



Copalana StoryTeller Transforms Digital Marketing for Growing Non-profits

Hergiswil/Switzerland, January 6th 2025 – A staggering 80% of polled non-profit organizations in Switzerland agree that digital marketing is essential for their growth and sustainability. However, many small to medium-sized non-profits face significant challenges navigating the digital landscape. Limited budgets, scarce resources, lack of specialized skills, and the complexity of technology make it difficult for these organizations to reach and engage their audiences effectively.

One of the fundamental issues that non-profits face today is trust. Without it, the new generation of givers and volunteers are unlikely to engage with many organizations, no matter how vital their mission is. This is why a strong digital presence is crucial: with the right approach and tools that encourage authentic storytelling, non-profits can foster a reliable brand identity, build credibility, and connect on a much more meaningful level with their supporters.

Recognizing these challenges, Copalana is pleased to introduce **StoryTeller**, a social media marketing platform, as part of its all-in-one social impact platform for non-profits.

Non-profits Need to Share Their Stories

Copalana StoryTeller helps non-profit organizations with their day-to-day digital marketing efforts. It enables them to amplify their voice and build a trustworthy narrative that resonates more strongly with their audience.

With StoryTeller, non-profits can:

- **Build their Brand:** Share the organization's values, mission, and initiatives to establish a compelling online presence.
- **Create Compelling Content:** The AI Assistant helps overcome writer's block by generating fresh, engaging ideas that captivate their audience.
- **Earn Trust:** Craft authentic narratives that resonate with their supporters, fostering trust and credibility. Without trust, supporters will not fund and engage.
- **Plan and Schedule Effortlessly:** Manage and schedule social media content across key channels (Facebook, Instagram, LinkedIn) from one user-friendly interface.



To strengthen nonprofits' work, Copalana has partnered with StiftungSchweiz, Switzerland's largest non-profit network and online portal. Its CEO, Stefan Schöbi, emphasizes the importance of efficient social media communication for nonprofit organizations: "StoryTeller is easy to use and integrated into an all-in-one social impact platform that will prove to be a gamechanger for organizations looking to maximize their social media engagement."

Copalana's commitment to empowering non-profits through StoryTeller reflects its mission to support non-profits and social enterprises in achieving their goals and fostering sustainable growth.

"We want to support non-profits, corporates, and individuals to *do good and talk about it*," said Copalana's co-founder and CEO, Paul Ryatt. "StoryTeller is our commitment to empowering non-profits with the tools and resources they need to thrive in the digital age."

About Copalana:

Copalana is a tech-for-good initiative dedicated to empowering non-profits through innovative digital solutions. It was founded in 2007, when Paul Ryatt, while working at Credit Suisse, embarked on a volunteer assignment in Bangladesh and Nepal. Motivated to use his technology expertise to help non-profits scale, he launched the Copalana project with his three children.

Credit Suisse supported the development of the platform, which was used globally for employee engagement. The Migros Pioneer Fund further bolstered Copalana's mission, and in partnership with Migros Bank, Copalana created an innovative corporate volunteering marketplace in Switzerland. The marketplace enables companies to easily discover and book volunteer events.

Today, Copalana has evolved into a leading platform in Switzerland, offering a comprehensive social-impact solution for non-profits worldwide. It helps non-profit leaders connect with skilled volunteers, raise funds (with zero commission), organize corporate volunteering, and leverage digital marketing tools to share their stories and make a positive impact on the planet.

For more information about the **Copalana StoryTeller** visit our [website](#) or contact us at:

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