



Freedom from Hunger & MIIS Collaboration

Digital Storyteller Intern Program

Today more than ever, our donors are online. Online giving is growing faster than giving overall, and represents a growing percentage of total donations. Online fundraising is not only cost-effective; it has the potential to reach and engage a much broader audience.

But digital engagement brings a new set of rules. The best digital content is more visual and less verbal, more about beneficiaries and less about organizations. It favors simple, clear messages and compelling stories.

In early 2016 Freedom from Hunger will begin a new digital marketing strategy. The centerpiece of that strategy is a constant flow of fresh, authentic content from the field about the beneficiaries and impacts of our work. Digital storytellers will provide that content. They will live in communities served by Freedom from Hunger and will “report” from the field through daily blog posts, photos, and videos. Through the lens of the digital storyteller, donors will get to know the women of the savings groups and get the sense that they are witnessing, almost first hand, their challenges, strengths, and the power that springs from working and learning in groups. The tone and cadence of the stories will be authentic and real-time, sharing both joyful and difficult events, inviting people in and making them part of the community, like a neighbor following the neighborhood news.

The digital storyteller’s stories may be consumed directly by donors & prospects who follow their blog posts, but more importantly, the stories (verbal and visual) will provide the raw material that is repurposed by Freedom from Hunger digital marketing team for other channels of communication – social media, web site, email, direct mail, presentations, etc. The goal of digital marketing will be to inspire Freedom from Hunger supporters, donors, and potential donors to act in one (or more) of 4 ways: To give, To raise funds, To “join and follow” a women’s’ group, To share - promote stories with their circle of friends via social media.

In the first year, digital storytellers will be placed in two countries, Burkina Faso and Peru. In each country, they will be paired with a local NGO partner, and through them, follow roughly 5 savings groups, getting to know the group and individuals and sharing stories of their everyday lives.

There will be two types of digital storytellers – long-term or “anchor” storytellers and “visiting” storytellers. The anchor storytellers will be local Freedom from Hunger employees who will host and work side by side with visiting storytellers – MIIS interns - who come for short, 2 to 3 month assignments.

In addition to storytelling, digital storytellers will:

- Dedicate approximately 10% of their time assisting the local NGO partner - the one that runs the savings groups - with projects and another 10% to assisting the Freedom from Hunger field office with projects
- Participate in an informal “educational” exchange where the anchor storyteller teaches the MIIS intern local culture, customs, and language, and the visiting storyteller / MIIS intern comes prepared to teach a relevant storytelling skill such as photography composition and lighting, video shooting and editing, principles of digital storytelling, etc.

Both anchor and visiting storytellers will be accountable for:

- Delivering a stream of visual and written content that engages, moves, and inspires Freedom from Hunger donors and supporters and supports the Freedom from Hunger brand, messaging and communication strategy.
- Building and maintaining trusting, respectful and positive relationships with:
 - The savings groups, their members and communities.
 - The local NGO partner(s) and field agent(s) who manage the savings groups.
 - Your fellow storytellers
- Representing Freedom from Hunger in a positive way - in daily interactions, storytelling, and communications.

Responsibilities:

- Spending 3 - 5 days a month with each savings group; developing relationships with individuals and groups, and developing an understanding of the communities and the context in which they live
- Keeping a daily online journal/blog of insights, impressions, and stories, supported by photos and videos
- Uploading photos to online library daily, or as often as possible given internet connectivity
- Blogging a minimum of twice weekly
- Working with partners, FFH country office, and FFH digital fundraising team as assigned
- Participating in an educational exchange with fellow storyteller

Required Skills and Experience:

- Ability and desire to live and work in a remote area with limited services
- Ability to communicate effectively and persuasively in written and spoken English
- Working proficiency of Spanish (for Peru) or French (for Burkina Faso)
- Ability to express ideas with cultural sensitivity
- Ability to be an authentic, creative storyteller while working within defined communication guidelines and a content strategy
- Strong experience in social media with the ability to tell a story over time in short, text-light, visually appealing pieces
- Ability to build trusting, positive connections with partners, colleagues, visitors, and individuals in economically & culturally diverse communities

Desired Background and Skills:

- Creative photo/video skills
- Marketing, Marketing Communications, Photo Journalism / Journalism, Digital Storytelling experience or skills
- Nuanced understanding of the U.S. audience – ability to craft content that will engage and inspire them to act