



# Supporting CommUnity

## **The Mission of Your Work and the Power of Your Story**

If you're a non-profit, a government agency or any organization that depends on the support of the community for your success you understand the importance of establishing and maintaining a positive relationship of trust. Gaining that trust comes not only from the work that you do but also from the story you tell about the mission and goal of your organization. The stories about the mission of your work ignites the passion of stakeholders and champions of your organization and those champions can encourage and support funding.

Another key point to building trust is through the consistency of your story. All marketing platforms will share various pieces of the same message, making it easy for stakeholders and funders alike to be inspired and moved to action. That action includes your staff, your Board of Directors and the stakeholders and champions of your organization helping you create a relationship with your community to share information, create stronger and more invested users that will ultimately encourage financial support and help move your mission forward.