

Heart and Minds: Selling your social story

How to tell an effective story about your organisation to help influence hearts and minds.

Grace and Kirsty work for Yellow Jigsaw, their role is to support organisations in selling themselves and support in marketing. They began with their background in the field and talked about some of the organisations they had supported (**see the presentation**). They gave an example in detail of a group called “Dig in North West” which was described as Horticultural Therapy for Military Veterans. They had some problems with recruitment and spent some time demonstrating how they came up with a description as ‘down to earth support for the ex-military’ which says the same thing but in a simpler, easier to understand way.

They then asked the group to do an exercise: Describe your good cause!

The Key Content for the description would be:

Defining the social issue

Inputs

Outputs

Sustainability

Outcomes and impact

The challenge to the group was to write a compelling case study. They talked about using the **STAR** structure:-

Situation

Task

Action

Result.

Include quotes that reflect real life impact.

Kirsty then went on to talk about using the press to share the group’s story. The better you sell yourself as a group, the more the press will come back to you as an example. The Press have categories of interest, is it quirky, human interest, hard news, letters page or what’s on.

The perfect press release would be 300 – 400 words, have a catchy title and answer the questions, who, what, why, where and how. It should also use lively language. Research your target audience and make it more personal, include a photo if you can (labelled up). Put the press release in the body of the e-mail, not as an attachment. Put ‘press release’ in the subject bar and make someone available for interview if possible, don’t forget full contact details and the organisations website address.

If anyone needs support contact: grace@yellowjigsaw.co.uk