

VIRAL EMPOWERMENT STRATEGIES

Social Storytelling to Raise Funds & Awareness

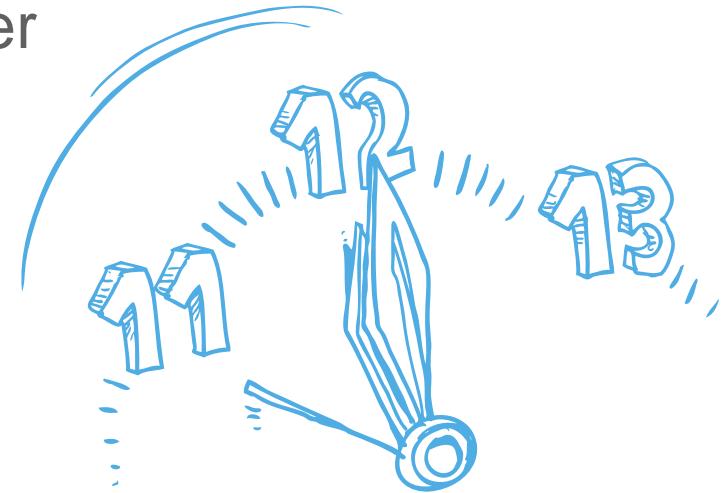
Lisa Wanzenried • Vice President, Business & Market Strategy



GRAND PACIFIC RESORTS
Time Away...Time Together...

WHAT TO EXPECT from the next hour

1. Best practices to amplify the power of **YOUR SOCIAL NETWORK**.
2. Real life examples of how these **BEST PRACTICES** play out.
3. Gain a clear understanding of how you can leverage social storytelling to **RAISE MONEY** and **AWARENESS** for your cause *and* your business.





The

GRAND PACIFIC RESORTS

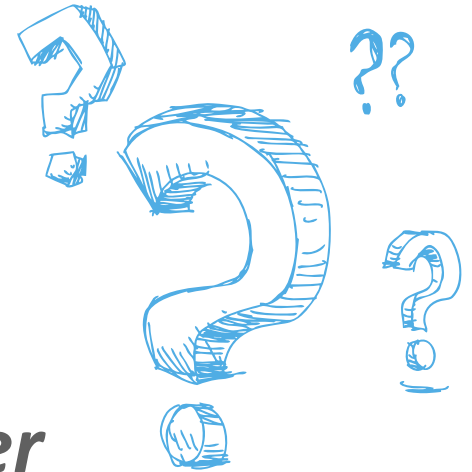
Time Away...Time Together...

Example



OUR STORY

We asked our customers to tell us what
Time Away...Time Together
means to them as part of our rebranding process.



One story stood out...

HAITI STORY

“During the week, we helped to build a school which included carrying bricks and painting. The images and people from Haiti are embedded in my heart and mind.”



SHARE



THE IDEA • BEST PRACTICE

Start with your

Why



Hint: It's in your unique value proposition and brand architecture.

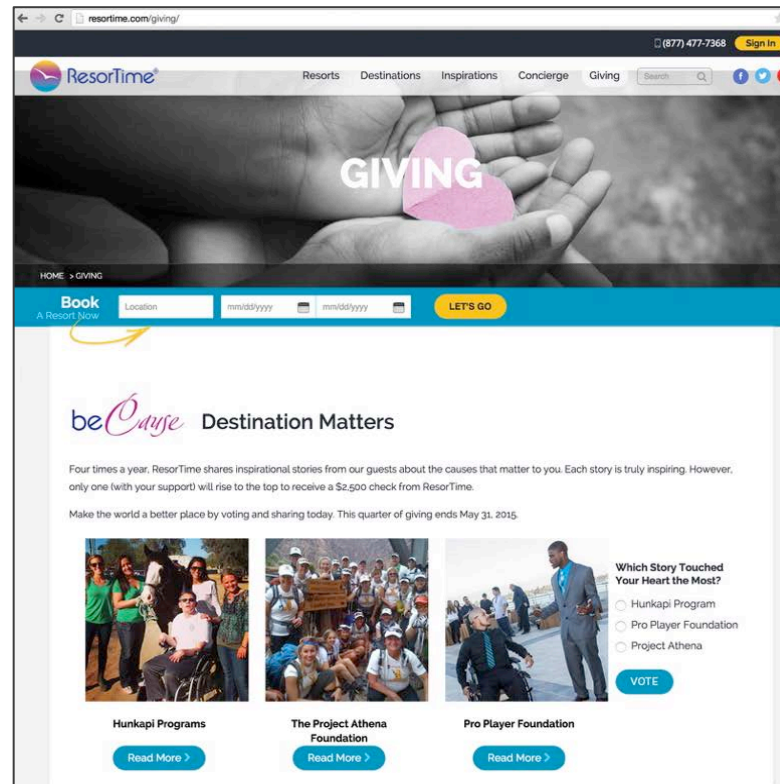
BUILD IT • OUR STORY

MEDIA

WE USED
OUR EXISTING



BUILD IT • OUR STORY



SHARE YOUR STORY
Tell us about the cause that matters to you.

PAST RECIPIENTS
Read about the past recipients

FIRST AND TEN
Enjoy 10% Savings & We'll Donate 10%!

One story that jumped out was about a guest who used her vacation to serve an impoverished community in Haiti. It instantly inspired us to make this about the community of people we serve, not about us as an organization. We decided to create a platform where our guests could nominate an organization and the community would vote to decide which cause we would support. What matters to our guests, matters to us.

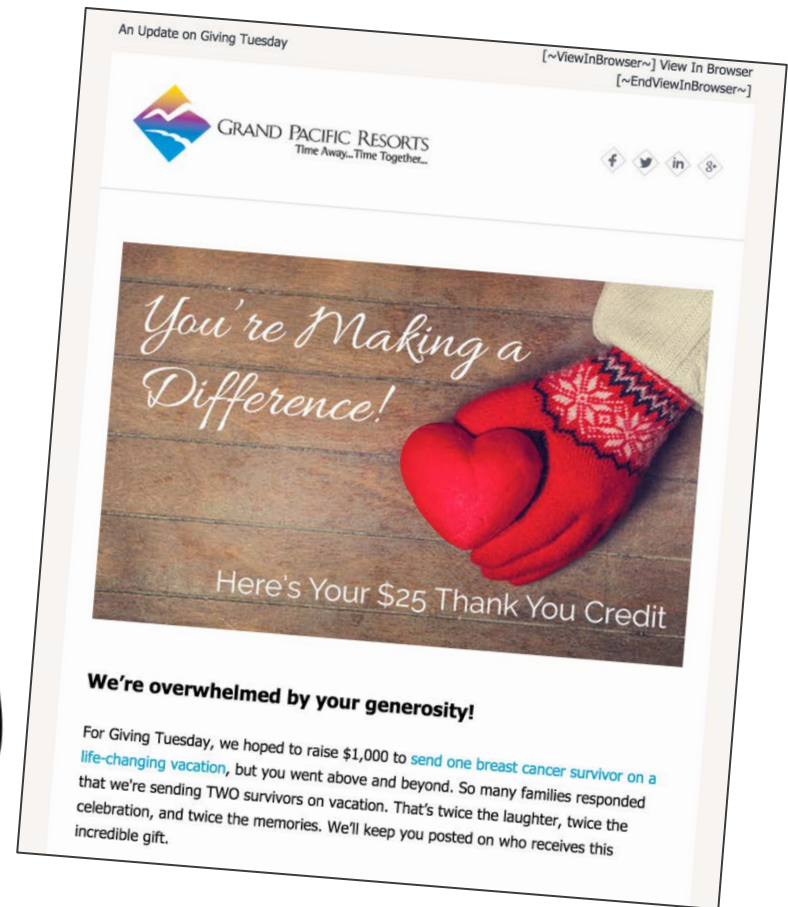


"I knew Haiti was poor but never dreamed I would encounter the level of poverty I witnessed. During the week, we helped to build a school which included carrying bricks and painting. The images and people from Haiti are embedded in my heart and mind."

BUILD IT • OUR STORY



Digital Magazine

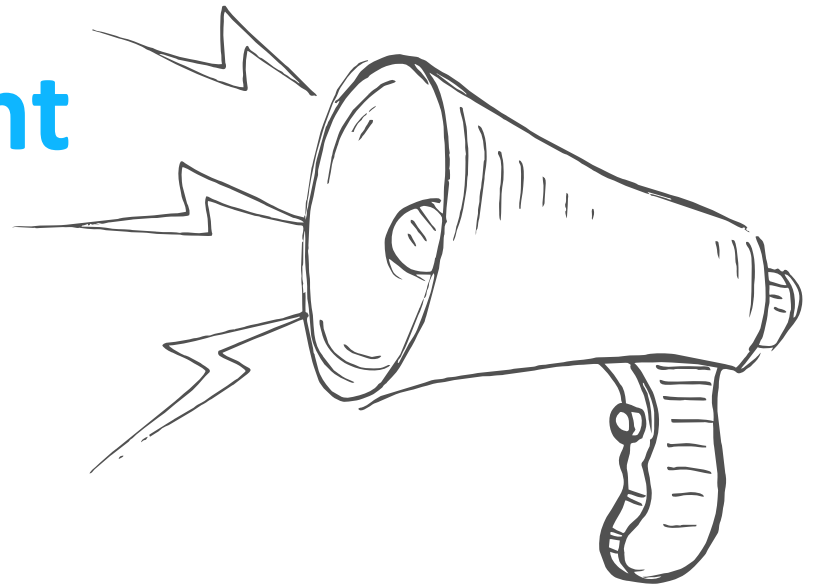


Emails

BUILD IT • BEST PRACTICE

Think about the **relationships** and **resources** already at your disposal.

What is your current communication strategy?



IN ACTION • OUR STORY

We used a little friendly competition and made the donation dependent on votes

follow



Earl Campbell
August 29, 2014 · 🌐

My family joined the fight against multiple sclerosis when my son was diagnosed in 2007. Resort Time has entered our families quest to end MS on their website. Vote our story to #1 in the link below and they will donate \$2,500 toward our donation to National MS Society. Have a blessed and safe weekend everyone.
<http://resorttime.com/giving/giving-vote/tyler-campbell-story/>

Tyler Campbell Story - ResorTime
In 2007, Tyler Campbell, son of Hall of Fame legend, Earl Campbell, was diagnosed with Multiple Sclerosis while playing football at San Diego State University. He continued to play football and kept his diagnosis a secret. Unfortunately, shortly after his

RESORTTIME.COM

Like · Comment · Share

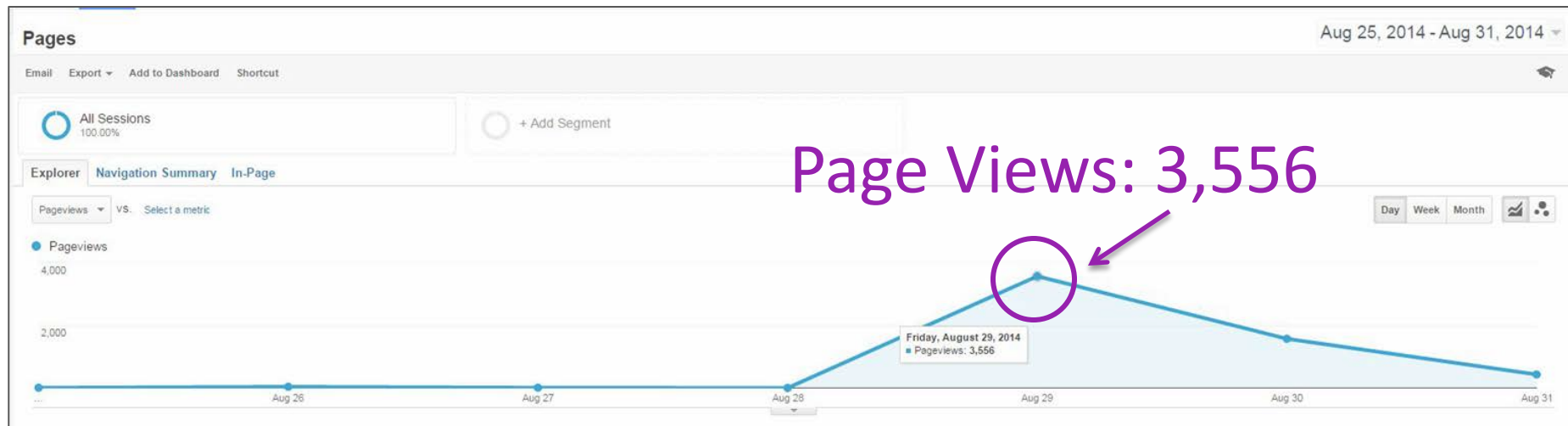
👍 1,369 people like this.

↪ 182 shares



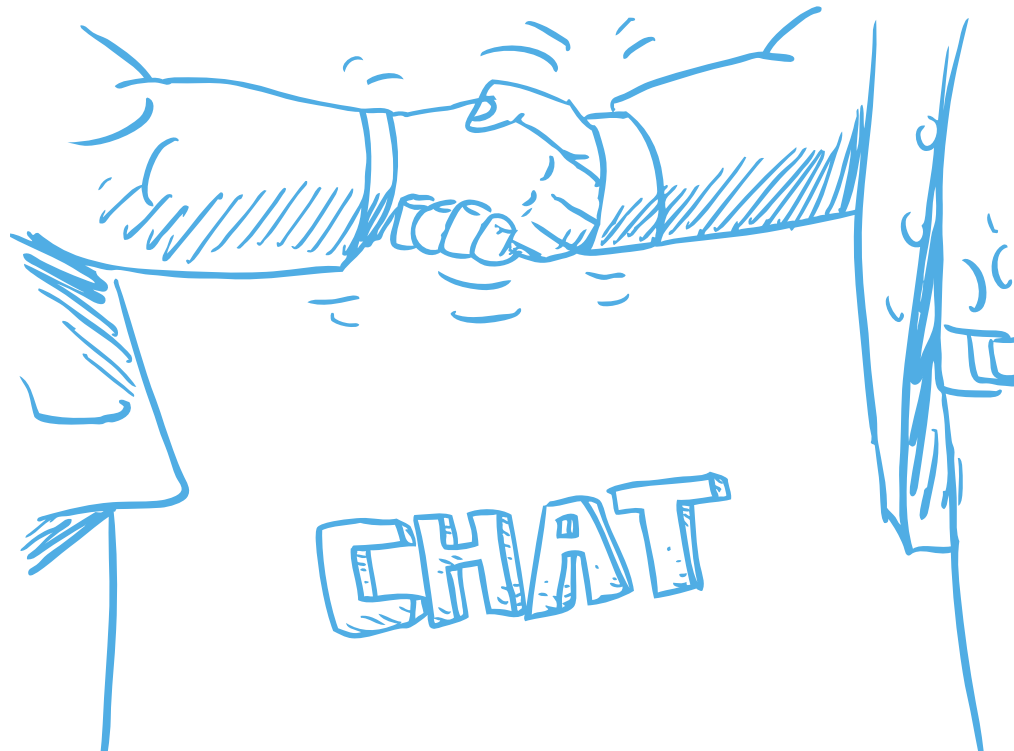
IN ACTION • BEST PRACTICE

Here's what we saw in Google Analytics

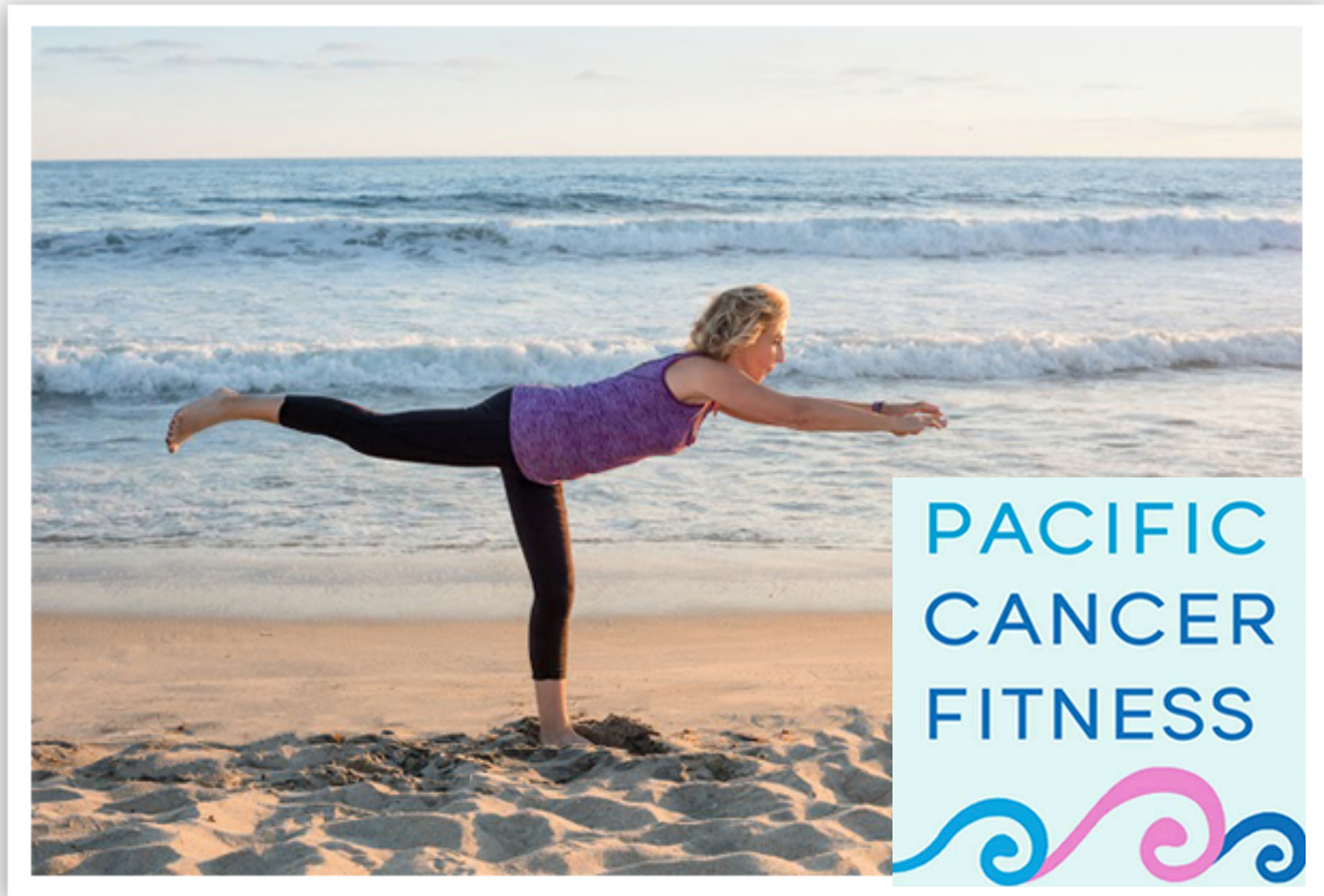


IN ACTION • BEST PRACTICE

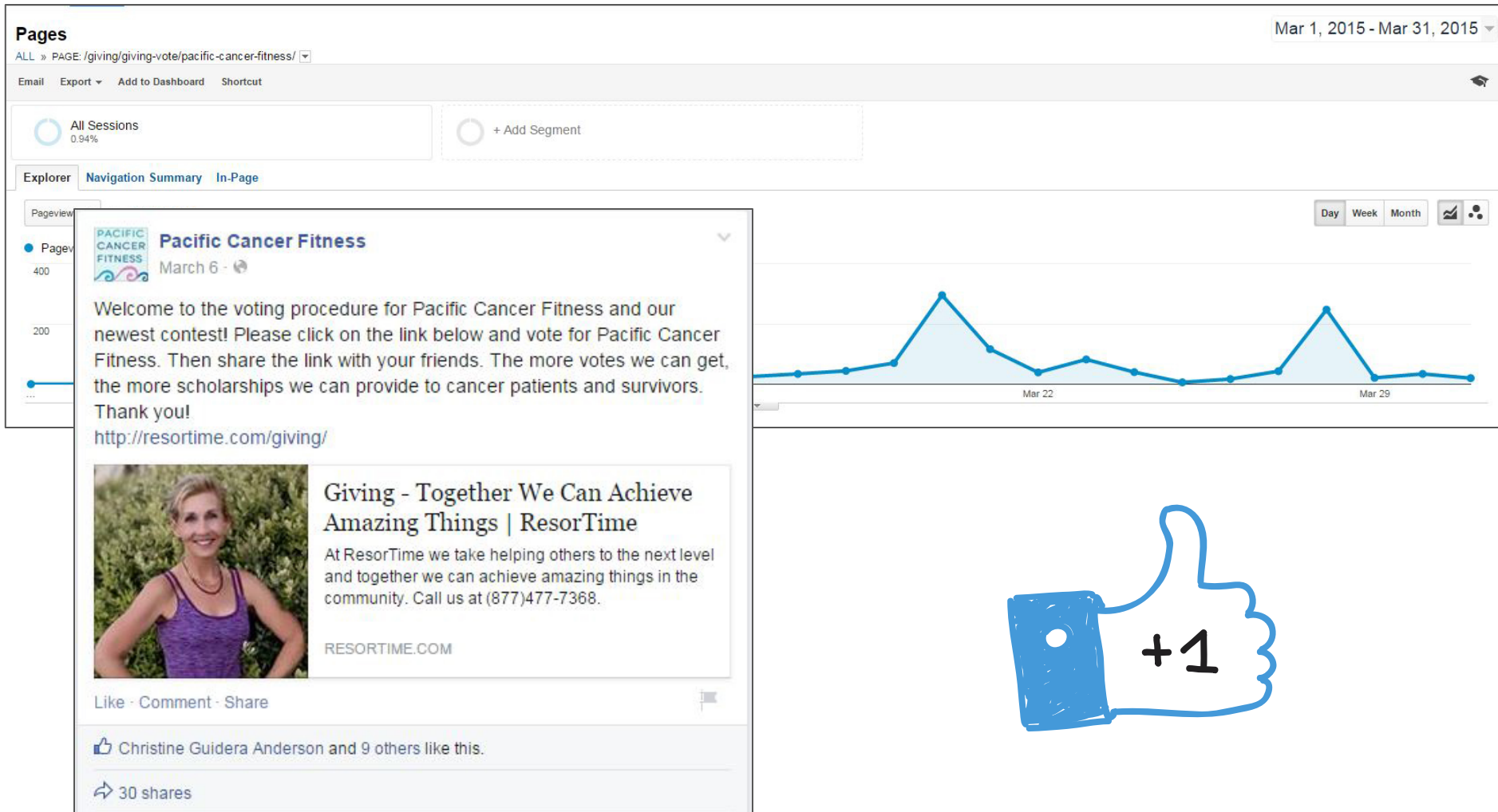
Partner with the organizations you are supporting to get the word out about your program.



PCF • SUSAN WEBSTER



How PCF Got 7,600 Votes



THE IMPACT OF \$2,500



What's Really the Driving Force?

It's the Stories.



Send Me On Vacation (SMOV)



Pam Horwitz, Cathy's best friend and a two-time breast cancer survivor, went on a life-changing vacation following treatment. Cathy wanted to give other survivors the same opportunity and began Send Me On Vacation.



Send Me On Vacation



Send Me On Vacation

Stories

← → ↻ sendmeonvacation.org/survivors/smov-survivors/ ☆ ☰



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SMOV SURVIVORS

Dody Brady



[Read more >>>](#)

Tammy Jahn



[Read more >>>](#)

Taneta Blanden



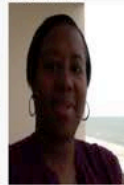
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Bette Publicker



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Latina Stirling



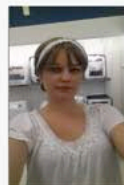
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Nikki-Belanger



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Anna-Marie-Chatilova



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Sheila and Hailey Johnson



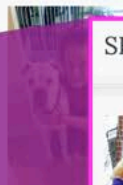
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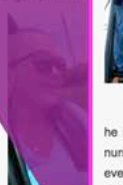
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Cori Langdon



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Angela Rattmann



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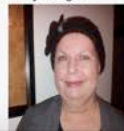
Allison Sanders



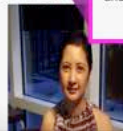
Carol Del Arroyo



Tammy Metzger



Rizza Loen



SHEILA AND HAILEY JOHNSON



My daughter Hailey and I were recently diagnosed with Hodgkin Lymphoma Nodular Sclerosing Type – Stage 2A in the Fall of 2012. I am 42, and Hailey is my first born child, age 16. I am the mother of 6 children, all from the same father (Darell Johnston) – to whom I've been married since 1995. Our dual diagnosis is considered a medical phenomenon. We will be entered in a blood cancer study in Washington DC, but there are no current government studies on Hodgkin's disease and genetics at this time. Last summer, I was sick with a respiratory illness that led me to seek medical help. I was sent home with antibiotics, but I did not get better. In October, I developed other symptoms (lumps on my neck and coughing attacks) that suggested I was very ill and needed testing. After scans and biopsies, I was officially diagnosed by a team of pathology specialists. Just a few weeks later, Hailey went through an almost identical process, to our horror. Our primary physician called me to read her chest x-ray results and told me there was a mass that required a closer look... she needed a CT-Scan. I felt as if I had been clubbed in the stomach as

he said these words. Hailey was seen by the Levine Children's Pediatric Hematology and Oncology office in Charlotte. Our nurse angel, Kathryn, gave us play-by-play information on what to expect and informed us on how she would guide us through every step of the treatment and survival ("survivorship") process. I had begun my treatments close to home, but transferred my care to Levine Cancer Institute in Charlotte so that Hailey and I would be getting treatments at the same hospital campus. Hailey completed chemotherapy at the end of February, 2013; her radiation treatments ended in March. My chem ended 3/13 and my radiation ended 5/2. My PET scan is 6/12/13.

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October 5, 2014
www.ResortTrades.com



Cathy Backus pilots
Send Me On Vacation's
"Jetting Pink" campaign in observance
of Cancer Awareness Month

RESERVE STUDIES
Reserve Management.
Not the Nightmare
Everyone Thinks It Is

THE MANAGEMENT TEAM
Management "Musts"
10 Essentials for
Resorts

STATE OF THE INDUSTRY

Resetting the Rental Market

RESORTS GETTING IT RIGHT

FINANCE

Navigating the Timeshare Finance Industry in a Post-Recession Market

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ELECTRONIC SERVICE REQUESTED

ResortTime / Grand Pacific (Nov. sponsor) • Resort Trades • C.A.R.E.

We all face challenges, struggles and hurt

[illegible][illegible][illegible][illegible]

Camden/Johnson Travel Club • Building Systems •

...course
at have
two years
space and
I would
one last
the rest. My
ity were truly
say thank

ResorTime (May sponsor) • Resort Trades • C.A.R.

A Fight Won with Support, Love and Hope

My name is Theresa Ponce and I was born and raised in the heart of the San Francisco Bay Area. I am a mother of two beautiful children, a daughter and a son. I am a member of the San Francisco Bay Area Chapter of the National Association of the Deaf (NAD) and I am a member of the National Association of the Deaf (NAD) and I am a member of the National Association of the Deaf (NAD).

[illegible]

Be An Openly Honest

Seek a health-related education to women with breast cancer who have undergone treatment and need a place to rest and heal their body, mind and spirit.

Cause

Women who have undergone treatment to cancer will still carry the physical memory of the battle and the stress in themselves and variation to

[Breast.org](#)

Travel To Go - Travel News

An Exchange

Send Me On Vacation
2013 Calendar



Send Me On Vacation

Send Me On Vacation (SMOV)

STORIES CAPTURED

the  of jetBlue & Zappos

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the web's most popular shoe store!®



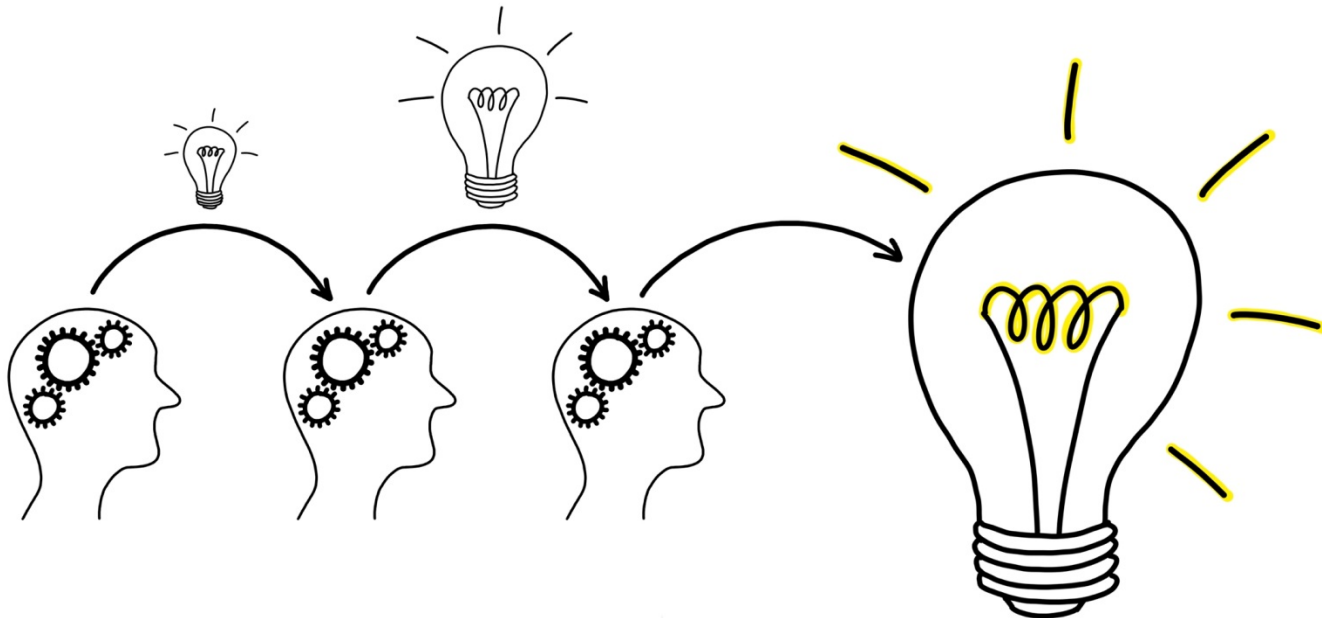
Send Me On Vacation



It's Always Evolving

BEST PRACTICE

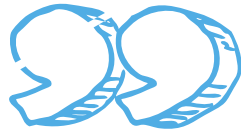
Keep giving front of mind.
You never know what will come out of it.



First & Ten



Not knowing where MS would take my health was just so frightening. Personally, this encouragement helps me overcome my fears that are induced by living with MS.





Tahoe FAM Tour

We've proven giving has a positive ROI, so we have freedom to be creative with our advertising dollars.



Other Examples



ALS ICE BUCKET CHALLENGE



Will Ferrell's Preseason MLB Run



TOMS

TOMS SHOES



BIOGEN'S MS Inspiration

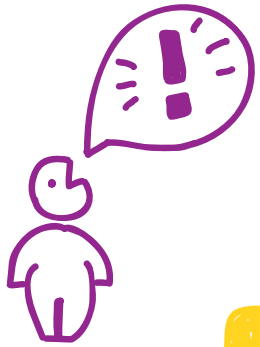
RECAP

- **Rethink** your marketing dollars
- Start with your “**Why**”
- Consider the resources **you already have**
- **Partner** with the organizations you support
- Small can make a big impact on **social media**
- Let your program **evolve**
- **Stories** are the driving force behind giving

LIKE

SHARE

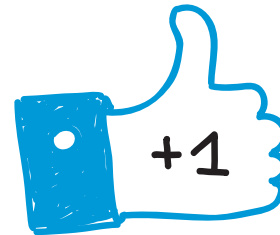
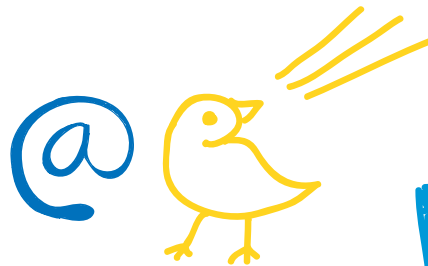
lol



MEDIA

SOCIAL

follow



TWEET