



# MEMBERSHIP ASSEMBLY

WELCOME!



“Level up your employee giving strategy”

# Raising Your Visibility through Storytelling and Other Mechanisms

**Lindsay J.K. Nichols**, *Vice President, Marketing and Communications, America's Charities*

**Tonya Guy**, *Associate Director of Marketing and Communications, Canine Partners for Life*

**Brenda Segal**, *Development Manager, Miriam's Kitchen*

**Susan J. Wright**, *Administrator/LM AERO Club, Lockheed Martin Aeronautics Company*

**Sarah Ford**, *Marketing Director, America's Charities*

# Canine Partners for Life

- The mission of Canine Partners for Life (CPL) is to increase the independence and quality of life of individuals with physical, developmental, and cognitive disabilities or who are in other situations of need. We achieve our mission by providing and sustaining professionally trained service and companion dogs.
- Accredited by Assistance Dogs International (ADI)
- Placed more than 650 service and companion dogs in 45 states.

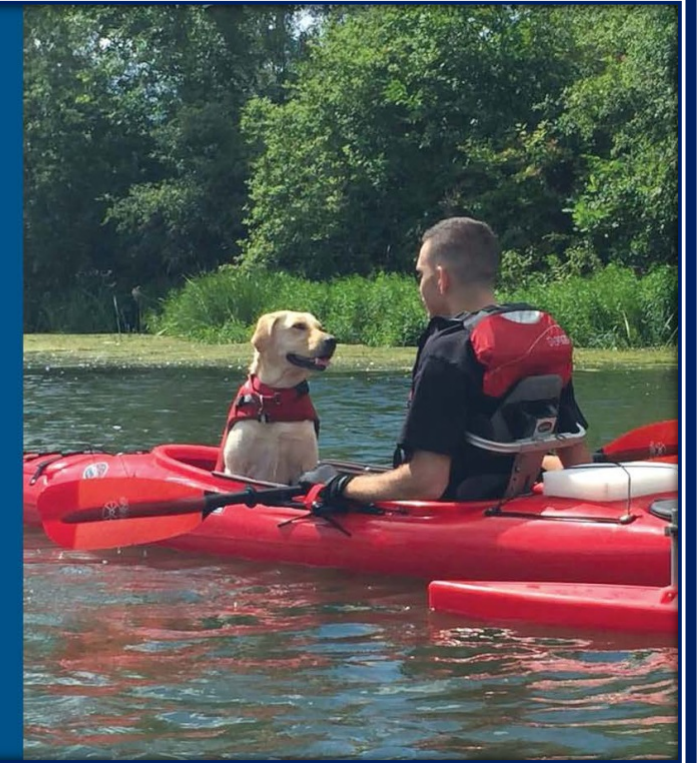


# Applications for Storytelling

- Storytelling is used in every project, event, conversation, etc.
  - Educational Presentations
  - Charity Fairs
  - Social Media
  - Print Materials
  - Website
  - Personal Interactions

“After suffering a high level disability from a diving accident, I was interested in receiving a service dog. I was matched with Topper from CPL in 2015. She has not only provided me with more independence and confidence, but has also added an inexpressible amount of happiness to my every day. **Thank you for making this partnership possible!**”

– Connor and Topper



# Best Practices for Storytelling

- Tell the story in a manner that is easy for your audience to understand
  - Don't use complex terminology
  - Use real life examples the audience can connect with
  - Keep the story short and simple
- Train all staff, volunteers, and board members how to effectively use storytelling to attract new constituents
- Use images when possible





Brenda Segal,  
Development Manager



# Lockheed Martin AERO Club

## Storytelling and Other Mechanisms

Washington, D.C.

May 12, 2017



Susan J. Wright

Administrator/Executive Director

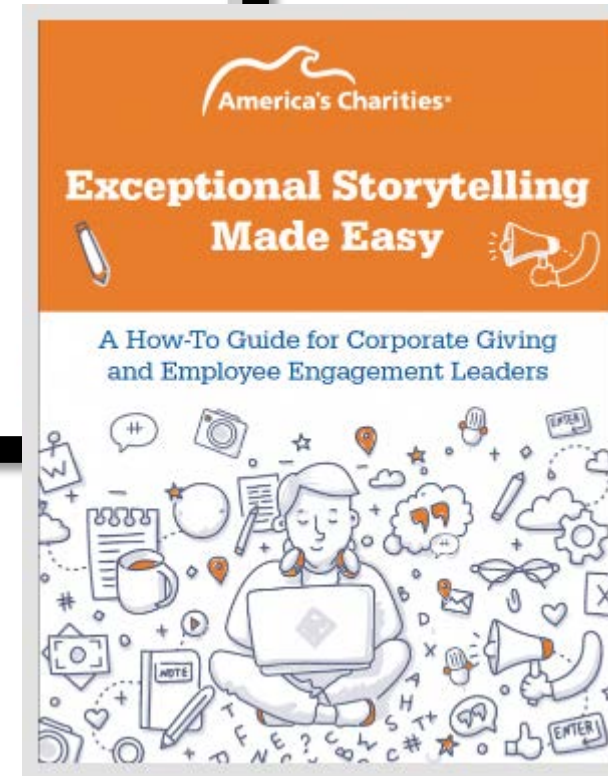
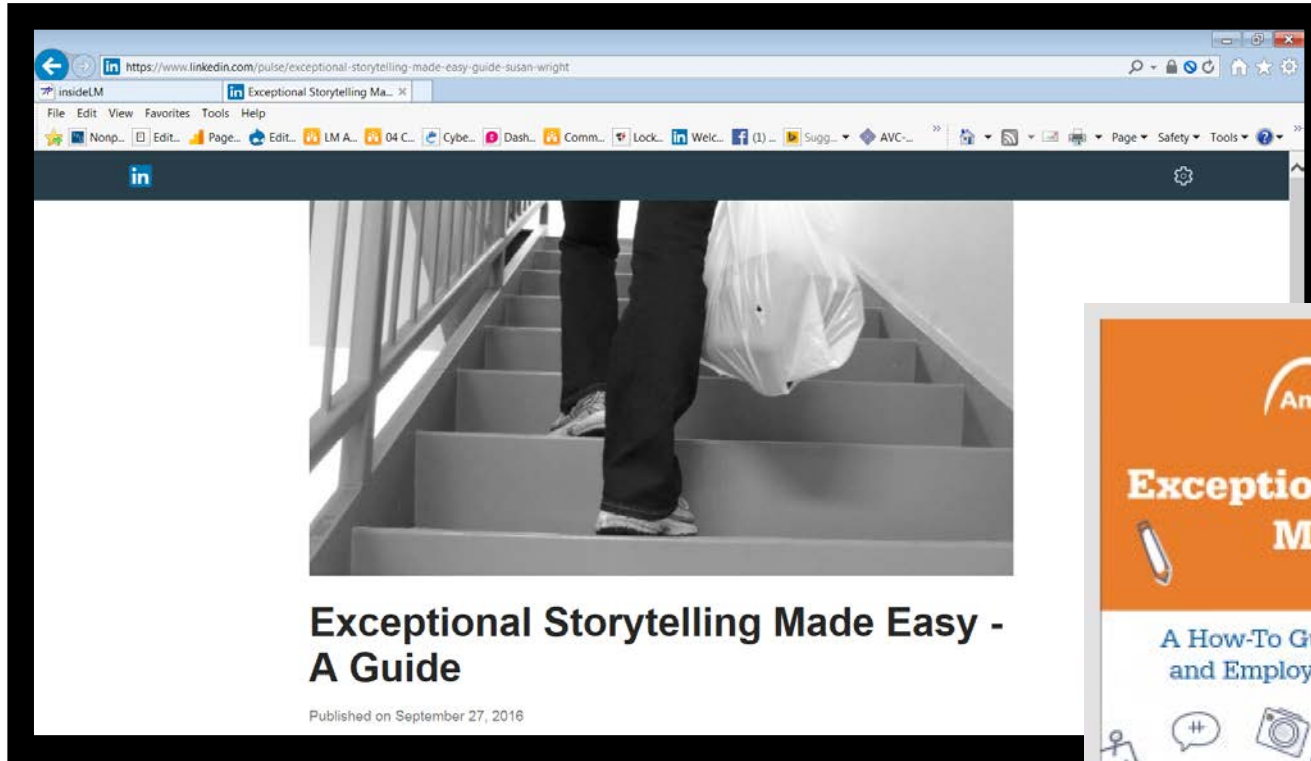
# Lockheed Martin AERO Club

- Established in 1942
- 24,000 employees in United States
- Various segments of employees
- Annual contributions \$2,500,000
  - Designated Funds – 50% - 513 agencies
  - Employee Emergency Aid – 15% - 250 employees
  - Grants – 35% - 100 grants ranging from \$3,000-\$150,000





# Storytelling – Internal and External




# Campaign Materials

## Your Gifts Change Lives



**Important Information**

- The LM AERO Club now offers an electronic enrollment option.
- With this year's enrollment process, Lockheed Martin Aeronautics employees may select agency designations across all Aeronautics sites.
- Once logged in for electronic enrollment, employees will be able to see their current LM AERO Club contribution details.
- The Contribution and agency selection(s) will remain the same for the following year if no action is taken by the Lockheed Martin Aeronautics employee.
- Employees may contribute weekly (\$2 minimum) or make a one-time donation (\$25 minimum), all gifts are appreciated.
- Contribution deductions will begin on the first paycheck of the following year.



## Aeronautics Employees Helping Each Other and Our Communities

**For More Information**

California Edwards AFB Palmdale	Paula Lochner Terri Garcia	661-277-0284 661-972-4077
Florida Pinellas Park	Beth Ferguson	727-578-9655
Georgia Marietta	ShaTonya Nicholson	770-484-5148
Maryland Patuxent River	Michelle Thomas	301-342-7210
Mississippi Meridian	Sandra Patton	601-555-9229
Pennsylvania Johnstown	Rich Hudock	814-262-3006
South Carolina Greenville	Leslie Farmer	864-299-7485
Texas Fort Worth	Suzan Whight	817-655-7598
Utah Hill AFB	Steve Parton	801-777-7886
West Virginia Clarksburg	Charlie Nutter	304-623-7534

Please access the LM AERO Club at <http://people.lockheedmartin.com/employees/club> for more information on charities that have received support in the past, who you can help and more.



**BE THE DIFFERENCE.**  
VOLUNTEER. DONATE.

Hand icon icon Donate icon

Mick & Wisk Franklin

## Our History

The Lockheed Martin AERO Club has a long, proud history. With roots dating back to the 1940s, employees have been using the payroll deduction system to give back to communities where they live and work.


**Purpose of the LM AERO Club**

By allowing employees to contribute to their charity of choice or through unrestricted gifts, 100 percent of all donations flows back into the community.


**How the LM AERO Club Works**

Contributions raised are dispersed through three options – emergency aid, restricted charities and grants. All contributions are donated to 501(c)(3) organizations serving the communities of our employees. For a list of organizations receiving funding last year, please visit the internal website and follow the link to the LM AERO Club.

The LM AERO Club is a year-round vehicle for giving. Remember, you can start making contributions anytime throughout the year.



Equestrian Program



Ronald McDonald House Charities

## Our Purpose

**Grants to Community Organizations**

Community 501(c)(3) organizations may apply for a grant. The amount of the grant depends on the funds raised locally. Following are the four focus areas.

1. Stabilizing families (housing the homeless, feeding the hungry, addressing domestic violence, preventing child abuse)
2. Building communities (job training, adult literacy, disaster relief)
3. Improving community health (medical research, health education, medical care for the uninsured, substance abuse prevention)
4. Serving people with special needs (recreation, rehabilitation or job training for physically or developmentally disabled children and adults, elderly needs and community mental health programs)

**Who We Help and Why**

**Emergency Aid for Employees**

Lockheed Martin Aeronautics employees and eligible dependents facing unexpected emergency situations may apply for financial assistance. Each local board of directors confidentially reviews all Emergency Aid applications.

**Restricted Contributions**

Employees may choose to restrict their donation to their choice of charities. All contributions will go directly to that charity. Organizations are generally well known in each community, such as the American Heart Association, National MS Society, Boy Scouts, Girl Scouts, American Cancer Society, hunger relief agencies, homeless shelters and the United Way and their partner agencies.



Snowball Express



Habitat Build, Palmdale



**How to Donate**

Step 1: In browser address window, enter <http://www.pledgefirst.org/LockheedMartin/Aero>

Step 2: Enroll as a new user

Step 3: Enter your first and last name and LM People Number

Step 4: Create a user name and password

Step 5: Specify a security question and answer

Step 6: Click "Submit"

After clicking "Submit" you have created your account, you will link directly to the LM AERO Club online giving website home page. There you can begin your search for charities, read stories on how some organizations use charitable dollars, find answers to questions in FAQ and more.

A paper enrollment form is available on the LM AERO Club website found on Inside LM. For assistance with electronic enrollment, email [help@charities.org](mailto:help@charities.org) or call (703) 957-7888.

**Actions Available**

**Maintain Contribution and Agency Selection(s)**

If the Lockheed Martin Employee makes no changes, current LM AERO Club contribution and agency selection(s) will continue from year to year.

**Initiate/Change Contribution**

Any change to contribution and/or agency selection(s) will replace all current LM AERO Club designations. Contribution deductions will begin on the first paycheck of the following year.



Nurses Mik Bank

# Employee Engagement



LOCKHEED MARTIN

**BETHEDIFFERENCE.**  
DONATE. VOLUNTEER.



Embrace the season of giving!  
Make a gift to your favorite charitable organization through Lockheed Martin's fall workplace giving campaign.  
Campaign runs October 1-31, 2016.  
See insideLM for Details

LOCKHEED MARTIN

**"MY FAVORITE CHARITY IS GUIDE DOGS OF AMERICA, JOIN ME IN SUPPORTING THE LM AERO CLUB."**

See insideLM for Details



Lockheed Martin Announces Employee Giving Our Club

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LOCKHEED MARTIN

**"JOIN ME IN SUPPORTING OUR LOCAL NON-PROFITS BY GIVING TO THE LM AERO CLUB."**

See insideLM for Details



Lockheed Martin Announces Employee Giving Our Club

## Employee Engagement



### This edition of AeroTV News Blast includes:

- Be THE Difference through LM AERO Club
- Employees celebrate diversity and inclusion
- Social media influences Advanced Pilot Training competition



<https://vimeo.com/aeronauticsmm/review/185046535/5b0077c9ef>

INTERNATIONAL EMPLOYEES & FIREFOX USERS CLICK HERE ►

# Billboards and Advertising



**BETHEDIFFERENCE**  
DONATE. VOLUNTEER.

[lockheedmartin.com/community](http://lockheedmartin.com/community)

LOCKHEED MARTIN



## Your Gifts in Action



LM AERO Club funded a grant of \$50,000 to the UNT Health Science Center for their mobile pediatric clinic.



(Photo: Captured Moments Photography)



## BE THE DIFFERENCE. RIGHT HERE IN FORT WORTH.

The men and women of Lockheed Martin are humbled to join our neighbors in giving back to the community we call home. Through knowledge and charitable contributions, the collective impact of these efforts is far-reaching. By mentoring children, your schools, supporting programs that honor our veterans, feeding the hungry, and building homes for those in need, the optimism for a brighter tomorrow is felt across the greater Fort Worth area. As a community united by a common purpose, we are proud to help make big dreams come true every day. And together, we can be the difference.

Learn more at [lockheedmartin.com/community](http://lockheedmartin.com/community)

LOCKHEED MARTIN

# Internal Communications

Hello, Susan Wright | My Preferences | My Bookmarks | 270.91 +0.89 (0.33%) | Emergency Contacts | No Current Alerts | Logout

insideLM

HOME | PAY, BENEFITS & CAREER | TOOLS | NEWS & EVENTS | COMMUNITIES & PEOPLE | ABOUT US | A-Z INDEX

Home > News And Events

VIEW PUBLISHED | NEW DRAFT | MANAGE SCHEDULES | MODERATE

### My Guide Dog, "The Light of My Life"

by Susan Wright — POSTED ON FEBRUARY 1, 2017

**STORY HIGHLIGHTS**

- While many of us may know the pleasure of canine companionship and loyalty from our family pet, we cannot appreciate the complexity of the relationship that develops between a visually impaired person and their guide dog
- The Lockheed Martin AERO Club (Aeronautics' employee charitable giving campaign) funds Guide Dogs of America
- The total cost of each guide dog and training is \$42,000 and given free of charge to the recipient

Can you imagine living in world without sight? Vision is one of the things that is taken for granted each day. Fortunately for blind and low vision adults an option exists to enhance their lives. Guide Dogs of America is an organization that trains dogs to provide individuals with the confidence, independence, and mobility to achieve their goals and live life to its fullest. For more than 17 years, Lockheed Martin Aeronautics employees direct a portion of their hard-earned pay checks each week to support Guide Dogs of America. It is because of each gift that lives are changed.

**KATRINA AND GUIDE DOG PALI**

**RELATED CONTENT**

- Giving and Receiving This Holiday? Let CPS-008 Guide the Way
- Your Guide to Continuous Feedback
- IT Supplier Playbooks Guide Strategic Engagement
- The Many Benefits of the Employee Development Guide
- Style Guide

**TACS**

- Aeronautics
- Campaign - Month of Giving
- Community Relations
- Feature Story
- People

up/maeroclub

Susa... | LM A... | Char... | Dall... | CBS... | Cate... | Home... | CNM...

Start Page | Activity | Discover | Learn More | My Stream | Find a Stream

Lockheed Martin Proprietary Information | Posts MUST NOT contain: Classified Information, Export Controlled Information (ECI), Third Party Proprietary Information (TPPI), or Organizational Conflict of Interest (OCI) Information | CRX-015, CRX-600

### Lockheed Martin AERO Club

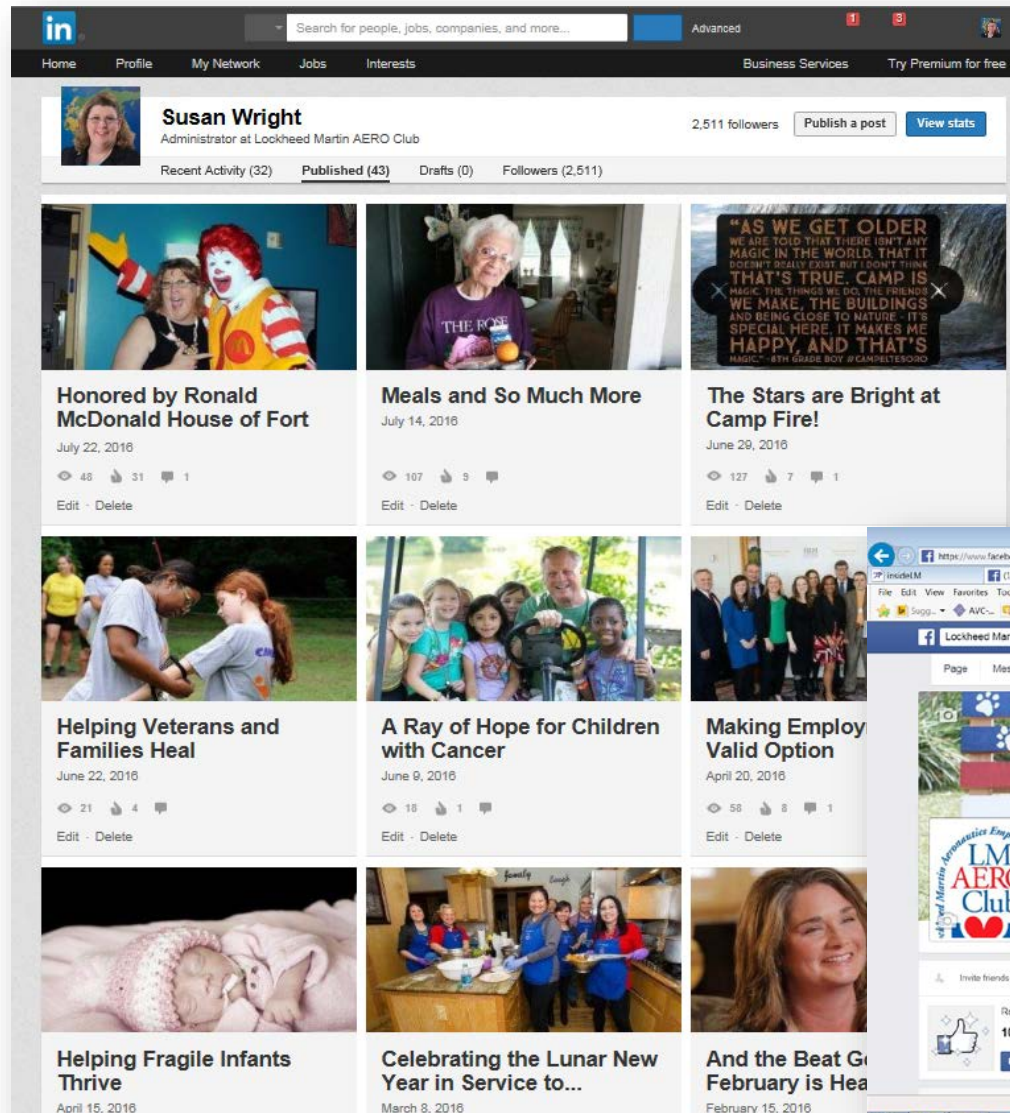
57 Followers

Post to the Lockheed Martin AERO Club stream...

**Recent**

- Lockheed Martin AERO Club**  
Palmdale employees began contributing to Single Mothers Outreach in 2009 through gifts and grants. To date, they helped over 2,200 mother-headed households get back on their feet without falling into the system. Read more...  
<https://insideml.external.lmco.com/news-and-events/employee-gifts-provide-support-single-parent-families>  
source: <https://insideml.external.lmco.com>  
2 hours ago | Comment | Like | Share | Save | Stock | Flag as inappropriate
- Lockheed Martin AERO Club**  
Since 1907, the YWCA Fort Worth & Tarrant County has worked to improve the lives of low-income women, children, and their families. Today, the YWCA remains Tarrant County's only center-based provider of child care for homeless children. Read more...  
<https://insideml.external.lmco.com/news-and-events/employees-gifts-changing-lives-through-ywca>  
source: <https://insideml.external.lmco.com>  
Tuesday at 11:59am | Comment | Like | Share | Save | Stock | Flag as inappropriate
- Lockheed Martin AERO Club**  
The mission of Camp Kudzu, supported by the Marietta LM AERO Club, is to educate, empower, and inspire children living with type 1 diabetes. Camp Kudzu's power is transformative by adding joy, hope and confidence to young lives.  
<https://insideml.external.lmco.com/news-and-events/camp-kudzu-empowering-children-type-1-diabetes>  
source: <https://insideml.external.lmco.com>  
Jun 10 at 8:56am | Comment | Like | Share | Save | Stock | Flag as inappropriate
- Lockheed Martin AERO Club**  
The American Heart Association is saving lives and improving health outcomes. Gifts from the employees LM AERO Club are helping. Read how we make a difference.  
<https://insideml.external.lmco.com/news-and-events/employees-have-heart-and-give>  
source: <https://insideml.external.lmco.com>  
Jun 11 at 9:55am | Comment | Like | Share | Save | Stock | Flag as inappropriate
- Lockheed Martin AERO Club**  
The Community Enrichment Center (CEC) provides housing, food, clothing, counseling and educational to homeless families and victims of domestic violence. The Lockheed Martin AERO Club provides funding for families moving into self-sufficiency.  
<https://insideml.external.lmco.com/news-and-events/community-enrichment-center->

# Social Media



**LinkedIn Profile: Susan Wright**  
Administrator at Lockheed Martin AERO Club  
2,511 followers

- Recent Activity (32)
- Published (43)
- Drafts (0)
- Followers (2,511)

**Posts:**

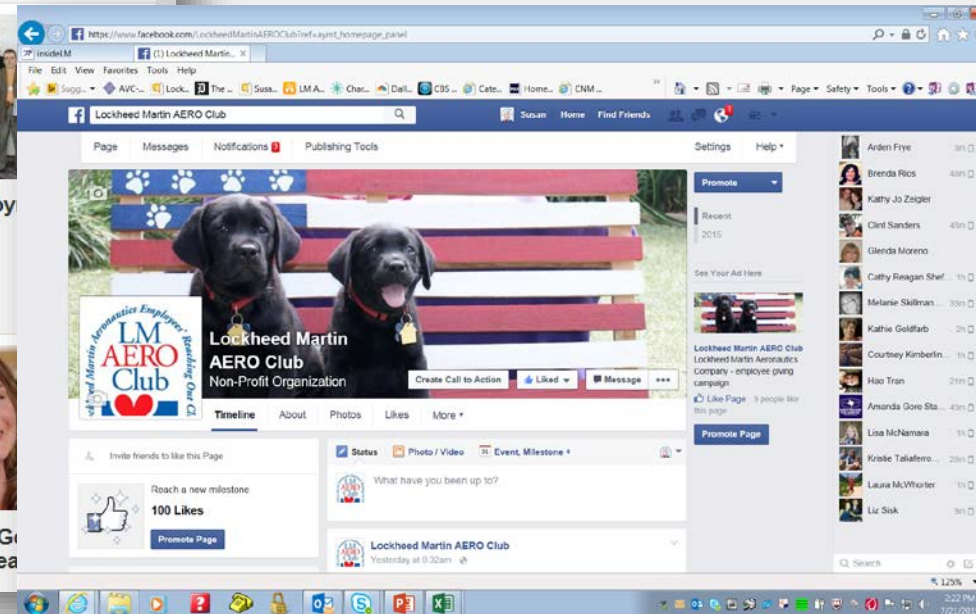
- Honored by Ronald McDonald House of Fort** (July 22, 2016)
- Meals and So Much More** (July 14, 2016)
- The Stars are Bright at Camp Fire!** (June 29, 2016)
- Helping Veterans and Families Heal** (June 22, 2016)
- A Ray of Hope for Children with Cancer** (June 9, 2016)
- Making Employment Valid Option** (April 20, 2016)
- Helping Fragile Infants Thrive** (April 15, 2016)
- Celebrating the Lunar New Year in Service to...** (March 8, 2016)
- And the Beat Goes On February is Heart Month** (February 15, 2016)

## LINKED IN

- 2,985 followers
- 56 Posts
- 7,606 Views

## Facebook

- 391 Friends
- 56 Posts
- 156 Followers of page



**Facebook Page: Lockheed Martin AERO Club**  
Lockheed Martin AERO Club Non-Profit Organization

**Post:** Reached a new milestone: 100 Likes

**Page Stats:** 391 Friends, 156 Followers of page



#ACNP17



# Getting Your Story Told Effectively When Someone Else is Sharing it

## Key Elements of Good Storytelling:

(1) Human Interest (2) Emotion (3) Impact

- **Know who your audience is:** Employers and employees
- **Make it Easy:** Many of the coordinators implementing employee giving programs share similar resource limitations as nonprofits
- **Leverage Multiple Media Formats**

