

Start with a story:

Trends reshaping
how we move donors




Hi!





Facts about
storytelling

What's your story?

A close-up, black and white photograph of a typewriter's typebars and carriage mechanism. The image is partially obscured by the text on the left and top, but the intricate metal parts and the dark fabric of the carriage are clearly visible.

**People give
with their heart.**

Then their brain goes
looking for a receipt.

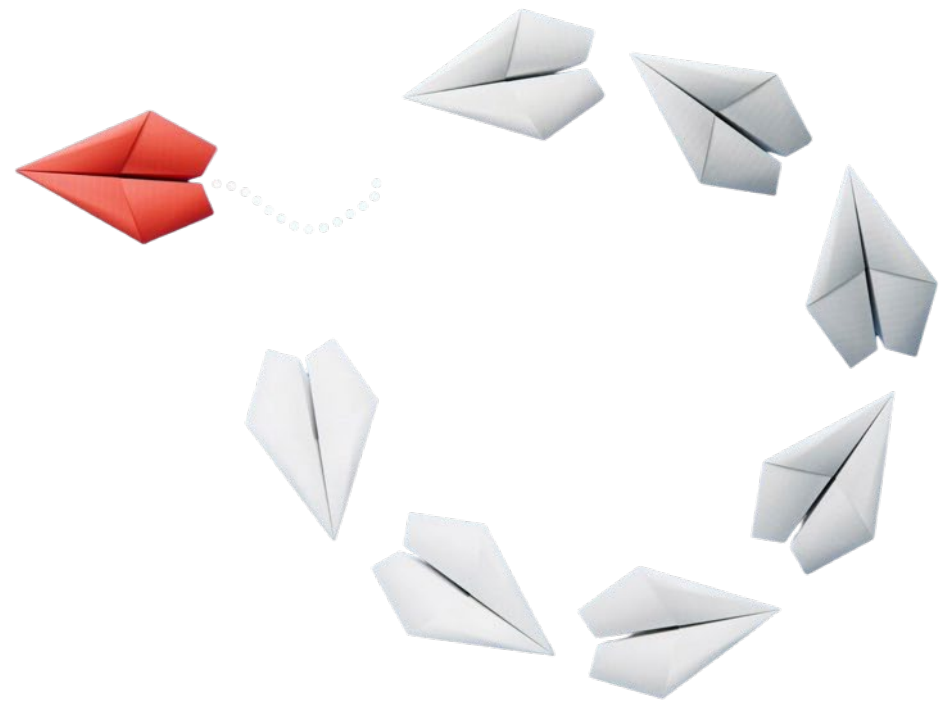


**One face will
always beat a
thousand
numbers.**



When the problem
feels too big,
generosity shuts down.

**When it feels human,
it switches on.**



Donors don't want
to fund causes.

**They want to
belong to them.**



Words tell a story.

**Visuals sell the
experience.**





A story is **22 times**
more memorable
than a
stand-alone fact.





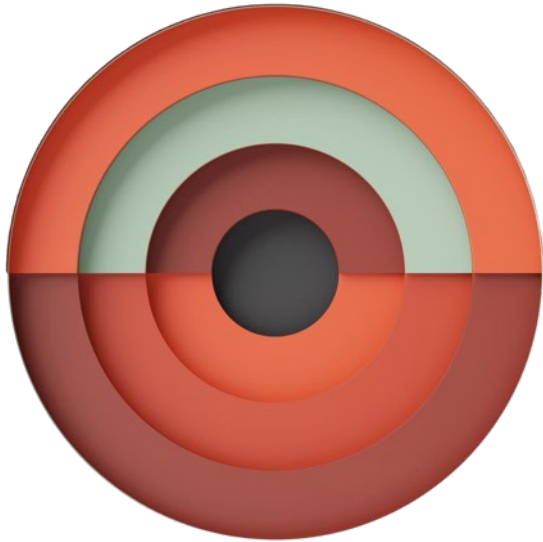
What's next?





GET HUMAN





Segmentation



Personalization



Connection



Alex

I'm okay, I guess. Sometimes things feel a bit tough at school, but I try to focus on the good stuff, like playing football with my friends. It's fun and helps me forget about the not-so-nice things for a while. I really appreciate when people check in on me, it makes things feel a little bit better. So, thanks for asking.



How are you, Alex?

are the others mean to you?

Alex

Uneori, da. Unii colegi de clasă pot să fie răutăcioși, iar asta mă face să mă simt trist și de parcă nu sunt la fel de bun ca ceilalți. Mai ales când râd de mine sau spun lucruri urâte. Totuși, am câțiva prieteni care mă sprijină și asta îmi dă un pic de speranță. Încerc să nu mă las afectat prea tare, dar e greu uneori.



HI, I'M ALEX

Talk to me ➤

**THE WORLD'S FIRST
BULLIED AI**

<https://alex.invergent.ai/>



Still Christmas



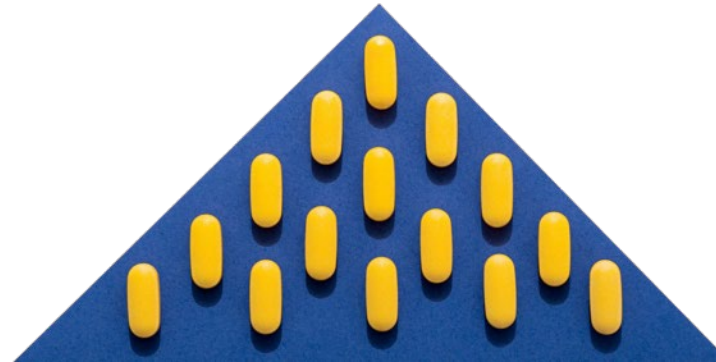
COMMUNITY BUILDING



POLSKO-AMERYKAŃSKA
FUNDACJA WOLNOŚCI



**Power to the
people**



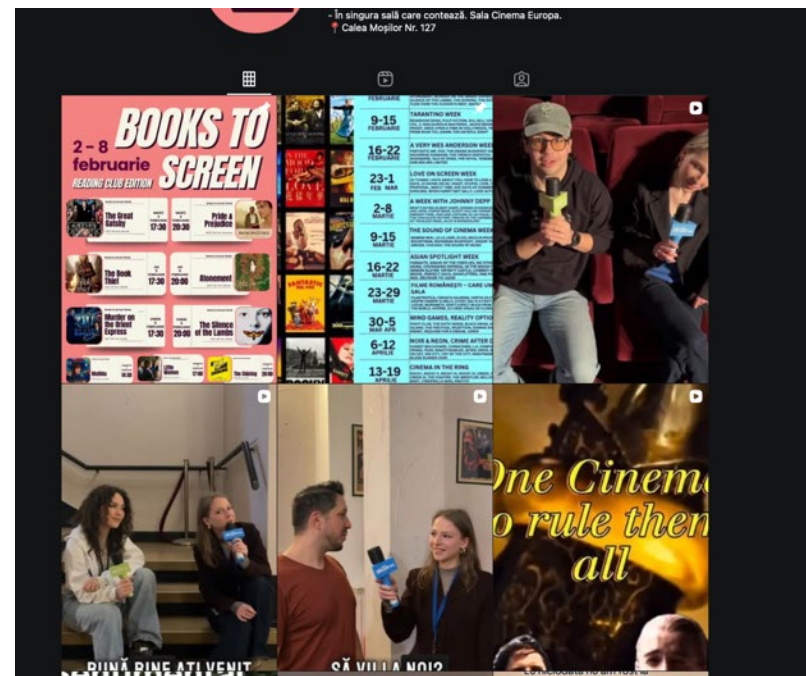
Peer to peer



CINEMA MIORITA

RICHARD BURTOS
ALEXANDRU MACEDO

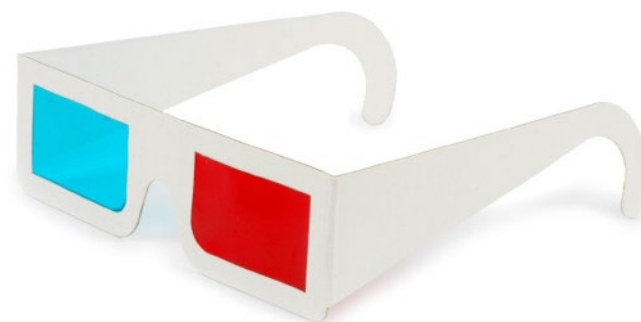
GIORNI SCALABRINI



IMMERSION



POLSKO-AMERYKAŃSKA
FUNDACJA WOLNOŚCI



Mission-driven experience



CAM 11

REC

the key doesn't open the door



WELLBEING





Craft one sentence/small text that could be the spark of a real appeal.

Use a story and the emotion that you received.

Move the donor.



thank
you

Catalin@2dogood.ro

[Linkedin.com/catadinu](https://www.linkedin.com/company/catadinu)