

An aerial photograph of a coastline. The left side shows vibrant turquoise water meeting a dark, rocky cliffside. The right side shows a flat, arid landscape with sparse, dry vegetation under a clear blue sky with some light clouds.

Greenpeace Innovates With Life Writing

A presentation by Nicola Norris

GREENPEACE

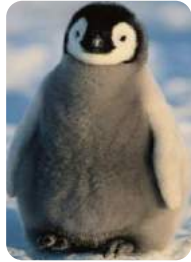
“We are all storytellers. We all live in a network of stories. There isn't a stronger connection between people than storytelling.”

Jimmy Neil Smith



What we will cover today

Why stories?



The theory



Life Writing



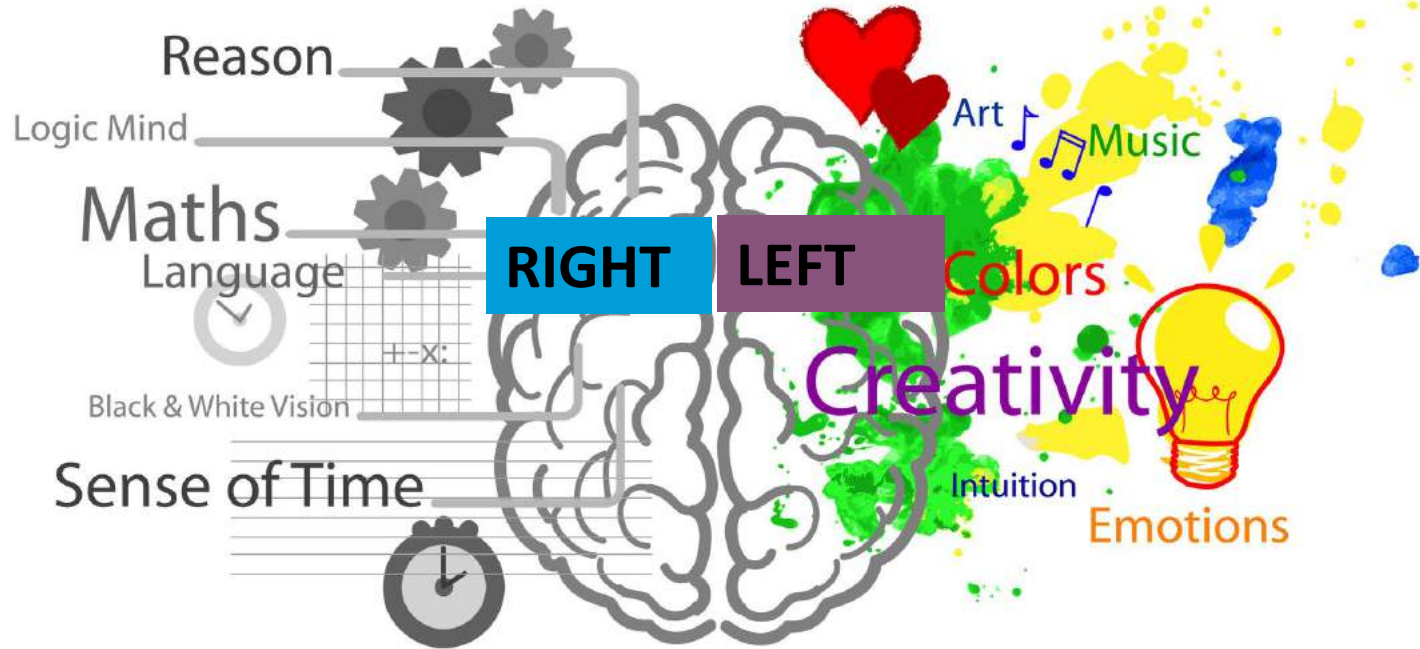
Some data



We're hiring!

GREENPEACE

Left Brain, Right Brain



Relationship Fundraising

“Fundraising is not really about money, its about people”
Larry C Johnson



Inquirer Stories

WE WOULD LOVE TO HEAR FROM YOU

Getting to know our supporters is very important to us. Please answer the questions below and send back to us in the attached replied paid envelope.

1. WHAT ARE YOUR FAVOURITE PLACES IN NATURE?

Freycinet National Park

2. WHAT IS YOUR FAVOURITE NATURE QUOTE?

"I felt my lungs inflate with the gush of scenery - air, mountains, trees, people. I thought 'This is what it is to be happy.'" Sylvia Plath

3. YOU SHOWED SOME INTEREST IN INCLUDING GREENPEACE IN YOUR WILL. I WOULD LIKE A GENERAL INFORMATION PACK

Name

Email address



GREENPEACE

GREENPEACE

Inquirer Stories

WE WOULD LOVE TO HEAR FROM YOU

Getting to know our supporters is very important to us. Please answer the questions below and send back to us in the attached replied paid envelope.

1. WHAT ARE YOUR FAVOURITE PLACES IN NATURE?

My own backyard

2. WHAT IS YOUR FAVOURITE NATURE QUOTE?

Our task must be to free ourselves from our prison
by widening our circle of compassion to embrace all humanity
and the whole of nature in all its beauty - Einstein

3. YOU SHOWED SOME INTEREST IN INCLUDING GREENPEACE IN YOUR WILL.

I WOULD LIKE A GENERAL INFORMATION PACK

Name

PLEASE EMAIL THE PACK

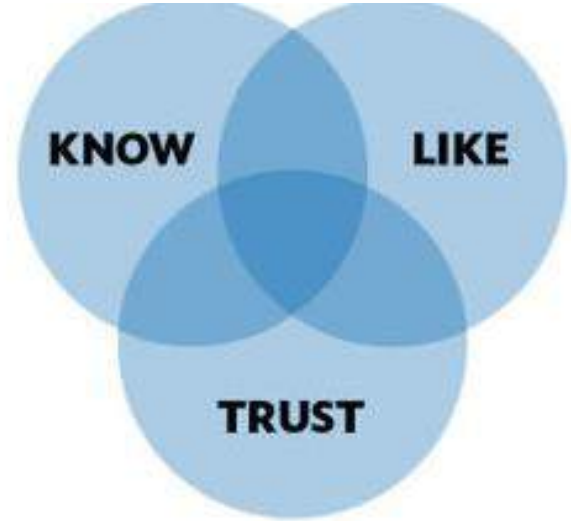
Email address

GREENPEACE



GREENPEACE

Two Way Relationship



The attached photo is my son and I hiking in Yosemite National Park in California

WE WOULD LOVE TO HEAR FROM YOU

Getting to know our supporters is very important to us. Please answer the questions below and send back to us in the attached replied paid envelope.

1. WHAT ARE YOUR FAVOURITE PLACES IN NATURE?

.....
.....

2. WHAT IS YOUR FAVOURITE NATURE QUOTE?

.....
.....

3. YOU ARE CONSIDERING INCLUDING GREENPEACE IN YOUR WILL.
WOULD YOU LIKE A GENERAL INFORMATION PACK BY MAIL / EMAIL?

The theory: Story brain



“Bequest decision-making is analogous to visualizing the final chapter in one’s autobiography and fundraisers do well to emphasize donors’ autobiographical connections with the charity.”

Dr. Russell James

The theory: Story brain

Routley (2011) identified the importance of autobiographical connection when interviewing donors with planned bequests, writing, “Indeed, when discussing which charities they had chosen to remember, there was a clear link with the life narratives of many respondents”



©Dr. Russell James, Texas Tech University

GREENPEACE

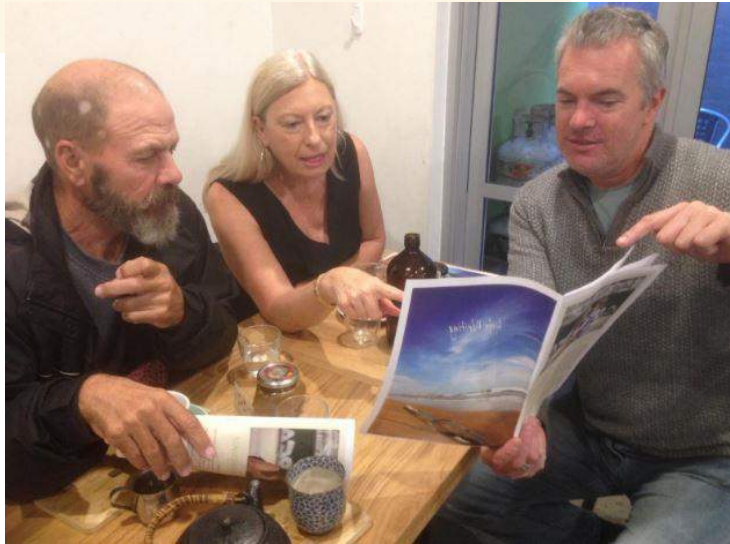
The theory: Story brain

Fundraisers may consider emphasizing the autobiographical connections between the donor and the charity, rather than focusing on the charity's need for funds



Life Writing Program

When donors are considering leaving a bequest to charity, the most important question they tend to ask themselves is, “Which charity (or cause) is part of my life story?”



Writing Your Life Story

Order of Events

Intro	Ian Lawton, Greenpeace and Life Stories
Workbook exercise	When did you first become aware/involved with Greenpeace? Mark on timeline
Life stories	Everyone plays a part in history
Workbook exercise	What sort of relationship did you have with your parents / grandparents? Mark birth of parents / grandparents / descendants on timeline
Writing, Story Telling and Justice	Anne Macno, special guest presenter
Life Writing	Why do I? Benefits of life writing as an activity – self-therapy / review / assess
Workbook exercise	Use timeline to plot major historical / personal events – group discussion

GREENPEACE

Story: Where Were You When?



UK banned dumping
nuclear waste at sea
(1993)

Rainbow Warrior
bombed in Auckland
(1985)

9/11 attacks in
New York (2001)

Shell withdrew from
the Arctic (2015)

1980

1990

2000

2010

GREENPEACE

Story Surveys

Your Legacy

1. Which causes do you care most about (for example: climate change, oceans, forests, renewable energy etc.)

2. What would you like to change in the world if you could?

3. What do you hope to leave as a legacy for future generations?



Supporter Stories

1. When did you first become passionate about environmental issues?

I've always been passionate about our environment but didn't know how to help.

2. Where were you when?

The last whaling station in Australia (Albany in WA) was closed in 1978.

In Brisbane, 2 years old.

The Greenpeace ship, the Rainbow Warrior, was bombed by French foreign intelligence in 1985.

Gold Coast in year 7.

BP stopped its plans to drill in The Great Australian Bight in 2016.

Chindulla, farming.

3. My Values/My Legacy

The causes I care most about are (for example, climate change, endangered animals, oceans, renewable energy):

Great Barrier Reef
Jung + Forests/Bush being cut down.
Endangered animals.

My greatest hope for the next generation is: to be aware and considerate of nature.

4. My legacy

Please check the boxes below as a way of indicating your respect for the Earth. We will follow up with more information.

- This is so important, that I will make plans to include a gift to Greenpeace in my Will.
- Sometime in the future I might consider including a gift to Greenpeace in my Will.
- I have already included a gift to Greenpeace in my Will.
- I would like more information about including Greenpeace in my Will.
- Let me know ways I can help protect the earth from my home.



Calendar Survey

3. My Values/My Legacy

The causes I care most about are (for example; climate change, oceans, renewable energy);

My greatest hope for the next generation is;

4. My legacy

Please check the boxes below as a way of indicating your respect for the Earth. We will follow up with more information about Greenpeace campaign plans, how to include Greenpeace in your Will and how your gift will be used.

- This is so important that I will make plans to include a gift to Greenpeace in my Will.
- Sometime in the future I might consider including a gift to Greenpeace in my Will.
- I have already included a gift to Greenpeace in my Will.
- I would like more information about including Greenpeace in my Will.



THANK YOU VERY MUCH. WE REALLY VALUE YOUR FEEDBACK.

GREENPEACE

Whale Coaster Project



Greenpeace Australia Pacific

June 15 · 🌐

Look what we found floating around the office. We love to recycle so if you would like some coasters add your name to this form and we'll send some out quick smart: <https://goo.gl/forms/bC8eoJdVOqA1F1C43>

Where there's a will there's a whale 🐳 🐳 🐳



👍 Like

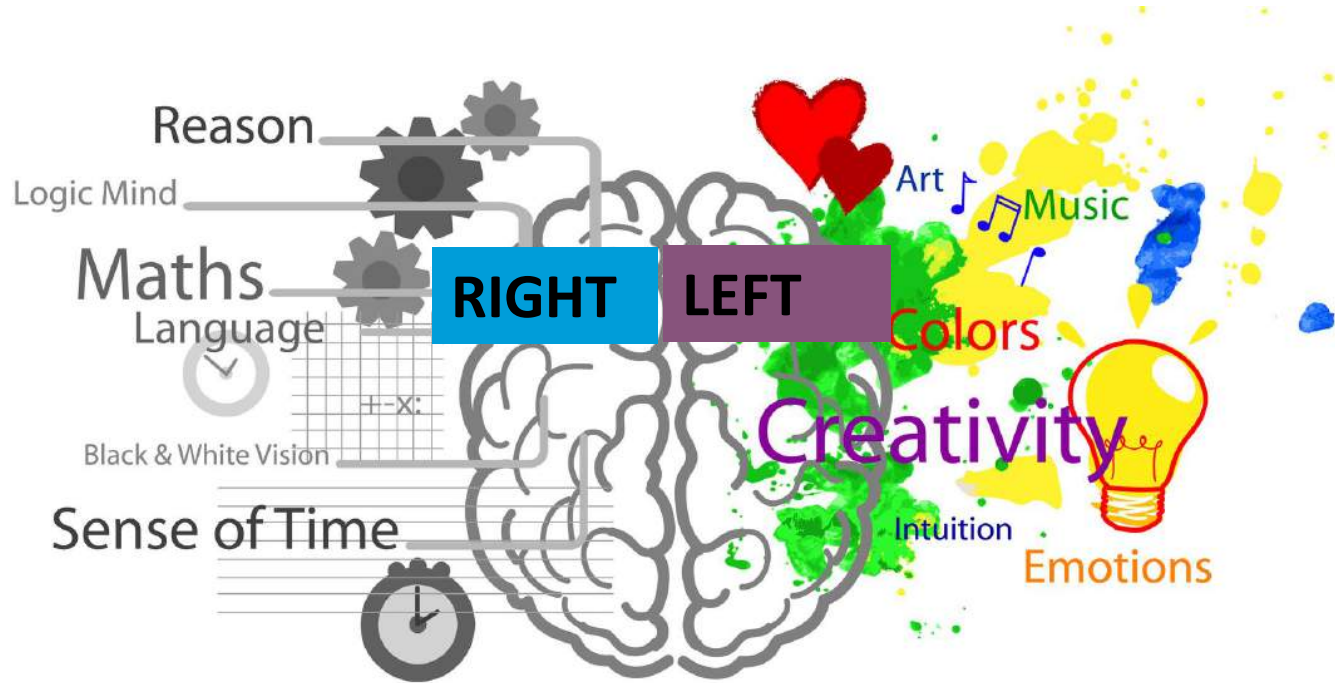
💬 Comment

➦ Share



GREENPEACE

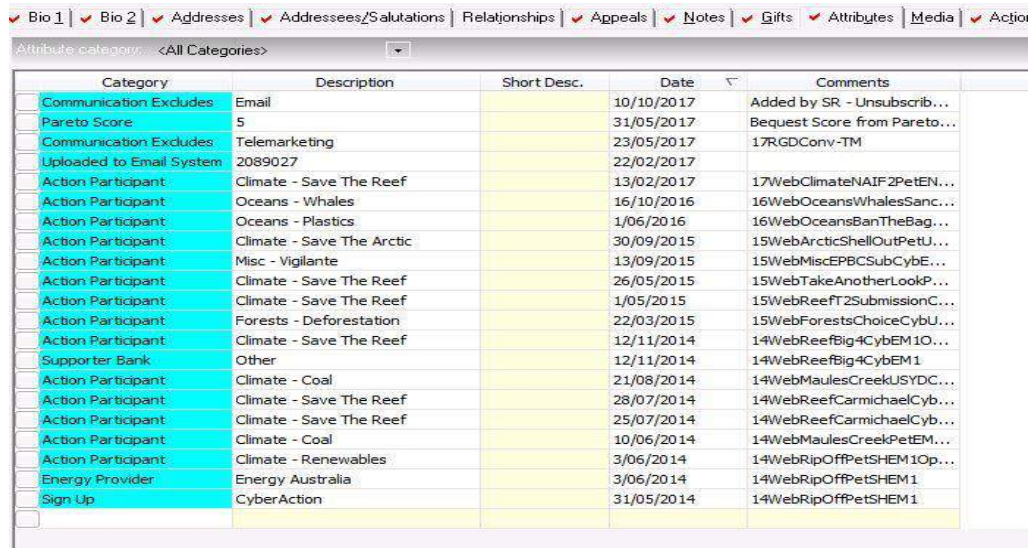
Time to switch on your right brain!



Supporter Sample

“Selling to people who actually want to hear from you is more effective than interrupting strangers who don’t.”

Seth Godin



The screenshot shows a CRM interface with a table of supporter records. The table has the following columns: Category, Description, Short Desc., Date, and Comments. The records are sorted by date in descending order. The interface includes a navigation bar at the top with tabs for Bio 1, Bio 2, Addresses, Addressees/Salutations, Relationships, Appeals, Notes, Gifts, Attributes, Media, and Action. Below the navigation bar is a dropdown menu for 'Attribute category' set to '<All Categories>'. The table contains 20 rows of data, each representing a supporter record.

Category	Description	Short Desc.	Date	Comments
Communication Excludes	Email		10/10/2017	Added by SR - Unsubscrib...
Pareto Score	5		31/05/2017	Bequest Score from Pareto...
Communication Excludes	Telemarketing		23/05/2017	17RGDConv-TM
Uploaded to Email System	2089027		22/02/2017	
Action Participant	Climate - Save The Reef		13/02/2017	17WebClimateNAIF2PetEN...
Action Participant	Oceans - Whales		16/10/2016	16WebOceansWhalesSanc...
Action Participant	Oceans - Plastics		1/06/2016	16WebOceansBanTheBag...
Action Participant	Climate - Save The Arctic		30/09/2015	15WebArcticShellOutPetU...
Action Participant	Misc - Vigilante		13/09/2015	15WebMiscEPBCSubCybE...
Action Participant	Climate - Save The Reef		26/05/2015	15WebTakeAnotherLookP...
Action Participant	Climate - Save The Reef		1/05/2015	15WebReefT2SubmissionC...
Action Participant	Forests - Deforestation		22/03/2015	15WebForestsChoiceCybU...
Action Participant	Climate - Save The Reef		12/11/2014	14WebReefBig4CybEM10...
Supporter Bank	Other		12/11/2014	14WebReefBig4CybEM1
Action Participant	Climate - Coal		21/08/2014	14WebMaulesCreekUSYDC...
Action Participant	Climate - Save The Reef		28/07/2014	14WebReefCarmichaelCyb...
Action Participant	Climate - Save The Reef		25/07/2014	14WebReefCarmichaelCyb...
Action Participant	Climate - Coal		10/06/2014	14WebMaulesCreekPetEM...
Action Participant	Climate - Renewables		3/06/2014	14WebRipOffPetsHEM1Op...
Energy Provider	Energy Australia		3/06/2014	14WebRipOffPetsHEM1
Sign Up	CyberAction		31/05/2014	14WebRipOffPetsHEM1

Bequest Support: Cash Givers

✓ Bio 1 | ✓ Bio 2 | ✓ Addresses | ✓ Addressees/Salutations | ✓ Relationships | ✓ App

New Gift Open Delete... Show: <All Gifts> Filter

Date	Type	Fund	Amount
10/10/2017	Cash	A 140 14000C	\$174.00
25/01/2017	Cash	A 140 14000C	\$100.00
15/06/2016	Cash	A 140 14000C	\$150.00
22/10/2015	Cash	A 140 14000C	\$100.00
27/02/2015	Cash	A 140 14000C	\$175.00
27/06/2013	Cash	A 140 14000C	\$50.00



“Data are just summaries of thousands of stories.”

Chip & Dan Heath

Bequest Theme: Loyal History

✓ Bio 1 | ✓ Bio 2 | ✓ Addresses | ✓ Addressees/Salutations | ✓ Relationships | ✓ Appeals | Notes | ✓ Gifts | ✓ Attributes | ✓ Media | ✓ Actions |

Attribute category: <All Categories>

Category	Description	Short Desc.	Date	Comments
<input type="checkbox"/> Pareto Score	11.5		31/05/2017	Bequest Score from Pareto...
<input type="checkbox"/> Major Donor Research	Wealthscan		24/05/2013	
<input type="checkbox"/> Bequest Noted In Will	Yes		31/12/2006	Acxiom Survey 2006-QB6-1
<input type="checkbox"/> Survey Respondent	Acxiom EOY 2006		1/12/2006	
<input type="checkbox"/> Pac Micromarketing Beq...	Yes		5/11/2004	
<input type="checkbox"/> Date Added	01/07/1998		1/07/1998	
<input type="checkbox"/> Sign Up	Unknown		1/07/1998	
<input type="checkbox"/> Rep or Venue	20905		1/01/1970	
<input type="checkbox"/> Bequest Potential				
<input type="checkbox"/>				



Bequests: Subtle Clues

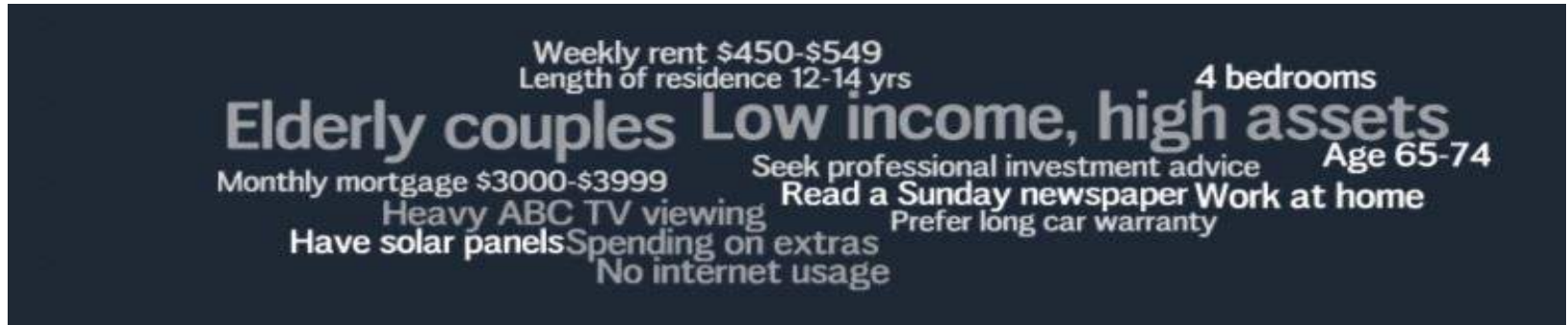
Bio 1 | Bio 2 | ✓ Addresses | Addressees/Salutations | Relationships | Appeals | Notes | Gifts | Attributes | Media | Actions |

Attribute category: <All Categories>

Category	Description	Short Desc.	Date /	Comments
<input type="checkbox"/> Bequest Status	I am CONSIDERING including Gr...		3/04/2004	Survey
<input type="checkbox"/> Bequest Potential	Shakey Handwriting		12/02/2008	Appeal response handwritt...
<input type="checkbox"/>				

Catherine Metzger

Experian Mosaics: Affluent Acreage (D)



Experian Mosaics: Traditionally Grey (K)



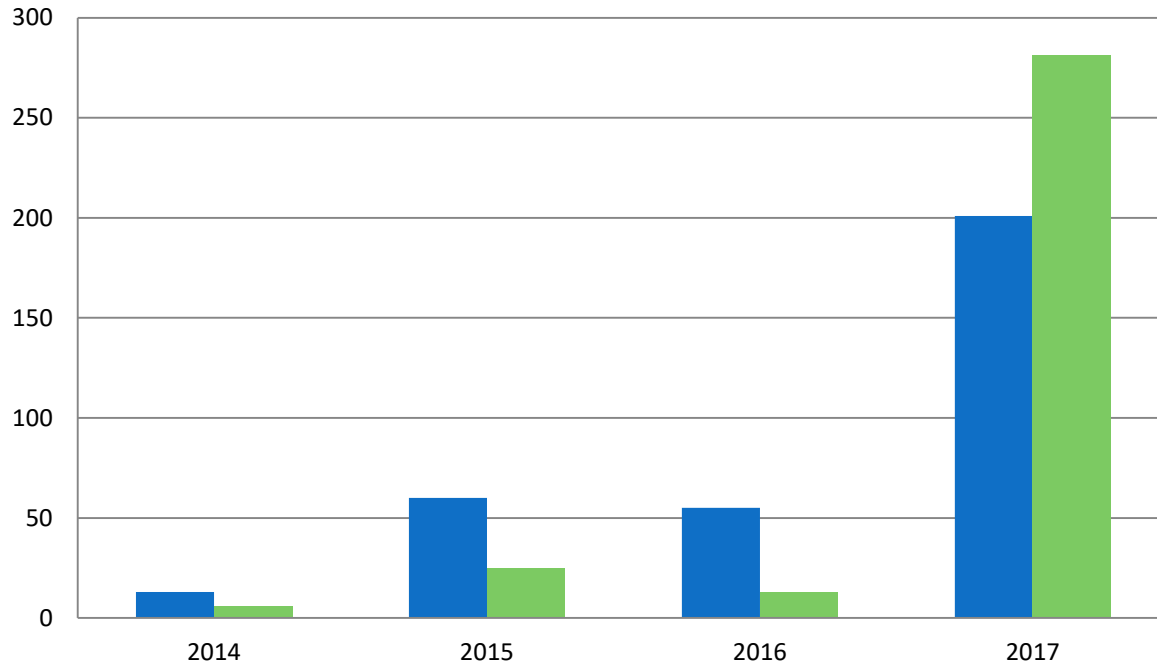
Experian Mosaics; Regional Endeavours (L)

Own a pet Age 75-84
Monthly mortgage \$800-\$999
Enjoy travel but prefer to stay in Australia
Australian
Play online games via social media
Weekly rent \$225-\$274
Heavy commercial TV viewing
Inner regional locations
Labourer Go to the beach
Certificate
Elderly families
3 bedrooms
Low income, high assets



Overall growth over time

New Pledgers & Intenders



New pledgers in

BLUE

New intenders in

GREEN

Brand Perception Survey



Question 1: Understand their attitudes (receptivity and trust) and barriers (Ease & family) to leaving a gift in their Will

Question 2: Understand their motivations, most importantly around their personal connection and ability to have a lasting impact on the cause



Brand Perception Survey

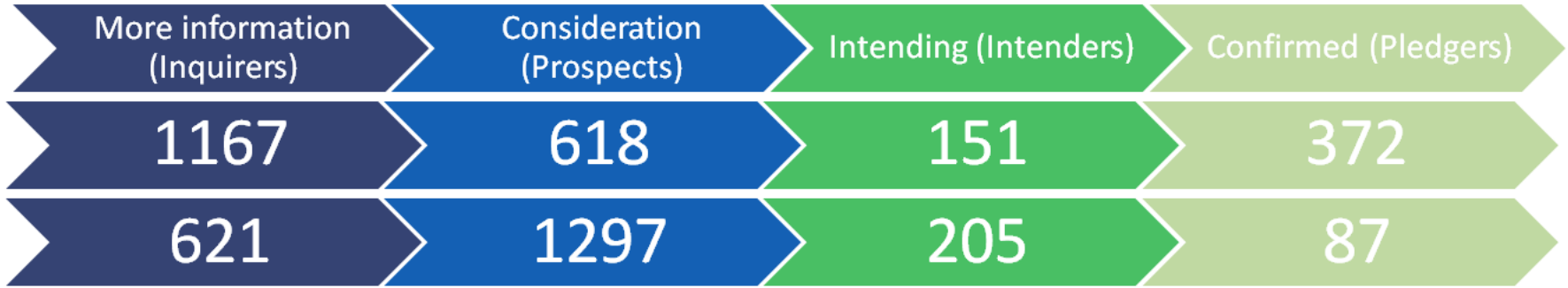


Question 3: Introduced the concepts of residual versus fixed gift and single versus multi-charity inclusion

Question 4: Standard bequest identification question



The survey doubled our pipeline!

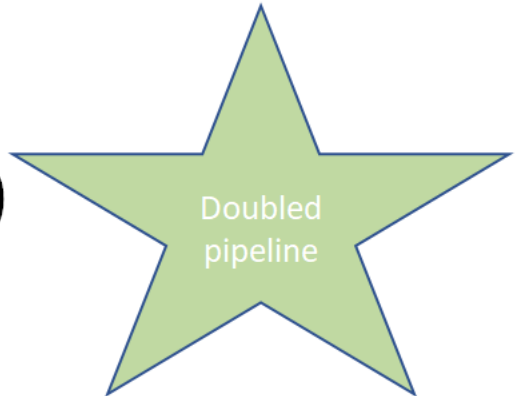


Overall growth of bequest pipeline

2,308



4,519



Brand Perception Survey

A **hidden gate** in the pyramid



Thank you!

The
universe
is made of
stories,
not of
atoms.

Muriel Rukeyser

GREENPEACE