In three years (sobor, and I want to go back to school for psychology so I can help children with trauma. Before I came to Hope Ministries, I felt worthless. Since coming here, I have purpose."
—Briaz, Life Recovery Graduate

To learn more, contact:
Kathy Coody, Director of Development
Hope Ministries
kcoody@hopeiowa.org | (515) 265-7272

Empowering Women. Uplifting the Community.

«Full_name»
«org_name»
«address_line 1»
«address_line 2»
«city» «state» «zip+4»

DOUBLE YOUR IMPACT

Empowering Women. Uplifting the Community. Personal Proposal Prepared For «art_name»

THE NEED

There is a pressing need for more meals, shelter and other critical resources for women facing hunger and homelessness—a rapidly growing demographic in Central Iowa. In fact, there are only 87 available beds in three shelters for homeless families and 50 shelter beds for single women—and nearly enough for this expanding and vulnerable population!

But God has opened a door for Hope Ministries to greatly increase the number of children we're helping in our community!

THE OPPORTUNITY

Very generous contributions from the wonderful ministry friends allowed us to purchase a school building in Des Moines on nearly six acres in a wonderful residential setting, with public transit.

Through a major renovation and new construction, we will transform this project Hope Center for Women and Children that can safely and effectively provide quality meals, plus meals and life skills to restore hope and rebuild livelihoods for 100 women and children without homes—that's HOPEFUL our current capacity!

This new campus will better meet the critical need that exists in Central Iowa for more services for this growing, vulnerable and often hidden group. And with your help today, we will stay focused, knowing that with every life transformed at this expanded campus, our whole life will be uplifted.

HOW YOU CAN HELP

Right now, we have an amazing \$1 MILLION MATCHING GIFT CHALLENGE & Rewards to double the impact of any gift you feel led to share with Hope Ministries! May 31 deadline!

Your generous support—a special gift above and beyond your regular giving—in the Hope Center is helping the Community campaign today will help ensure this exciting new facility is serving women and children in the days to come.

«Substantive», your special gift of \$1k, \$500, or \$250 that will double to \$2k, \$1k, \$500, or \$250 will become real. And your gift will double to \$2k, \$1k, \$500, or \$250—no matter how small your gift is. And your gift will double to \$2k, \$1k, \$500, or \$250—no matter how small your gift is. And your gift will double to \$2k, \$1k, \$500, or \$250—no matter how small your gift is.

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\$1 MILLION MATCHING CHALLENGE

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#2: Cindy's story

- Cindy's life recovery transformation: newsletter (print and web), video, social media, presentations, live testimonials, staff retelling at donor meetings
- Consistent key messages
 1. It's never too late to change your life, don't give up hope
 2. Cindy's relationship with Jesus is important – to her, to Hope Ministries, and most importantly from a storytelling standpoint – it's important to our donors (survey)



Direct quotes are powerful

“I was broken, couldn’t lift my head up. I was so full of shame and guilt and remorse...but I’m no longer that person from before. I’ve been transformed.”

“I was a meth addict for 35 years. I want to be a witness to all those out there who think there’s no chance of change. There’s always hope.”

Cindy's One Minute with Hope video

<https://www.youtube.com/watch?v=R9ahAtG3LDk>





Danny Akright

Director of Communications
Greater Des Moines Habitat for Humanity



Special Acknowledgement

Scout & Sunny
Presentation Consultants

Get to know your partner families

- Build trust with direct service team members
- Meet every client/partner family possible
- Screen clients/families for:
 - Story
 - Comfort
 - Attitude
- Bank stories for the future

Max out comfort levels

- Don't push clients/families past their comfort level, but...
- Max out what they are comfortable with



The screenshot shows the top navigation bar of the Greater Des Moines Habitat for Humanity website. The main heading is "Kate's New Windows". The article text reads: "When Kate started looking for a home to purchase for herself and her 13-year-old son, her options were limited. 'I was in despair because all the houses in my budget were so awful,' she said. 'And then I found this house and I knew that I would probably stay here the rest of my life, but it needed work.' Kate's home, built in the 1920s, sits on a corner lot shaded by 100-year-old trees. Inside, a brick fireplace, dark woodwork, and built-in cabinetry give the home character. Any century-old home, however, will need some TLC. For Kate's home, the most important priority was replacing the home's original windows. 'We taped up and and plasticed up, but it just wasn't enough,' Kate said. 'I just didn't have the resources to do what I needed to do, and that's why I'm really super grateful to Habitat for Humanity to just give me that little boost that I needed.' In 2022, Kate partnered with Habitat for Humanity's home preservation program to replace 10 windows. Kate said that replacing the windows also helped identify and address issues like..."



Lean into charm

- Charisma can be its own story hook
- Hand over the mic



Think like a journalist

- What's your news hook?
 - Human interest
 - Great visuals
 - Tying to national stories or trends
 - Piggybacking on new data
- Be explicit
 - Are there great visuals?
 - Is there a client/partner family to interview?

The screenshot shows a news article on the Des Moines Register website. The article is titled "400 volunteers, 10 days: Habitat for Humanity team at Iowa State Fair fast-tracks building a house" and is written by Virginia Barreda. It features a large photo of a blue house under construction at the Iowa State Fair. To the right of the article is a blue advertisement for Amazon, offering a \$100 Amazon Gift Card instantly upon approval. The article text includes details about the team's goal to complete a 1,158-square-foot house in 10 days.

MARKETPLACE
Search For & Place Classifieds

Des Moines Register

Give \$5, Get \$5
Earn a \$5 gift card

News Iowa Caucuses Sports Opinion Business Advertise Obituaries eNewspaper Legals 81°F Refer Now Hi, Jenita

IOWA STATE FAIR

400 volunteers, 10 days: Habitat for Humanity team at Iowa State Fair fast-tracks building a house

Virginia Barreda
Des Moines Register

Published 5:30 a.m. CT Aug. 15, 2022

View Comments

A team of Habitat for Humanity staff and volunteers work to build a home at the Iowa State Fair, Monday, Aug. 15, 2022.
Zach Boyden-Holmes/The Register

Hammering, Drilling, Painting.

In the northwest corner of the Iowa State Fairgrounds — between Gate 13 and the Sling Shot — a team of Greater Des Moines Habitat for Humanity staff and volunteers is racing against the clock to construct a 1,158-square-foot, three-bedroom, two-bath house.

The team is determined to complete in 10 days a job that normally takes three to

We're always working to improve your experiences. Let us know what you think.

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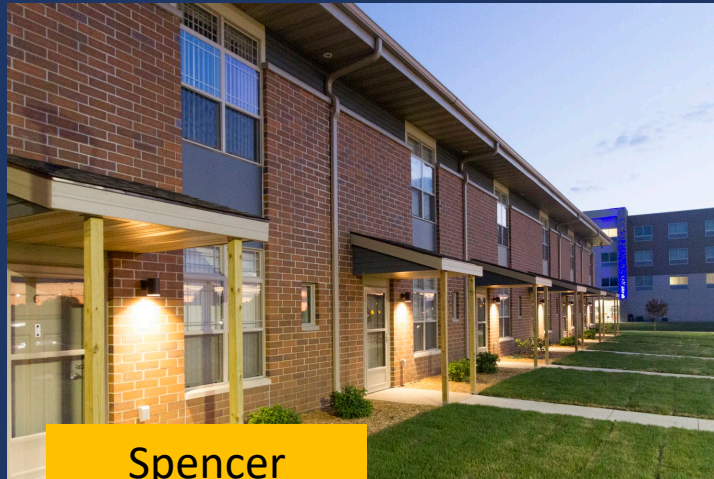
**If this apartment
building could talk**

Selling the multifaceted benefits of our product

Today's affordable housing is beautiful



Sioux City



Spencer



Des Moines

These are all Low-Income Housing Tax Credit projects!



Grimes



Urbandale

How do we let people see?

- Set up a project website as early as possible
- Engage on social media
- Take property photography seriously (please!)
- Engage with community groups and don't be afraid to tell our story

*And what story is that,
you might say?*



We're all in for our communities

- Build your plan to highlight as many of these benefits as you can in as many ways as you can
- It's always better to be there in person
- You must show respect for the context of your community
- Iowans don't trust things they can't touch and feel for themselves

Actions speak louder than words

- The same things that drive resident retention drive perception of our product at large
 - Maintenance!
 - Responsiveness!
- Support your property management team as they support the resident!
- Take pride in property appearance – on-site, online, in reviews, etc.

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**Empowering Storytelling
that's both trauma-informed
and effective**

Kate Bergeron – Anawim Housing

Storytelling to Empower

At Anawim Housing – we focus on **empowering** individuals.

We do this by listening, approaching storytelling through a trauma-informed lens, and leaning into stories that share the individual's perseverance and strength while maintaining their dignity.



Who We Serve:

Anawim provides permanent supportive housing for individuals who have experienced long-term homelessness and have a qualifying disability.

Key First Steps:

- Identify potential candidates through the guidance of our program team
- Ensure the individual has a clear understanding and has given their consent for our intended usage of their story/photo/or video. Adjust to each individual's comfort level.
- Focus on the person. Put them first.

The Process



Initial Interview or Photo Session:

- How it is conducted is really important
- Be flexible and open. Don't lead, but help redirect if needed.
- Ensure their comfort and trust is maintained before, during and after.



Important Tip:

- Just because they said it, and they signed a release form, doesn't mean we should share it.

Translating into Storytelling:

- **Focus on the individual** – avoid the hero mentality.
- Weave in narrative that helps with clarity and connection. **Focus on connection.**
- How will the person featured feel reading this? Consider them first, then consider the reader.
- Involve the individual in the review process as well as trained members of our staff to ensure the story is trauma-informed and accurate.

Defining what “effective” means to you and your cause

At Anawim, the term “effective” can simply mean:

- The individual had a positive experience with the process.
- The individual did not experience negative set-back or additional trauma in any way
- The story is well written, trauma-informed, empowering and educational.
- The viewer feels connection and has a clearer understanding
- The story promotes empathy, connection, education and understanding which are necessary to drive support.



Project Des Moines

A storyteller project that Anawim worked on in partnership with photographer Joe Crimmings.

The project aims to show connections through storytelling and to show meaningful similarities between people when it comes to the significance of home – regardless of your background.

Video Link: <https://www.youtube.com/watch?v=rOoodcfzOOU>

