

Presenter: Lori L. Jacobwith, Founder, Ignited Fundraising



Sharing Your Mission Powerfully



Thank You!



Tweeting?



@LJacobwith
#IgnitedFR

Lori L. Jacobwith



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LJacobwith



@LJacobwith

- 30 years in the social sector.
- Since 2001 has helped NPOs raise **\$300 million** from individual donors. And counting.
- Master Storyteller, Fundraising Culture Change Expert, Author, Speaker, Trainer.
- Former Executive Director, Development Director & Board Member

Author, Speaker, Trainer

THE resource to increase fundraising results.



#5 on the list of Top 20 Fundraising Books in the US.



What I Do



Volunteers
of America®



Minnesota Landscape
ARBORETUM



Girl Scouts®



Habitat
for Humanity®



River Bend
NATURE CENTER

NCLR
NATIONAL COUNCIL OF LA RAZA



CARING
BRIDGE®

GLAUCOMA
RESEARCH FOUNDATION



Catholic
Charities



Community
Action Duluth



UNITED HOSPITAL
FOUNDATION



LIVE UNITED



Greater Twin Cities United Way
gtcuw.org



DUBUQUE
museum
OF art



The Power of One Story



Madison - Age 5 - Just 10 days before
Prevent Blindness America vision
screening-She has no vision at all in
her left eye by this time

What I inherited:

- 1 Staff
- 12 Volunteers
- \$80,000 Budget
- Screening 250 children each year

2 ½ years later:

- 5 Staff
- **890** Volunteers
- **\$1.2 million** Budget
- **Screening 25,000** children each year

What We Will Cover Today

1. Fundraising vs. Development
2. Clear Bold Communication
3. Why Tell Stories
4. Finding Stories
5. Crafting Powerful Stories
6. Sharing Your Stories
7. Six Word Stories

AGENDA

- 1.
 - 2.
 - 3.
- 

Communication Challenges?



Before We Dive In



Fundraising

The raising of assets and resources from various sources for the support of an organization or a specific project.

*~ Source: AFP Fundraising Dictionary,
(Association of Fundraising Professionals)*



Development

The total process by which an organization increases public understanding of its mission and acquires financial support for its programs.

*~ Source: AFP Fundraising Dictionary,
(Association of Fundraising Professionals)*



Development: Everyone's Job



Together
Everyone
Achieves
More

What Do You Want People To Do?



How To Stand Out



Talk About the Impact I Help Cause



Image Source: Benilde-St. Margaret Facebook

Clear, Bold
Communication

Support Moves Toward
Boldness & Clarity
Of Communication



Be Clear & Bold

In Pairs

- Introduce the work of your organization.
- You may use up to 3 sentences.
- Do this without using the name of your organization.



Words Create Experiences

<https://youtu.be/Wgi0t2ap-us>

It Takes Only 4 Seconds To Make A Lasting Impression



Stay Away From Long History Lessons



Utilitarian Communication



Utilitarian Communication

~~Attend our event!~~

~~Volunteer!~~

~~Please Give!~~

~~Help us meet our goal!~~

~~Buy a raffle ticket!~~

Scarcity Communication



Scarcity Communication

~~Difficult~~

~~Confusing~~

~~Too Hard...~~

~~Can't~~

~~No One Understands~~

Inspiring Communication



Inspiring Communication

Valuable
Precious
Defiant
Humility
Protected
Imagine

Courage
Depleted
Healing
Wiggly
Ferocious
Serene

Joy
Weepy
Warmth
Broken
Trusting
Yours?

Clear, Bold Communication



Clear

Clear *Adjective*

1. Free from doubt or confusion
2. Certain in the mind; sure
3. Easy to see or hear; distinct
4. Evident or obvious



Bold



Bold *Adjective*

1. Courageous, confident, fearless
2. Immodest
3. Standing out distinctly, conspicuous

Craft One Phrase for Each

Clear

Bold

Be Clear & Bold

Use this clear value statement & introduce again:
[different partner]

We are _____

We specialize in working with (or serving)

We help them (to do what?)

Why Tell Stories?

The WHY: Simon Sinek



Source: TEDxPuget Sound September 2009 -
Simon Sinek: How great leaders inspire action

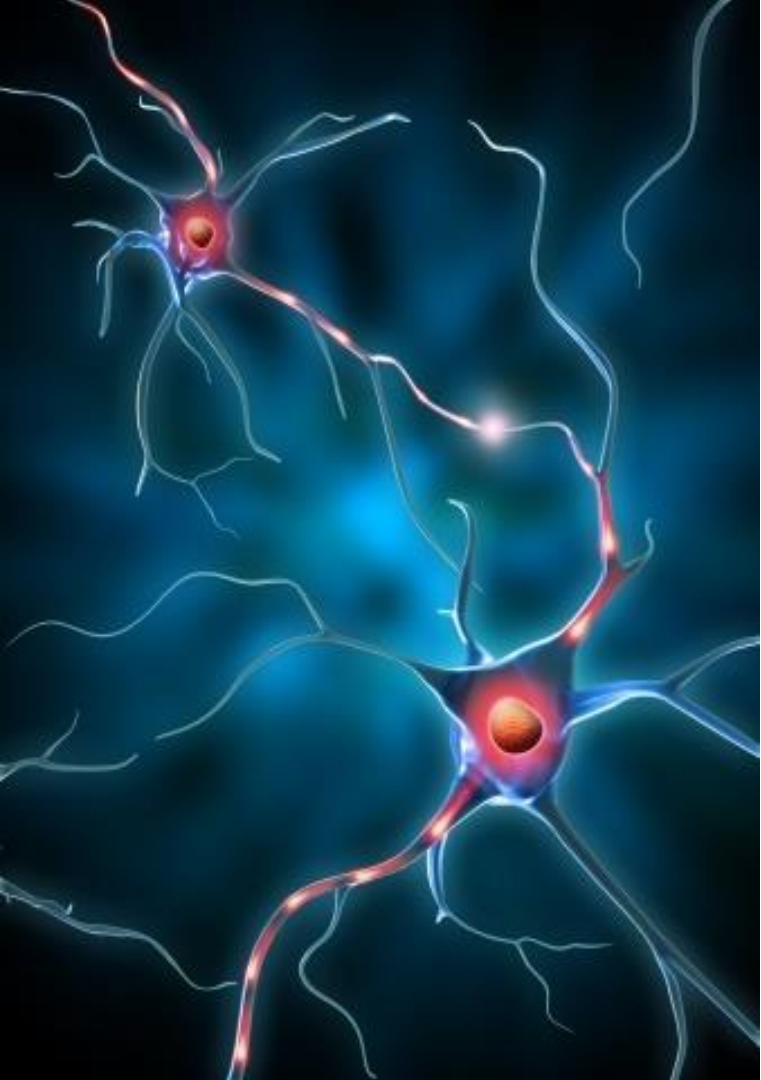
http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Why Stories?

We “THINK” in story.
Every decision we make is
based on the story we tell
ourselves.

If we don't feel something
we can't make a decision





Dopamine

“Pleasure is the central motivator in our lives.

Your brain’s pleasure circuits are activated by acts of charity.”

Source: David J. Linden, Ph.D., professor of neuroscience at Johns Hopkins University School of Medicine

What is Storytelling?

A narrative account of real or imagined events.

Source: National Storytelling Association



What Storytelling is Not

It's not about how well YOU
“tell” the story.

It's about how much passion
you convey and the picture
you paint with your words.



Image Source: Kentucky Arts Council

Stories of Your Impact

Create unforgettable
emotional connections
and **Empathy**



Image Source: Oak Hill Montessori Facebook

Remember This

Sympathy creates distance



Image Source: Crusty Dolphin, Flickr

Remember This



Empathy
creates connections

Image Source: blog.betterchinese.com

Finding Stories



50% of telling a great
story

...is finding a great
story to tell

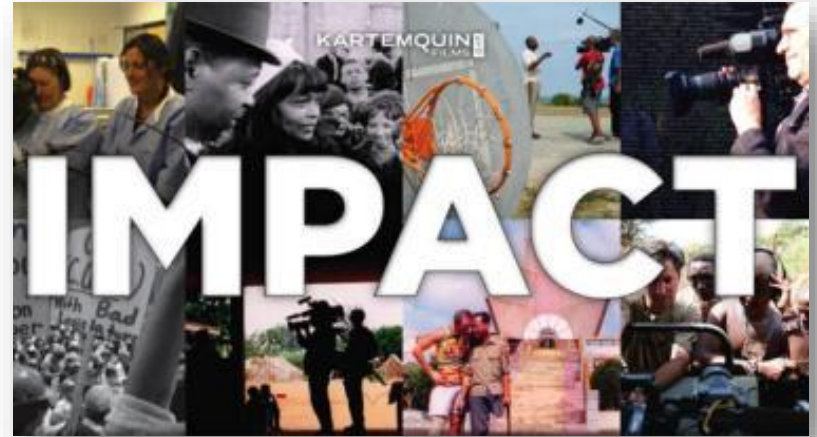
Mission Moments

Lori's Definition:

“Any short, inspirational, example of how your organization is making an impact.”

Must be about a real person.

Could be a donor, client, staff, volunteer, board member or you.



Tell Me A Story



Mission Moments



Image Source: MN Valley Lutheran High School

Finding Powerful Stories

- Open-ended questions.
- Ask questions that gets “at” a story but doesn’t feel like you are putting the person on the spot.
- The responsibility to “find” the story is yours. Ask more questions to glean the “nuggets” to build the story.



Module 4: Help Others Identify THEIR Mission Moments



Ask Questions:

1. What was life like before us?
2. Why do you give your \$ or time to us?
3. Who have you met here that inspires you?
4. Add more...

Your Mission Moment?



Image source: Academy of Whole Learning Facebook

Crafting Powerful Stories

Turning Mission Moments Into Stories



Six Step Process



Step 1:
Identify one person.

Six Step Process



Step 2:

Learn & jot down as much about them as you can.

Step 3:

Write down all of the exact results.

Six Step Process



Step 4:

Make a list of
transformations due to
your involvement and/or
their own efforts

Six Step Process

Step 5:

Circle the words that stand out and are emotionally connecting.



Pay Attention to Placement of Emotionally Connecting Words

Explosive energy

Cautiously hopeful

Gnarled hands

Uncomfortably shy

Smiled from ear to ear

Unrestrained joy



Six Step Process

Step 6:

Now fit the story into the framework. And share your story. Using various formats.

Often.



Module 5: Simple Story Framework

Let me tell you about...

[Insert name] had a life of...

Here's why and how [name]
found their way to us...

www.IgnitedFundraising.com/B2B

Story Framework - Part I

Let me tell you about:

(Fill in their name, age, and a few descriptive details about them.)

His/her life was:

(Share specific details about how they felt about their choice, unmet need for situation, health issue, etc. You got the idea.) Special note: Stay away from jargon and "grant-writer" speak.

_____ made his/her way to us because:

(Share how the person found you or your programs. Be specific. A helicopter didn't drop them off. Maybe ten other homeless shelters turned them down or their doctor or landlord refused them to you.)

WORKSHEET 5.7A

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Module 5: Simple Story Framework

Here's how [name] felt...

What [name] accomplished
due to our [show or program
name]...

And because of [examples
of your work] [name] is now...

Story Framework - Part II

Here's how our organization helped:

(Be specific here. As you share examples of your work or the impact your staff has had be sure to choose engaging language and share what the person in your story felt about your support/work/program.)

Because of our work: _____ is now: _____

(What are the exact results AND transformations your main character is experiencing? Remember: even if you are serving the environment or an advocacy organization you are still talking about one person whose life is different because of your work.)

This is just one of thousands of stories I could share with you about how we:

(English: briefly how you save or change lives.)

 **NOTE:** Count how many "feeling and descriptive" words were used in this story.
Do your stories paint a clear picture for your listeners and readers?

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MODULE 5

WORKSHEET 5.7B

Share A Story: Not A Report



Sondra's Story



Sondra's Story



Sharing YOUR Stories

Communicating With Stories.

“Find people who encapsulate what your core objective is all about – and convey their stories with power, genuineness, passion and humility.”

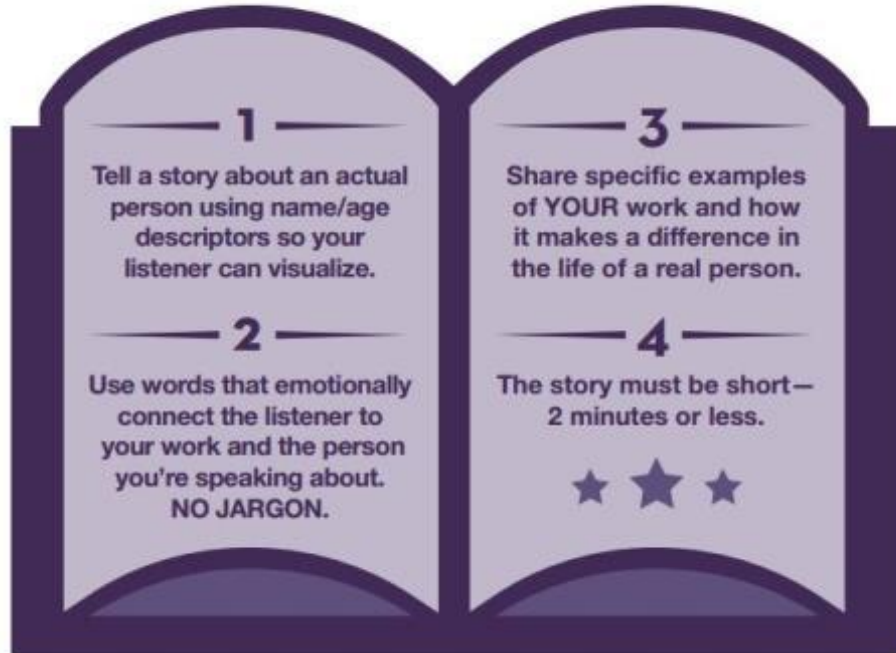
~ JD Lasica



Image: Hiawatha Leadership Academy website

Module 9: Complete Storytelling System

Lori's Storytelling Criteria



For This To Work It Takes Practice



Let's Listen & I'll Coach A Story



It's Now YOUR Turn



Speed Storytelling



Sharing YOUR Story

- Line Up in Two Lines Facing Each Other
- Tell your story.
- Receive coaching & feedback.
- Switch and 2nd person tell story.
- Move 4 spaces to the right and get a new partner after you've both shared your story. REPEAT.



Six Word Stories


One Final Storytelling Tool



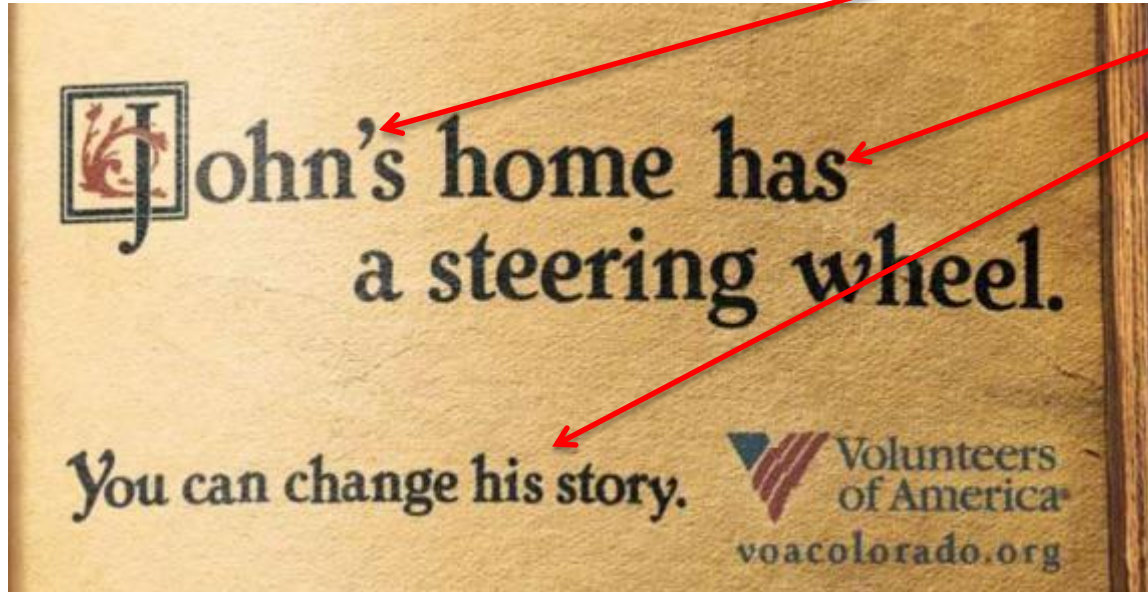
Six Word Stories

ohn's home has
a steering wheel.

You can change his story.

Volunteers
of America®
voacolorado.org

Six Word Story Framework



1. Emotional connection to a real person
2. Compelling fact
3. Bonus: Call to action

YOUR 6 Word Story

- Identify one person for your story.
- Create and share one 6 word story now.



Communicating With Stories

“The telling and hearing of stories is a bonding ritual that breaks through illusions of separateness

and activates a deep sense of our collective interdependence.”

~ Annette Simmons



Wrap Up

Questions?



Your Next Steps



Share:

What did you learn?

What will you do next?

Resources & Staying Connected



Lori L. Jacobwith

*Master Storyteller & Fundraising
Culture Change Expert*

ENews: www.IgnitedFundraising.com

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 @LJacobwith

Fire Starters Blog:

<http://bit.ly/blog-ignitedfundraising>

Free Resources

<http://bit.ly/freeresources-if>



People will forget what you said. People will forget what you did. But people will never forget how you made them feel.

~ Maya Angelou



Thank You!



Sharing Your Mission Powerfully

