Now, how many of you have thought about a non-profit recently? Do you remember what organization you donated to? Let’s test your skill a little.

**(OPTIONAL) SLIDE 1 – WELL- KNOWN LOGOS OF NON-PROFITS (PBS, WWF, ETC)**

How many of these organizations behind me do you recognize? These are just logos, but they are part of strong brands; well known, well established. You generally have an idea of what cause they support and who they are. I’m certain you would be able to tell me a story of where you first heard of them or connected with them and maybe even the story behind the organization..

**(OPTIONAL) SLIDE 2 – LESSER KNOWN LOGOS OF NONPROFITS (ONE, RED, ETC)**

Here’s another example Odds are you may not have heard of these non-profits. It is very likely that there are some you haven’t a clue as to what they are supporting. Does this make their cause less worthy? Not at all, but in order to connect with them we need their side of story.

You don’t necessarily think of a non-profit, because it’s not like going to the Supermarket and picking up laundry soap or going off out for a cup of coffee.

**(OPTIONAL) SLIDE 3 - STARBUCKS LOGO AND TIDE LOGO**

But You know what type of soap or coffee you like and you know it by its name. Knowing that name and identifying with the experience of using that product is the branding experience.

**(OPTIONAL) SLIDE 4 – STARBUCKS AD WITH TAGLINE: “THE BEST COFFEE FOR THE BEST YOU”**

How you identify with a brand can be simplified down to how you feel about a brand. Do you feel more awake with one brand of coffee over another? Do you agree with what the advertisement says and embrace what the product does for you?

Products aren’t the only things that have a brand. People have a brand image. You support their movies, you covet their beauty, their values, celebrity status; all in the hopes that it will rub off on us. Again, this is an emotional tie for you and how you feel about the person.

For non-profits, their brands are not as simple nor as obvious they exist for the social cause. Non-profits are bigger human experience; larger than the individual and usually excluding of instant gratification. For a non-profit that garners funds for Breast cancer, we don’t see the results of the research necessarily. It could be decades later before anything happens.

So, What do Non-profits have to offer when the individual when you can’t pull it off the supermarket shelf? Non-profits offer information, but people don’t just any information. People want to have their emotions engaged, and the best way about that is with a story.

Enter in augmented reality.

How do we literally put non-profits on the map? Actually, the map is laid out for us in real-time information. Augmented Realities’ job is to super-impose information over real life. Do we want to identify the building on the corner? No, we want to identify what life-altering changes are happening because of the people in the building on the corner. So, what kind of stories can we provide?

**SLIDE 5 -** [**http://www.frauennotrufmuenchen.de/**](http://www.frauennotrufmuenchen.de/) **SCREENSHOT OF WEBSITE PAGE**

In Munich, there is a domestic violence organization for women. This is their website. It is single page meant for women to use in the event of a domestic crisis. Not much of a story there.

**SLIDE 6 –** [**http://www.converjent.org/watch-the-trailer-for-jewish-time-jump-new-york/**](http://www.converjent.org/watch-the-trailer-for-jewish-time-jump-new-york/) **AUGMENTED REALITY SLIDE #1**

For something that reaches a more public forum, Let’s look at the richness of culture and the narrative created in the presence of real-time information. To elaborate, Jewish Time Jump: New York is an Augment Reality scavenger hunt developed by ConverJent, a nonprofit focused on Jewish Learning games. This reveals historical narratives through video, photos, artifacts, and even translating Yiddish newspaper of Jewish life of the early 1900’s; all the while traveling in the neighborhoods of New York using real-time information. This app was built with the objective of teaching Jewish history to the viewers and engaging them one event at a time.

**SLIDE 7 -** [**http://www.adforum.com/creative-work/ad/player/34461866**](http://www.adforum.com/creative-work/ad/player/34461866)

**AUGMNETED REALITY AD #2**

Augmented reality can also touch us on a more personal note. As the individual scans over the image with their smartphone, we see the story.

Here is the image of an appealing, young woman in the ad seemingly being struck by a fist when viewed using a smartphone camera. The woman is propelled off screen momentarily, and when she came back into frame, she appears battered and bruised. This adds a new dimension to an otherwise static public service announcement by providing a visual narrative. The narrative that is being portrayed is the damsel-in-distress. The basic premise of the story begins with an attractive woman, who then becomes the victim of wrongdoing, As the AR shows the moment and aftermath of violence, it becomes a call to action for the audience. It propels the audience into becoming the hero of rescuing the woman. While the viewers cannot physically reach in to rescue the woman, the video may compel the viewers to reach for their wallet by donating through their phone with the click of a button or leading a woman they know to call the website if she is in the same predicament.

In summary, Each of these organizations has a story. Augmented reality can bring out enriching and engaging experiences to it and level the playing filed for all organizations great and small. With it, enter in the generation of donors to carry on social causes for the good of the future.

So, I have this conference August 5th in San Francisco for the NSSA (National Social Science Association). Interestingly, This is my first one ever speaking at a conference and as a PhD student and I would like to impress my professors enough on the panel that they would invite me back again. I will be speaking for about 10 minutes on a panel. It can be less. The idea I was thinking, for my part, was something akin to a TED Talk. Something engaging, but still inclusive of the research elements. As far as I know, I will be standing behind a podium for this. There will also be a projector for Powerpoint slides.

Slides can be adjusted to fit the speech. Slides 6 & 7 are the two slides I have to keep. I’ve included the links for you to look at if you need a visual. What I want the audience to feel: Tough question….Since the topic of our section is about immersive media (augmented reality), I think I would like it to impress the importance of story in augmented reality (immersive media) and the importance of this type of storytelling in branding of a non-profit. Most importantly, My professor would like to hear the phrase, “The emotional value of AR” involved in there, and I think that is kind of what he wants me to capitalize on.

This is the Speech that I went over with my professors thus far.