



WHAT COULD YOU DO IF YOU KNEW YOUR MEMBERS BETTER?

Have you ever had a conversation with a member and wish you had it recorded?
Do you need to increase member engagement? Do you need more funding?
Do you need more staff to gather member stories for communications and marketing?

If yes is the answer to any of the above questions, then The Oral History Project (OHP) is for you! This revolutionary member engagement program was created to give organizations an effective and meaningful way to connect with their members. Each project collects and archives thousands of member stories while creating printed and digital storybooks.

WHAT IS THE VALUE TO YOUR ORGANIZATION?

MEMBER ENGAGEMENT

Your member stories are incredibly important. You will have an opportunity to engage a significant portion of your database within six months of beginning an Oral History Project.

EMOTIONAL ENGAGEMENT

The emotional transportation of sharing stories rekindles engagement and creates a mindset of gratitude for the value of their giving and your organization.

DIGITAL VAULT

Every day, thousands of untold stories from your members are being lost forever. The digital vault will allow for staff access to audio recordings, transcriptions and photos to leverage for years to come.

REVENUE

Bundle a donation or membership into the project and raise funds and further connections with your member. 100% of all donations and memberships are provided back to the client at their preferred frequency.

MARKETING CONTENT

From social media to website, magazines and newsletters, these stories will connect members to one another and generate more emotional connections with your organization.

MEMBER PROFILE

Expand your intel on what your members love, how their experiences have shaped their passions and how to improve personalized relationships.

**KNOW YOUR MEMBERS BETTER WITH THE ORAL HISTORY PROJECT.
CAPTURE STORIES AT SCALE AND NO COST!**



not the big company

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TIMELINE AND PROJECT PROCESS

PROJECT PREPARATION



Step One

Sign contract and reserve production launch time



Step Two

Project Kickoff Call with PCI Project Manager



Step Three

Submit your data file to PCI



Step Four

Finalize marketing materials and start date



Step Five

Create awareness and promote project with members

PROJECT LAUNCH



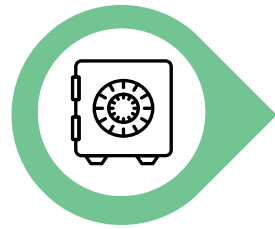
Step One

Members call PCI to share their story



Step Two

Stories are recorded, transcribed, and edited



Step Three

Stories are categorized and uploaded to your digital vault



Step Four

Stories are available for you to use in marketing and more



Step Five

Stories are placed into printed and digital publications

STORY COLLECTION PHASE - 6 MONTHS

PRODUCTION PHASE - 6 MONTHS



SAMPLE INTERVIEW QUESTIONS AND THEME OPTIONS

1

Who or what inspired you to join **<Organization>**?

- Was there someone in particular who influenced your decision?
- Have other family members joined **<Organization>**, either before or after you?
- What would you say makes **<Organization>** different from other organizations you have joined or considered joining in the past?

2

Tell me about your most remarkable or significant experience with **<Organization>**.

- When did you first become involved with **<Organization>**?
- Was there something in particular that interested you?

3

How has **<Organization>** impacted your career path, relationships, personal development, life...?

- Members are talking about their most noteworthy events, efforts and the value of their membership... Others are sharing stories about fellow members who have become a major influence in their lives... What stands out to you?

4

What does **<Organization>** mean to you?

- When you think about your time with **<Organization>**, what have you enjoyed most?
- Do you have a favorite memory you would like to share, above the rest?

Interviews questions and publication themes will be specific to your organization

SUGGESTED STORY THEMES

- | | | |
|------------------------|-------------------------|---------------------|
| • Lifelong Friends | • Legacy & Generations | • Career Success |
| • Traditions | • Philanthropic Support | • Memorable Moments |
| • Conservation | • Service Projects | • Honors & Awards |
| • Military Friendships | • Leaders & Mentors | • Leadership |



LEARN MORE: PUBLICATION SAMPLES AND PARTNER LISTING

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CURRENT ASSOCIATION CLIENTS

- Airman Heritage Foundation
- Alpha Delta Gamma
- Alpha Phi Alpha
- Alpha Sigma Phi
- Alpha Tau Omega
- American Legion Illinois
- American Veterans Association
- BMW Car Club of America
- Boy Scouts of America (BSA)
- Delta Gamma
- Delta Kappa Epsilon
- Delta Kappa Epsilon
- Grand Lodge of Virginia
- International Technology and Engineering Educators Association
- Kappa Alpha Order
- Kappa Alpha Psi
- Kappa Delta Rho
- Most Worshipful Prince Hall Grand Lodge of Maryland
- National Eagle Scout Association (NESA)
- National Hispanic Institute
- National Management Association
- National Society of Accountants
- National Wild Turkey Federation
- Order of Daedalians
- Phi Chi Phi Kappa Theta
- Phi Sigma Kappa
- Pi Kappa Phi
- Pi Lambda Phi
- Sigma Alpha Mu
- Sigma Gamma Rho
- Sigma Pi
- Tau Kappa Epsilon
- Telecom Pioneers
- The Retired Enlisted Association (TREA)
- Theta Xi
- US Marine Corps Reserve Association
- VFW Indiana
- VFW Illinois
- VFW New Jersey
- VFW Virginia
- Youth for Understanding
- Zeta Beta Tau