

# GROWING OUR IMPACT WITH STORYTELLING

SEPTEMBER 2024

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COMMUNITY  
HEALTH LAW  
PROJECT



# OVERVIEW

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COMMUNITY HEALTH LAW PROJECT

# ABOUT CHLP

DISABILITY RIGHTS FOR ALL

## **Our Mission/Our Story**

To provide legal and advocacy services, training, education, and related activities to persons with disabilities and chronic health conditions and, in certain issues, to organizations representing their interests, **with an emphasis on those most vulnerable and disadvantaged.**

WWW.CHLP.ORG

WHY IS STORYTELLING IMPORTANT?

“Stories are a  
communal currency  
of humanity.”

TAHIR SHAH, “ARABIAN NIGHTS”



Think about someone you know, or could know, whose circumstances echo those you assist.

What do you want the world to know about their challenges and our solutions?

# HUMANIZING DISABILITY BARRIERS AND SHOWING HOW WE UPHOLD JUSTICE.

WHAT MAKES OUR APPROACH TO  
DISABILITY LEGAL ADVOCACY UNIQUE?

# OUR COMMUNICATIONS OBJECTIVES



## INCREASE PRIVATE DONORSHIP

86% of our funding comes from grants, which often come with very specific and arduous requirements. We want more funding that allows us the flexibility to serve our clients efficiently and effectively.



## SERVE MORE PEOPLE IN NEED

There are several disability rights and legal aid organizations across the state. We want to differentiate ourselves and spread the word so that more people in need see how we work and seek our services.



## GAIN INFLUENCE

Our work at CHLP is unique in its focus on social determinants of health and holistic approaches to disability rights. Your work exemplifies the efficacy of addressing the root causes of challenges that low-income people with disabilities and seniors face. Let's lead the way!

ONLY ABOUT 2%  
OF ALL HUMAN  
RIGHTS FUNDING  
IS DIRECTED  
TOWARD  
DISABILITY RIGHTS

ACCORDING TO THE DISABILITY RIGHTS FUND

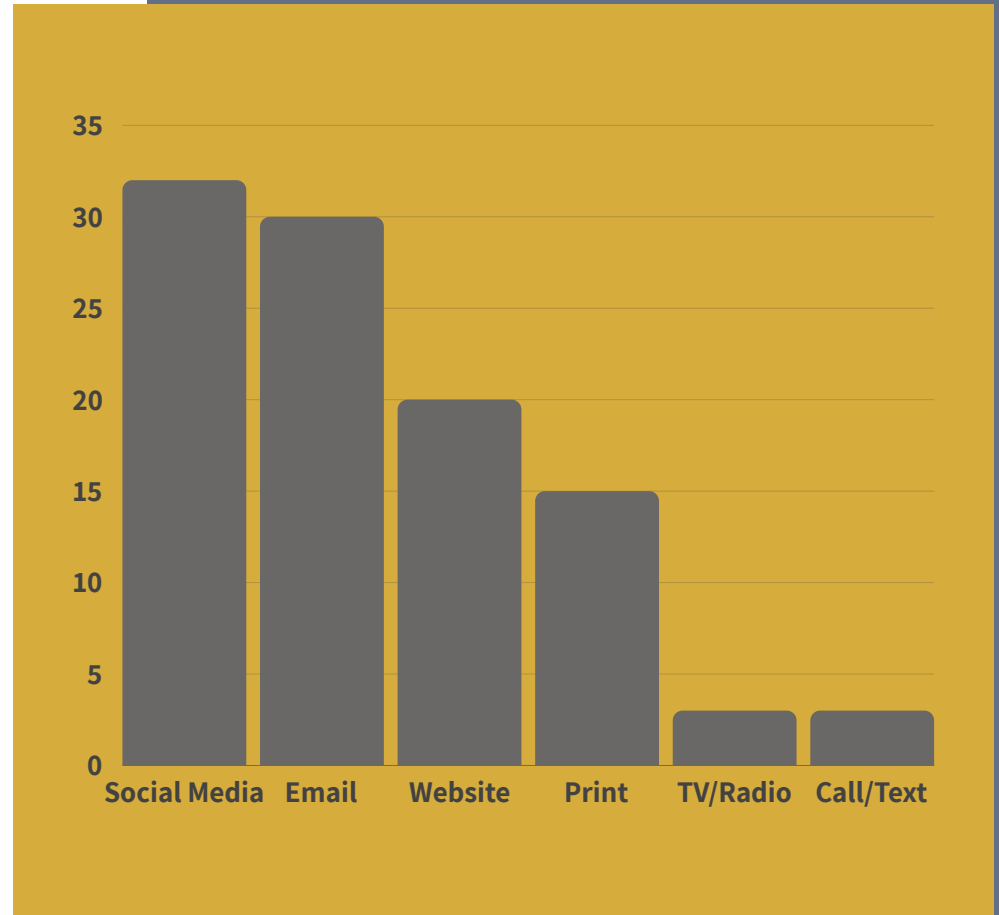


Younger generations are leading the conversations around disability rights, accessibility, intersectionality, and equity.

Older generations are confronting systemic disability inequities.

**Now is the time to call our audiences to action.**

# SHARING AND ADVANCING OUR MISSION



Where do donors see what we do?  
What are our donor demographics and how is that shifting?  
How do we make an impactful call to action?



# 66% MORE DONOR RETENTION

ACCORDING TO NONPROFITS SOURCE

Nonprofits that use storytelling have a donor retention rate of 45%, compared to 27% for those that don't.

# IMPACTFUL CONTENT



**Steven King, Esq.**  
Staff Attorney  
South Jersey Office

**Stacy Noonan, Esq.**  
Managing Attorney  
South Jersey Office

**MAKING A DIFFERENCE**

 Community Health Law Project [www.chlp.org](http://www.chlp.org)

## INCREASE IN ENGAGEMENT

Our social media engagement spikes when we share real life stories that show specific and relatable ways we've made a difference.



Community Health Law Project

578 followers

1mo · 

We recently celebrated a big win at the Community Health Law Project.

Our dedicated attorneys, Stacy Noonan and Steven King, helped a client who was unjustly locked out of her home. She was forced to endure six days without proper shelter, sleeping in her car and on her porch during a heatwave.

After evaluating court documents, the attorneys identified crucial issues in the initial court ruling, prompting our attorneys to file an urgent court intervention. They worked tirelessly to prepare and argue the case.

Their persistence paid off when the court finally heard and dismissed the case, recognizing errors in the initial proceedings.

Our client, now securely housed with a Section 8 voucher, looks to a more stable future.

This success provided immediate relief to our client and our team continues to evaluate all options to hold all parties accountable.

Join us in celebrating this victory and supporting our ongoing advocacy efforts for our most vulnerable residents.

[#Advocacy](#) [#CHLP](#) [#ADA](#) [#DisabilityLaw](#)  
[#Accessibility](#)

# HOW CAN YOU CONTRIBUTE?

**SUBMIT YOUR CASE STORIES  
TO OUR PORTAL**

**NOTE AND ASK PERMISSION  
TO SHARE QUOTES FROM  
CLIENTS**

**SHARE QUOTES OF YOUR OWN  
THAT CONVEY YOUR WHY**

**SHARE YOUR IDEAS FOR  
SHOWING MORE IMAGERY  
AND RELATABLE CONTENT**

# UPCOMING INITIATIVES

## **ANN KLEIN AWARDS**

As we get closer to the event, we are gathering and sharing more compelling content.

Tell us why the event is meaningful to you. Increased attendance means increased awareness and donations.

## **NJ SAVE**

We received a grant to assist seniors with effectively navigating the NJ Save program and we need to meet specific metrics to show our promotional efforts and efficacy with the program.

## **UPDATING AND DEVELOPING OUR PRESENCE**

We are in the process of refreshing our branding, launching our monthly newsletter, and revamping our website to better convey our mission and success.

## **NEW GRANTS**

With affordable housing issues continuing to affect residents, the Department of Community Affairs (DCA) has expanded the Comprehensive Eviction Defense and Diversion (CEDD) program.



# SHARE YOUR STORIES, WATCH US GROW

YOUR WORK MATTERS

E-MAIL:

[epecot@chlp.org](mailto:epecot@chlp.org)

WEBSITE:

[www.chlp.org](http://www.chlp.org)

SUBMIT YOUR STORIES:

<https://tinyurl.com/chlpstories>

SOCIAL MEDIA:



[www.linkedin.com/company/community-health-law-project/](http://www.linkedin.com/company/community-health-law-project/)



[www.facebook.com/chlporg](http://www.facebook.com/chlporg)



<https://www.instagram.com/communityhealthlawproject>

(COMING SOON)



**STAY TUNED FOR OUR LATEST EMAIL NEWSLETTER!**