



21WAYS

To Turbocharge Your Marketing, Fundraising,
and Recruiting with the Power of Storytelling

HOW THE ORAL HISTORY PROJECT IS REDEFINING MEMBER COMMUNICATIONS AND CONNECTION



PCI not the big company

EXECUTIVE SUMMARY



In Brief:

The Oral History Project (OHP) is a revolutionary member relations program created by Publishing Concepts Inc. (PCI) to give member-driven organizations **an effective, meaningful way to connect with their members at no cost to the organization.** For each Oral History Project, PCI collects and archives thousands of member stories. Then, in addition to printed and digital storybooks, PCI provides audio and written versions of the stories that organizations can use for marketing, fundraising, and recruiting. To date, more than 200 associations, colleges and universities have committed to an OHP and by the end of 2021, we will have collected more than one million stories.

A LITTLE BACKGROUND

For more than 100 years, Publishing Concepts has been America's trusted collector of personal information, gathering data for numerous associations, Fraternities, Sororities, military and service organizations, colleges, universities, and Independent high schools.

Started in 1921 by the grandfather of present CEO Drew Clancy, PCI has evolved from a simple publisher of directories into one of America's oldest and most revered companies by staying true to its founding goal – not to be the biggest, but to be the best.

In 2019, inspired by our clients' need to reconnect with their members in an impactful, meaningful, and cost-effective way, PCI launched a new initiative called the Oral History Project that put a 21st Century spin on alumni and member directories and ultimately, on alumni and member relations, all with no cost to the schools or organizations.

Today, rather than simply collecting demographic information for a given directory, PCI is using the Oral History Project platform to collect member stories that together, have uncovered and documented the history of more than 200 member organizations, colleges, and universities with more to come. The immediate use for the stories is the creation of digital and printed OHP storybooks. But for each organization, the stories provide far greater value than just that.



POSITIVE FINANCIAL IMPACT



From a pure cost perspective, the positive financial impact of an Oral History Project is extraordinary. Search for life story interviewing services and you'll find companies charging \$117 and up for a 50-minute interview. In fact, most companies are so expensive, their rates are unpublished and only available by request. Even if those companies had the capacity to collect tens of thousands of stories – and they don't – their rates would simply make the project cost prohibitive. The Oral History Project is anything but.

Recently, PCI completed an Oral History Project for a major university in the Midwest where we collected 19,000 stories from their alumni. At \$117 per interview, that collection would have cost the university more than \$2.2 million. Their Oral History Project cost them \$0 and delivered two beautiful publications and 19,000 story assets the school can use for marketing, fundraising, and recruiting – forever.

Every OHP is planned,
executed and completed at

ZERO COST

to the member organization.



A CHALLENGING PRESENT.

There's little question that member organizations have been among the hardest hit by the global pandemic. As people were encouraged to stay home and meeting in large groups was first prohibited, and then severely limited, many organizations and their normal influx of new members have suffered.

For example, from 2019 to 2020 thanks in large part to COVID-19, membership in the Boy Scouts of America and the Girl Scouts dropped 43% and 30% accordingly. Numerous reports indicate new membership in fraternities and sororities was down at colleges across the country while others suggest non-profit organizations continue struggling to raise money and to add new members.

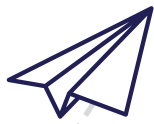
A BRIGHTER FUTURE.

For organizations searching for new and more impactful ways to engage their members, the Oral History Project has been a resounding success giving memberships of every size, kind, and geographic region countless story assets to use for marketing, fundraising, and recruiting. It's one thing for a group to sing its praises. It's quite another for prospective members and long-time supporters to hear that praise from longtime members whose lives and careers have been forever changed by their years in the organization.

Your Oral History Project stories give you a treasure trove of assets you can leverage to connect with both old and new members in meaningful, impactful ways you haven't before. The balance of this document is designed to help you visualize HOW you can use the assets from your Oral History Project to bolster your marketing, fundraising, and recruiting efforts to do just that.



USING YOUR OHP STORIES FOR MARKETING



When your members think back on their years in the organization, what is it they will remember most? Every website has pretty pictures. Every social post has a clever headline. With the Oral History Project, you have hundreds to thousands of engaging stories that can instantly transport your members to those special moments in time – an extraordinary event, great fundraisers, caring for the community, and the shared bonding that made membership meaningful.

From a marketing perspective, the nature and number of your stories make them ideal assets to use throughout your marketing campaign. Whether you need content for internal, or external communications, your OHP stories will provide the specificity you need with the emotion you want for any execution you choose to create.



FOR YOUR UPCOMING MARKETING CAMPAIGN, CONSIDER USING YOUR OHP STORIES IN THE FOLLOWING WAYS:

Organization Website

Create a special "Member Spotlight" section on your website with 10, 20, or 30 member stories that highlight your organization's diversity and the dozens of ways people find meaning in being a member. Add images of the storytellers with their names and years of service to help people connect with them even further.



The Voices of Heroes

TEXAS VFW VETS LEND THEIR VOICES TO ORAL HISTORY PROJECT

THANK YOU TO THE THOUSANDS OF OUR INSPIRING VETERANS WHO CONTRIBUTED THEIR STORIES TO OUR RECENTLY COMPLETED ORAL HISTORY PROJECT. ENJOY THIS COLLECTION OF EIGHT OF OUR FAVORITES AND CHECK BACK EVERY MONTH FOR INCREDIBLE NEW STORIES!

CHECK OUT THESE STORIES!

BILL REAVES Served in Korea "THE ENDLESS NIGHT"	JIM WAVERKA Served in Vietnam "FOREVER GRATEFUL"	MELANIE STAHL Served in Iraq, Afghanistan "A HEALING HAND"	CAREN CLAY Served in Vietnam "TRUE BLUE LEADERSHIP"
MORT SELINGER Served in Korea "SAVED"	STAN KAMINSKI Served in Vietnam "UNEXPECTED HEROES"	CRISTINA RIOJAS Served in Afghanistan "WHY I'D GO BACK"	JOHN SULLIVAN Served in Korea "SHE WAS THE ONE"

Print Advertising

Identify your most engaging stories and create a print campaign featuring the members who tell them. In each ad, include a QR code that lets the reader hear the actual story when scanned.

Sponsored Links

When people do a search for your organization, serve them a sponsored link with an engaging member story to match their search. Since your stories are so diverse, you can easily serve up stories to meet more specific searches.

Social Media

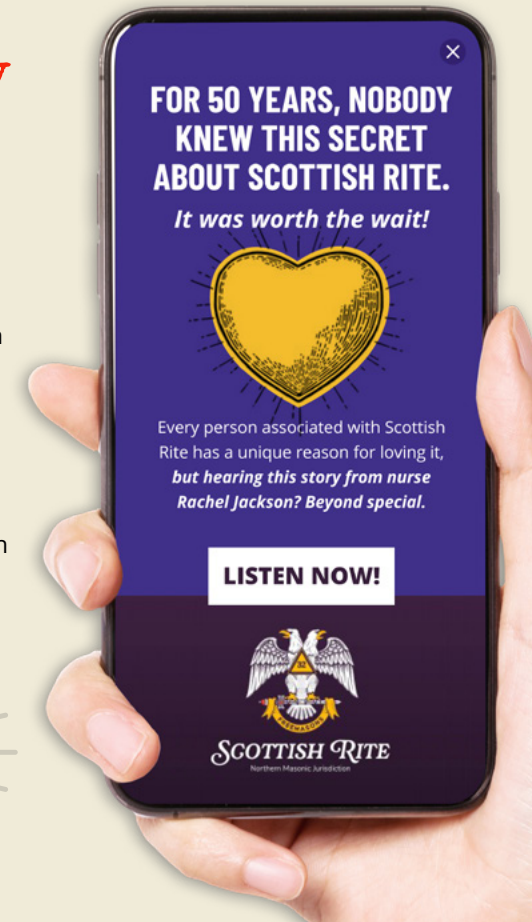
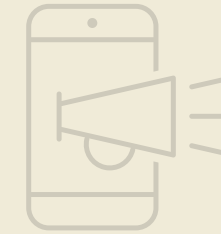
Create series of Social Media posts featuring audio from your favorite member stories and mix them into your regular social rotation on Facebook, Twitter, Instagram and TikTok.

Radio

Because OHP stories are audio-based, they're perfect to use for Radio in both :30 and :60 formats. Plus, radio gives you a rich opportunity to add an emotional soundtrack to make the stories even more impactful.

Display Ads

Create a digital display campaign with ads that tease engaging member stories and reward the reader with the full audio when they click through to listen.



Organization App

If you're utilizing an App, create a section featuring "Our All-Time Favorite [ORGANIZATION] Stories" that people can enjoy. Give them the opportunity to like and share the stories with others via Social Media and Email.

Direct Mail

Because of the volume of stories, you have to choose from, OHP stories allow you to give your Direct Mail some extra bang for your buck. For a 6" x 9" postcard, choose four to six of your favorite stories and feature them on the back of the postcard with thumbnails, the name of the storyteller and an intriguing story title. A QR code will take the recipient to a link where they can listen and share the stories.



USING YOUR OHP STORIES FOR FUNDRAISING

At PCI, we understand how difficult it is to raise money year in, year out. We also know that on the heels of COVID-19, fundraising is harder than ever. To date, we've helped our partners raise more than \$70 million for their institutions and we're excited about the fundraising potential of the Oral History Project.



For many members, the impact of their experiences in an organization can fade with years and distance. That changes when they participate in an Oral History Project. The second they share old stories about their hopes, their dreams, their lives, and their experiences in the group, they magically reconnect with what made them want to join the organization initially. Through the OHP process, members renew their love for the group and with it, their willingness to make meaningful financial contributions. That is the power of storytelling.



AS YOU PLAN YOUR UPCOMING FUNDRAISING EFFORTS, CONSIDER USING YOUR OHP STORIES IN THE FOLLOWING WAYS:



Emails to Prospective Donors

Rather than telling your donors what good their gift can fund through the organization, remind them with the voices of your members. In each email, include a link or two to your favorite stories with a Subject Line like "This is why your gift matters!"

Michael, I wish you could see and hear the incredible things Eagle Scouts are doing across our country. The extraordinary leadership taking place. The amazing projects creating a legacy in every American community. The young men, and now women, discovering their callings, deciding who they want to be and how they are going to change the world.

Without your support for the National Eagle Scout Association, and that of your fellow Scouters, parents, and friends, none of those things could happen. I know when we're separated by time and distance it can be tough to feel connected. But I want you to know how much everyone at BSA and NESA appreciates your support.

Recently, NESA completed our first Oral History Project collecting thousands of stories from our more than 1.5 million members. Below are just a few of our favorite stories for you to enjoy. Every day, Eagle Scouts are making the world a better place and it's gifts like yours that make that possible!

MATTHEW JOSEPH Troop 451, Flower Mound, TX "BEAUTIFUL MUSIC"	MAJ. KYLE NELSON Troop 89, Dalton, GA "TO PROTECT AND DEFEND"	PETER BROWN Troop 28, Providence, RI "BUILDING A BETTER WORLD"	OMAR GONZALEZ Troop 260, San Diego, CA "TRAILBLAZER FOR LIFE"
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Michael, thank you for your gift! Thank you for your support of our scouts and thank you for being the NESA ambassador you are to all who know you. If there is anything we can ever do for you, please let us know!

Sincerely,
Frank Tsuru
Frank Tsuru
President, National Eagle Scout Association

Terms | Privacy | Unsubscribe



Print Ad in Member Magazine or Newsletter

Identify some of your most engaging stories and tease them in print ads in the fundraising issues of your organizational magazine, or newsletter. In each ad, include a QR code that lets the reader hear the actual story when scanned.



Audio at Group Meetings

When you meet with members, start with a story. Tell them your favorite. Ask them to tell theirs. And then play the group a few of your favorite audio stories from your Oral History Project. Nothing inspires connection like storytelling.



Direct Mail with Flash Drive

For your key donors, send them a special direct mail piece – a box with an organization-branded flash drive with 8-10 of your favorite OHP stories. Inspire them to give with the messaging on the piece. Close the deal with emotional storytelling.



Invitation to Tell Their Story

Whether digitally, or in a print piece with a QR code, give your donors an opportunity to hear emotional stories that remind them of all the good their gifts make possible. Then, at the end of the piece, invite your donors to call in to a special answering machine where they can share why they give and what that giving means to their lives. The following year, use those testimonials to reach out to other donors.



Social Media Posts

During your fundraising season, mix a series of posts into your social media campaigns featuring emotional stories that remind donors why they give. Where possible, use great images that help illustrate the stories.





USING YOUR OHP STORIES FOR RECRUITING



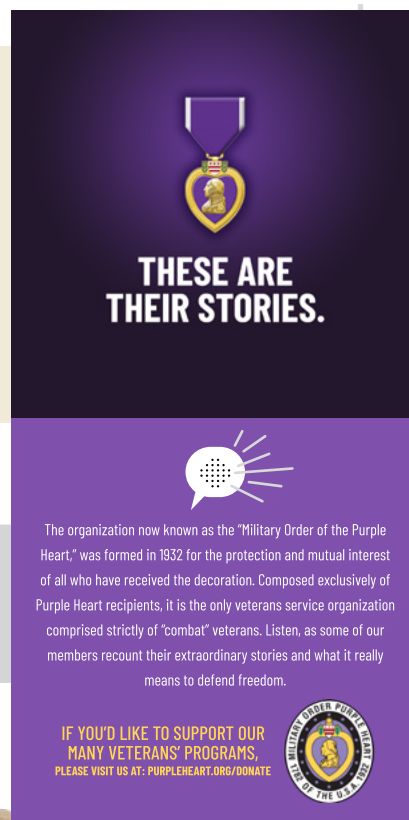
Whether you're facing applicants with more choices, or too few people wanting to become members, attracting new people to the organization, and securing their membership has never been more important, or arguably, more competitive. That's where the stories from your Oral History Project can become an extremely effective asset.

To prospective members, hearing first person accounts of life in the group, what being a member and serving your mission is really like and the meaningful impact their membership has had on their lives is both fascinating and inspiring. Your OHP stories are authentic, heartfelt and at times, vulnerable, and that's why people connect with them.

TO BOLSTER YOUR UPCOMING RECRUITMENT CAMPAIGN, CONSIDER USING YOUR OHP STORIES IN THE FOLLOWING WAYS:

Direct Mail with a Sound Chip

For your key prospects, imagine sending them a direct mail piece with a sound chip that plays one of your most engaging member stories the second they open it.



Since 1932, more than **2 MILLION PURPLE HEARTS** have been awarded to service members wounded while defending America.



Organization Website

Create a special "Member Stories" section on the website where prospective members can listen to your group's most inspiring, historic, and emotional stories from the people who lived them.



Emails to Prospective Members

Nothing brings an email to life like the actual voice of a member recalling their fondest memories of life in the group. In each of your emails, include a link to one of your favorite stories with a Subject Line like, "You've got to hear this!"



Membership Recruitment

When you are trying to recruit new members, what is it that will help your organization stand out? What if you had a kiosk, or computer set up at your organization's events where new prospects could listen to dozens of engaging stories directly from your members?

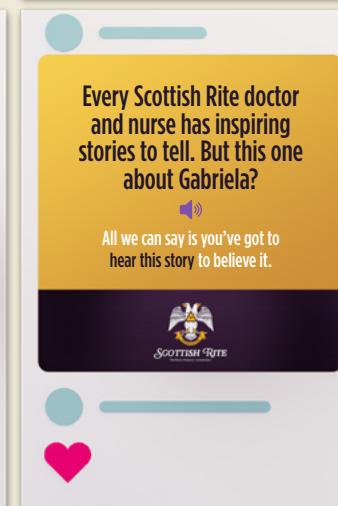
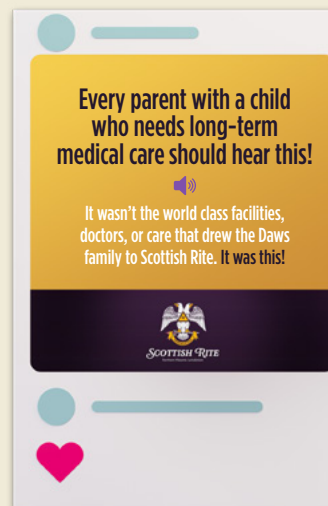
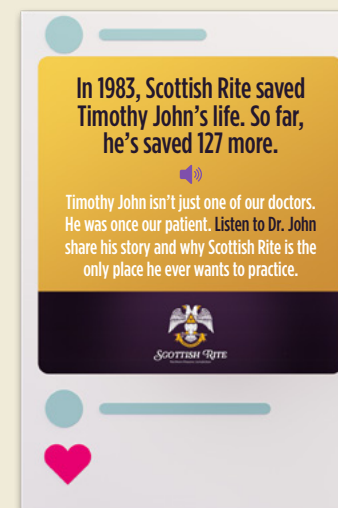


Organization-Branded Flash Drive

Today people love all things digital, especially when those things are also useful. By itself, an organization-branded flash drive makes for a cool gift people would keep and use, but it also gives you the opportunity to include numerous audio files featuring the best stories from your members.

Social Media Posts

The sheer volume of great stories generated by your Oral History Project make them great assets to post on social media a few times a week, or every day.



Direct Mail

For prospective members, send them a teaser postcard they won't be able to resist. On the front, tease them with a headline like, "10 reasons [YOUR ORGANIZATION] could be the perfect place for you," or "10 ways [YOUR ORGANIZATION] could change your life." On the back, simply put a QR code with instructions about where it will take the reader. Once the person scans the QR code, they'll arrive at a landing page where they can hear your 10 most extraordinary member stories about the impact the group has made on their lives. It's different, it's emotional and uses the power of storytelling in an extremely intriguing way.



SOME HELPFUL NOTES

Finally, a few helpful suggestions about the tools and technology you can use to help manage and edit your story assets and host them while still maintaining a preferable level of high fidelity.

In order to edit or combine your story audio, add music if you choose and further manipulate the files, you will need some type of Digital Audio Workstation (DAW). Fortunately, there are a number of FREE and paid versions to choose from depending on your needs and know how. Some of our favorites include:



FREE VERSIONS:

*Audacity
Garageband (Mac)
Ableton Live Lite
Traktion Waveform*

PAID VERSIONS:

*Ableton Live Suite
Pro Tools
Bitwig Studio*



In addition to editing your member stories, like many of our clients, you may need tools to host and broadcast your audio for say, a podcast. Here are some of our favorite platforms to consider:



FOR HOSTING:

*Soundcloud
Spreker
Google Podcasts
Apple Podcasts*



With hundreds to thousands of story assets to work with, your only limitation will be how far you push your imagination.

GET CREATIVE AND WATCH JUST HOW POWERFUL STORYTELLING REALLY IS.

CONCLUSION

With the thousands of stories collected for your Oral History Project, you have an extraordinary set of assets that are genuine, emotional, and perfect to use for marketing, fundraising, and recruiting.

Nothing connects us like the power of storytelling. It's literally the fabric that holds us together generation to generation. Hearing a story that involves somewhere, someone, or something we're intimately familiar with isn't just shared history. It's meaningful. It's special and it elicits a genuine sense of ownership.

Take the time to listen to your members. Hear the inspiring things they recall from their years in the group. The good they did for their communities. The meaningful things they achieved. The lifelong friendships they formed. And the profound effect being part of your organization had on their lives, their careers, and their futures.



Members across the country are waiting to be heard. We listen to their stories. We marvel at their collective history. And then we catalogue and archive their stories so you can have them forever. Now it's time for you to share those stories with the next generation of members and donors.



Use your Oral History Project for everything it is and everything it was meant to be.

TODAY IS THE DAY TO START WRITING

A NEW HISTORY OF YOUR OWN.



If you have not yet committed to start an Oral History Project and would like to, please contact Rex Petrasko at: rpetrasko@publishingconcepts.com



Over the past two years, more than 200 member organizations, colleges and universities have committed to an Oral History Project and in that time, we've collected more than a million stories.



THE
ORAL
HISTORY
PROJECT

