



STORYTELLER

Copalana

Do Good and Talk About It

MEET ALEXA

CEO at a small-medium non-profit



Responsibilities

- Overseeing daily operations and strategic planning
- Managing a team of staff and volunteers
- Financial management and budgeting

Challenges

- Limited resources and tight budget constraints
- Lack of time to focus on marketing and communications

Goals

- Increase donor engagement and fundraising efforts
- Strengthen the organization's brand and online presence
- Leverage technology to improve efficiency

Pain points

- Limited expertise in social media and digital marketing
- Struggling to create consistent and compelling content

FUTURE GIVERS AND VOLUNTEERS

New faces, beliefs and attitudes

BABY BOOMER

GEN X

GEN Y

GEN Z



Who are Alexa's donors today?



- Building Trust is Key
- Brand Awareness
- Engaging with inspiring stories

BUILD YOUR BRAND

Brand first, and the rest will follow



Brand first, and the rest will follow



- Trust and credibility
- Identity and differentiation
- Strategic communication
- Amplify impact

STORYTELLING

Alexa needs to tell her stories, spread the word and build trust



There are so many stories to tell



- But not enough time
- Lack of skills
- Not enough funding

SOCIAL MEDIA MANAGER

Alexa needs Suzi, but can't afford her



So many options

- So many skills
- So much technology
- What to do ?



- **Alexa needs HELP!**

DIGITAL MARKETING

It all starts with a communication strategy and plan



Alexa needs a concept and a plan



- Business Objectives
- Social Media Strategy
- Content / Frequency
- Facebook, Instagram, LinkedIn

NEXT-GENERATION GIVING PLATFORM

Alexa needs all the tools in one place..

NPO

Alexa

Needs

Copalana

Skills
Volunteering

Corporate
Volunteering

Fundrasing

Giftng

StoryTeller

Strategy

Content

Social Media

Posts

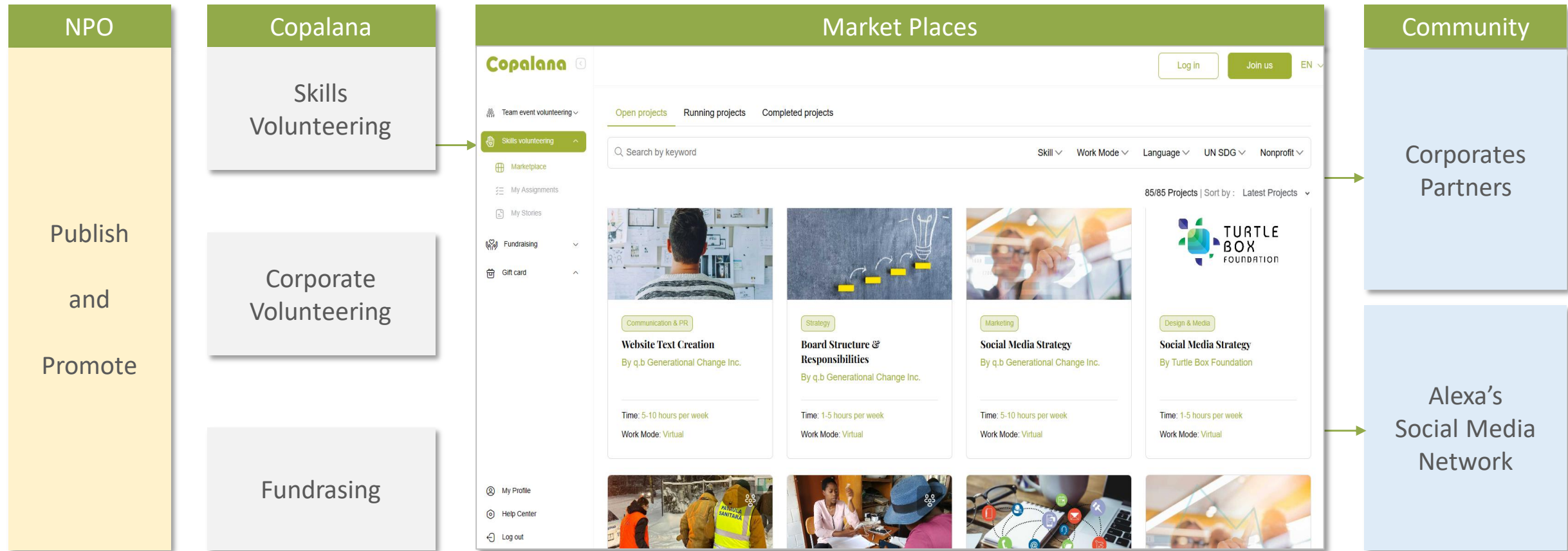
Community Builder



The image shows a group of six diverse individuals (three women and three men) standing together, engaged with various digital devices. A woman on the left is looking at a tablet, a man next to her is on a smartphone, and another man in the center is using a laptop. To the right, a woman and a man are looking at a tablet together, and a woman on the far right is on a smartphone. The background is a light gray wall covered in various digital and social media icons, including a laptop with an envelope icon, a smartphone, a tablet, a network diagram with nodes and arrows, a gear, a film strip, a speech bubble, a heart, and a 'SHARE' button. The overall theme is digital connectivity and community building.

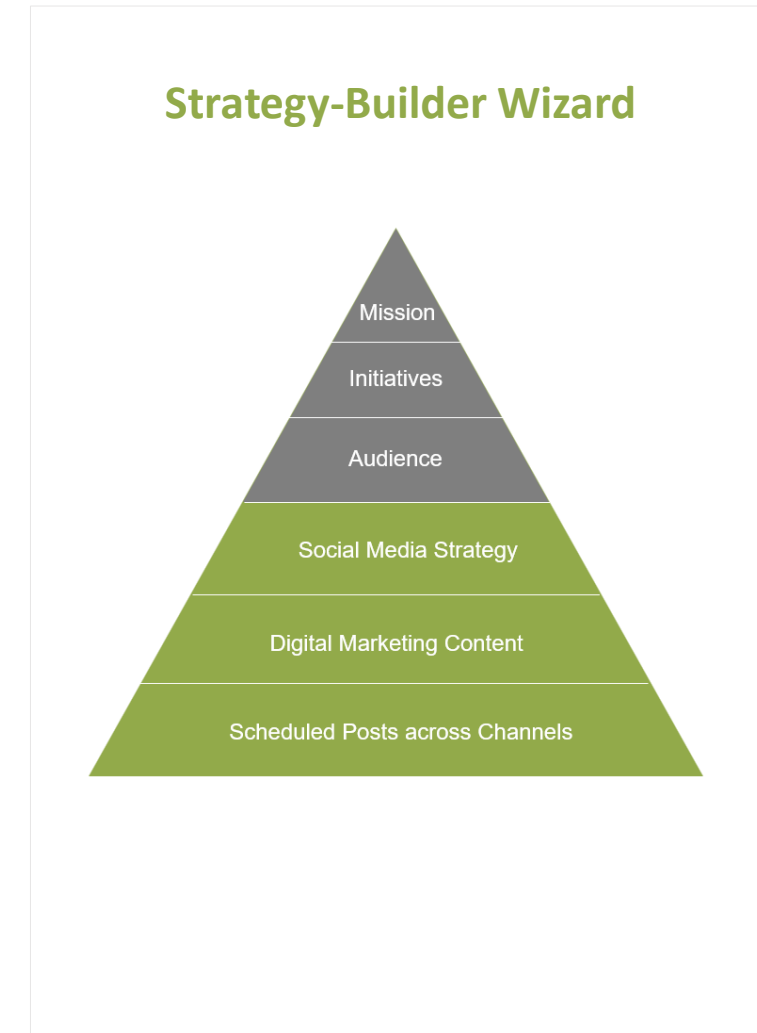
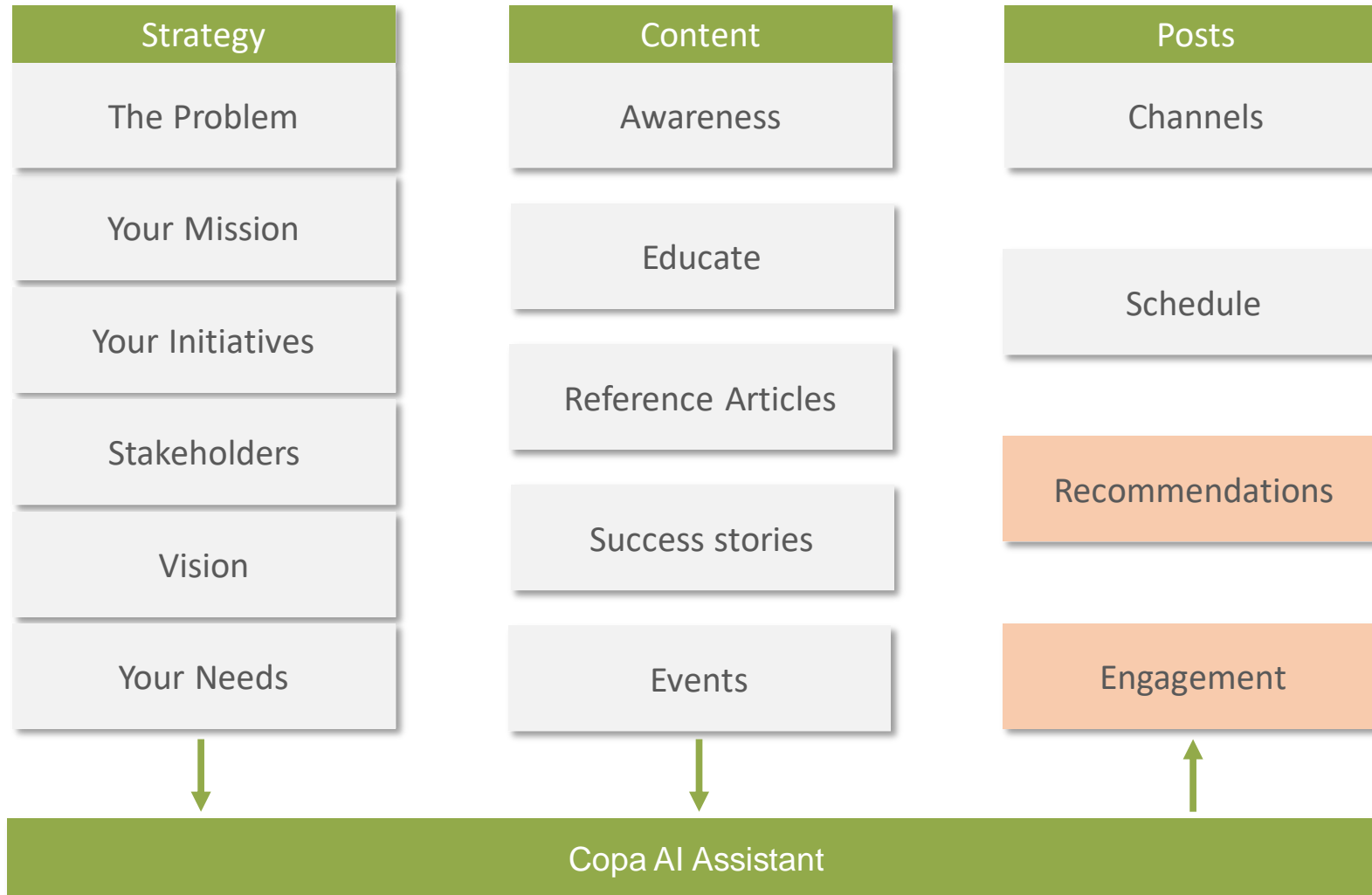
PUBLIC AND CORPORATE MARKETPLACES

Alexa can easily publish content and connect with her community



STRATEGIZE > PLAN > CREATE > PUBLISH > ENGAGE

AI helps Alexa define and implement her communication plan



EVERYTHING IN ONE PLACE

From content creation to promotion

The screenshot shows a dashboard for 'StoryTeller'. On the left is a navigation sidebar with a green 'C' logo and a back arrow. The sidebar items are: Dashboard, Skills Volunteering (with a dropdown arrow), Teams Volunteering (with a dropdown arrow), Fundraising (with a dropdown arrow), StoryTeller (highlighted in green with an upward arrow), Create a Post, Calendar, and Channels. At the bottom of the sidebar are: Non-Profit Profile, Billing, Help Center, and Logout. The main content area is titled 'StoryTeller' and contains six cards in a 2x3 grid. The top row includes: 1. 'Custom post' with a gear icon and a green 'Create a post' button. 2. 'Raise Awareness' with a megaphone icon. 3. 'Educate about cause' with a lightbulb icon and a 'Coming Soon' tag. The bottom row includes: 4. 'Boost Volunteering Project' with a hand icon. 5. 'Boost An Initiative' with a heart icon. 6. 'Boost Fundraising Campaign' with a heart icon and a 'Coming Soon' tag.

Storytelling made easy



- Content creation
- Planning
- Publish and communicate

CONNECT YOUR SOCIAL MEDIA CHANNELS

The three most important channels for non-profits

The screenshot shows a web application interface with a sidebar on the left and a main content area on the right. The sidebar contains a logo 'C' and a list of navigation items: Dashboard, Skills Volunteering, Fundraising, StoryTeller (highlighted), Create a Post, Calendar, Channels, Non-Profit Profile, Billing, Help Center, and Logout. The main content area is titled 'Storytelling' and 'Channels'. Below the title, it says 'Connect your channels : Social media posting made easy'. There are three rows of social media connection options: Facebook (Page or Group) with a green 'Connect' button, Instagram (Business or Creator accounts) with a green 'Connect' button, and LinkedIn (Page or Profile) with a grey 'Coming Soon' button.

Social Media Channels



- 94% of non-profits are on FB
- Instagram necessary
- 54% use LinkedIn

CONTENT GENERATION MADE EASY

AI Assistant helps Alexa craft engaging posts

Hi, I'm your Storytelling AI-Assistant

I help you craft social media posts tailored for your nonprofit, strengthening your brand and building a stronger online presence.

Help me craft your 'Custom post'...

What is the primary goal of your post? *

Who are you trying to reach? *





Do you want to highlight a specific message or story? *

What call-to-action do you want the user to take?

What language do you want to create the post in? *

English

I'd like to post on

 Facebook  Instagram  LinkedIn  Coming Soon

Here comes my suggestion. Tweak it!

English Generate hashtags Include emoji


AI Assistant's suggestion

✨ Join us in making a difference with Copalana! ✨

At Copalana, we believe everyone can contribute to solving societal problems. Our mission is to make it easy and exciting for you to make a personal impact. Imagine a world [where](#) supporting others and tackling shared challenges is simple and fulfilling. 🌍 ✨

We invite you to be a part of this journey. Whether it's through volunteering, donating, or spreading the word, every action counts. Your support helps create a brighter future for all. 🤝 ❤️

#Copalana #MakeADifference #CommunitySupport #Changemakers #Volunteering #DonateNow #SupportForAll #SocialImpact



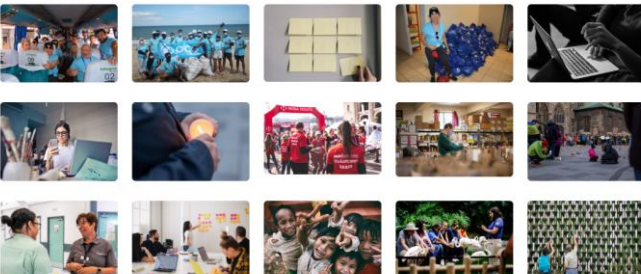
Undo Redo More formal New suggestion

Add an Image

Search Upload

Volunteers

Charity Community **Volunteers** Fundraisers Donor Advocacy Awareness



These royalty-free images are from Unsplash.

Facebook

 Copalana now



🌍 ✨ Join us in making a difference with Copalana! ✨ 🌍

At Copalana, our mission is to make it simple and exciting for everyone to contribute to ...

 Like  Comment  Share

CONTENT GENERATION MADE EASY

AI Assistant helps Alexa craft engaging posts

The screenshot shows the Copalana website interface. On the left is a navigation menu with items like 'Fundraising', 'Team event volunteering', 'Skills volunteering', 'Gifting', 'Storytelling AI-Assistant', 'Create a post', 'Brand kit', 'Content plan', 'Calendar', 'Brand kit', 'Channels', 'NPO Profile', 'Help center', and 'Logout'. The main content area features a 'Brand kit' section with a 'Learn more' button. A modal window is open, displaying five content generation options. Each option includes a placeholder image, a title, a description, and a 'Purchase' button. The modal also features a 'Purchase' button at the bottom right.

Storytelling made easy



- Content creation
- Planning
- Publish and communicate

PLAN, PUBLISH, ENGAGE

Communication made easy

The screenshot shows the StoryTeller social media management interface. On the left is a navigation sidebar with options: Dashboard, Skills Volunteering, Teams Volunteering, Fundraising, StoryTeller (highlighted), Create a Post, Calendar, Channels, Non-Profit Profile, Billing, Help Center, and Logout. The main area displays a calendar for July 2024. A 'Draft' window is open over the calendar, showing a post titled 'Custom post' with a photo of children and the text: 'Join us in making a difference with Copalana!'. The calendar shows dates from 30th to 27th. A 'Create Post' button is visible in the top right of the calendar area.

Social Media Calendar



- Plan/schedule your Posts
- Content Library
- Picture Library
- Monthly recommendations

SIMPLE, AFFORDABLE AND POWERFUL

Easy decision for Alexa to get started !

Starter

Free

Start fundraisers, find skilled volunteers, create corporate team events and publish your stories.

Get Started

Features

- ✓ Kickstart your marketing with a ready-built profile and donation page
- ✓ Raise funds, find volunteers, and work with corporates
- ✓ Create and post social media content to spread the word

StoryTeller

Popular

CHF 290 / Year

Grow your audience and enhance engagement with minimal effort through an expanded storytelling toolkit and platform capabilities.

Try free for 30 days

Features

- ✓ All Starter features, plus:
- ✓ Boost social media presence with increased post limits and content scheduler
- ✓ Increase impact with more fundraising and volunteering capabilities

Community Builder

CHF 890 / Year

Turn growth into maximum impact with advanced communications strategy planning and unlimited access to the platform.

Coming Soon

Features

- ✓ All StoryTeller features, plus:
- ✓ Develop a winning communications strategy with a yearly content roadmap and analytics
- ✓ Unlimited social media posts and fundraising and volunteering capabilities

DOES YOUR NON-PROFIT ALSO HAVE AN ALEXA ?

Sign-up and start building your brand



STORYTELLER

For Non-Profits

Promote your Brand

Creative Content

Connect with your
Audience

Post consistently