

Presenter: Lori L. Jacobwith, Founder, Ignited Fundraising



Advanced Storytelling

*Combining Your People
& Money Stories*

 **IGNITED**
FUNDRAISING

Thank You!



Master Storyteller

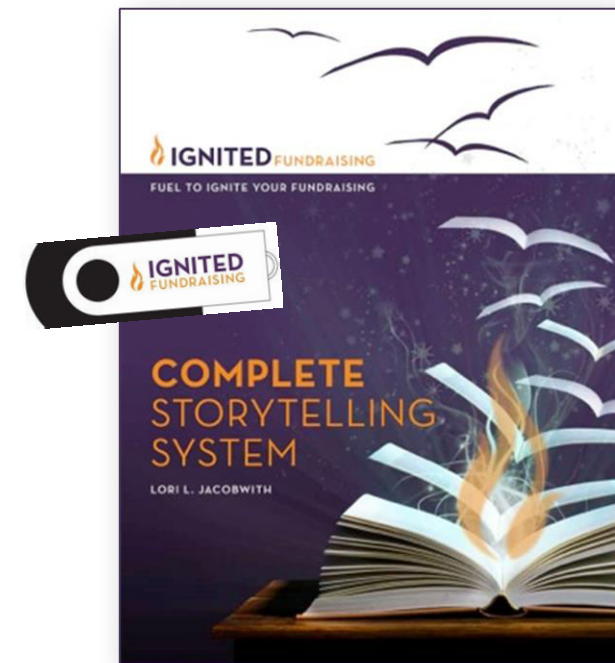
Fundraising Culture Change Expert

4500+ organizations

Trainer - 500,000+ people

Author

- Complete Storytelling System
- Nine Steps to A Successful Fundraising Campaign
- Fire Starters Weekly Blog



“We did the impossible...we raised \$5 million for our capital campaign in just over two years. We told people and money stories and it really worked!”



Dorcas Grigg-Saito, Executive Director, Lowell Community Health Center

Why Stories?

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...**

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



Development: Everyone's Job



Together
Everyone
Achieves
More



I Want to Feel My Impact

Put a Story and Face
to What / Cause



Photo: Marcela Gara, Resource Media – from DCSEU Facebook

Stories of Your Impact

Create unforgettable
emotional connections
and **Empathy**

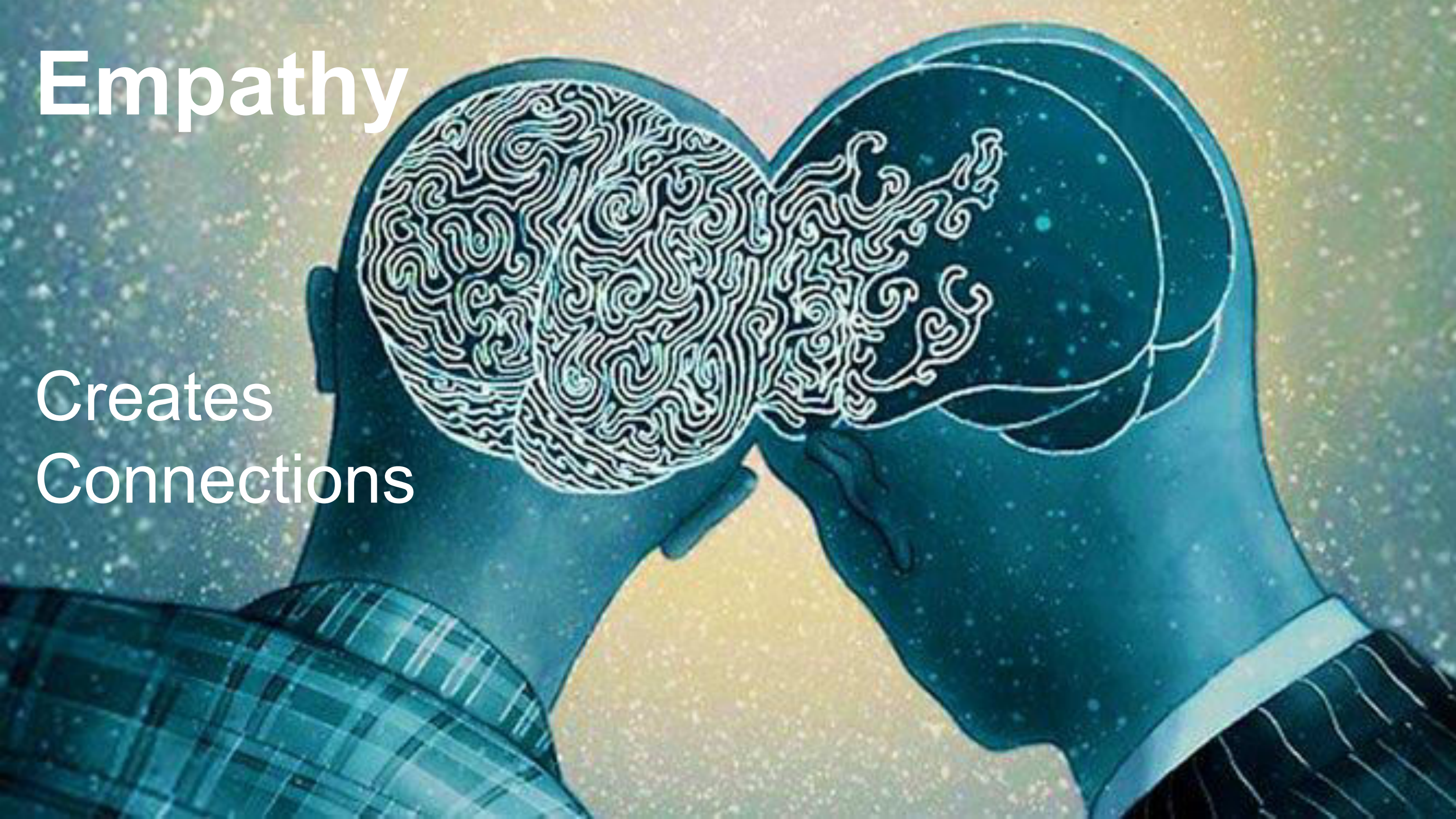




Remember!

Empathy

Creates
Connections



Conflict is the Oxygen in a Story



Share More. Raise More.





Share More.
Raise More.

Image Source: ItCanWait.com



50% of telling a great story

...is finding a great story to tell

Choose a New Path



Tell Me A Story



Look for Mission Moments

Mission Moment 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.



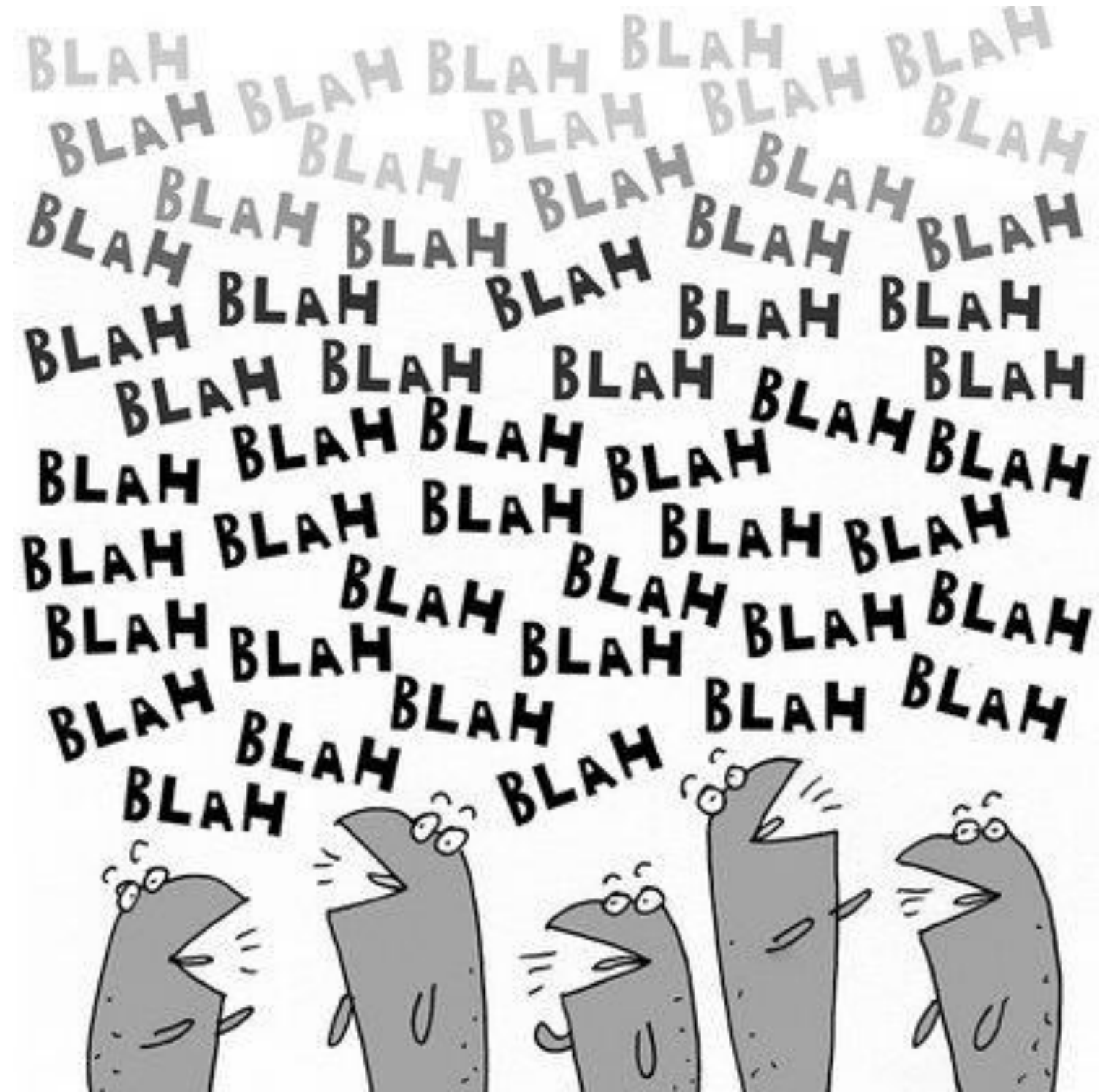
Story or Report?

AFTER A BITTER DIVORCE, Margaret moved back to Arkansas from Texas. She came with her two children, aged 7 and 9, to be close to her family. Her circumstances left her in a financial bind, and her children needed physicals to get into school.

Margaret turned to our clinic for her family's medical needs. During the physicals, her son did not pass the vision screening. Margaret was relieved to learn she could bring him back in two weeks to see an optometrist and get a prescription for glasses paid for by the Star City LIONS club.

Margaret is lucky -- she has a supportive family and has found work. She is also appreciative that her kids could be seen at our clinic. It makes getting started just a little easier.

Story Telling
NOT
Fact Telling



Watch Out For: Uninspired & Lazy



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:

Staff: Who can't you get off your mind?

Clients: What was life like before us?

Donors: Why do you give your \$?

Vendors/Sponsors: Who have you met here that inspires you?

Your Mission Moment



Mission Moments Into Stories

Mission Moments Into Stories



Step 1:
Identify one person.

Mission Moments Into Stories



Step 2:

Learn & jot down as much about them as possible.

Step 3:

Write down all of the exact results.

Mission Moments Into Stories



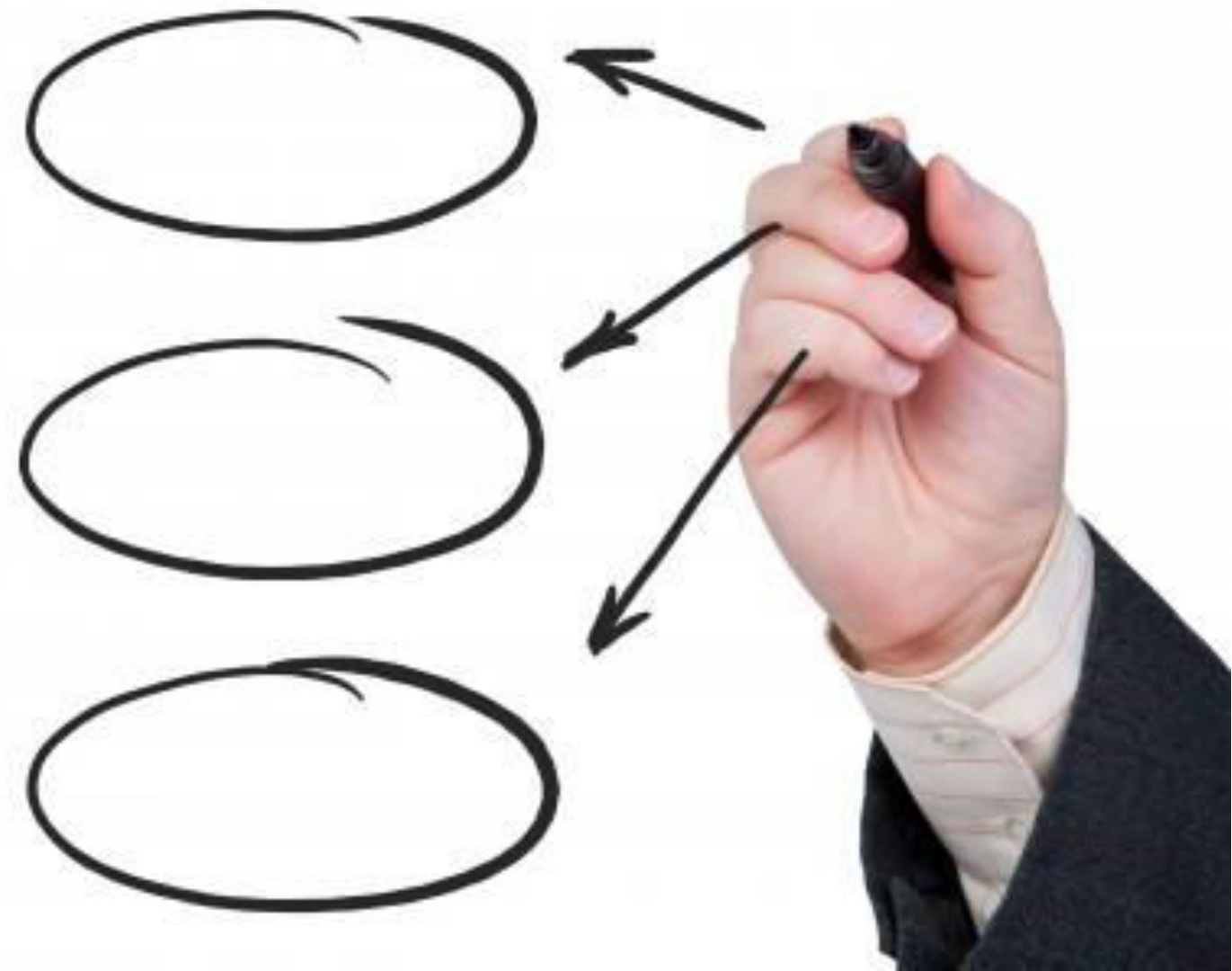
Step 4:

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

Mission Moments Into Stories

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

Precious and vulnerable

Yours?



Mission Moments Into Stories

Step 6:

Fit the story into the framework.

Share your story.

Using various formats.

Often.



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...

Simple Template for Moving Your Story from Boring 2 Brilliant

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 choices, unasked for situation, health issue, etc. You get the idea.) Special note: Stay away from jargon and "grant-writer" speak.

_____ [NAME] _____ 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 referred them to you.)

Simple Story Framework

Here's how [name] felt...

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

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

Simple Template for Moving Your Story from Boring 2 Brilliant (continued)

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:

(Explain briefly how you save or change lives.)

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



Advanced Storytelling

My “Secret Sauce”



Talk About Money





Our Money Secrets

~~NEED~~ exists
when something
is missing



Your Funding Gap

Do you know?
Share it if you do.



Other “Gap” Messages

Volunteers?

Board members?

Materials or equipment?

Visibility?

Yours?



Message Pyramid

Understanding
comes from the
top down



Conversations
come from the
bottom up

Money Story = Funding Gap



What it TRULY takes to do your work this year - MINUS what you've already received from fees, contributions, grants, government funding, ticket sales, or?

“Here’s What it Takes...”





What can happen
when you “speak
the truth?”

Quote from Maggie Kuhn, see Facebook for her story



Clear Messages

Sharing Funding Gap =
KEY Communication Tool

Chuck Meehan, CEO, Volunteers of America, N Louisiana with Melvin

Embraced People & Money Stories



- ✓ Raised more money
- ✓ Attracted more media attention
- ✓ Gained more community and corporate support, AND
- ✓ Converted board members into powerful, engaged ambassadors

June

1st \$1000 Gift



Image source: CCRI

Following February: Largest Individual Contribution to Date: \$10,000



Now: Largest Individual
Contribution to Date: \$100,000+





In December a current donor phoned to ask:

“What is *our* funding gap?”

I want to make sure my final gift of the year is “enough.”

Pictured: Julie Guidry, Founder & Executive Director and Bree Sieplinga, Associate Director

Time To Update YOUR Story



Sharing YOUR Stories

Module 6: Advanced Storytelling Checklist

1. Build your engaging people story.
2. Include costs, per day/week/month.
3. Do not ask for money.
4. Infer there's to do with more resources.
5. Keep your money story short & factual.
6. Inspire with your people and “money story.”



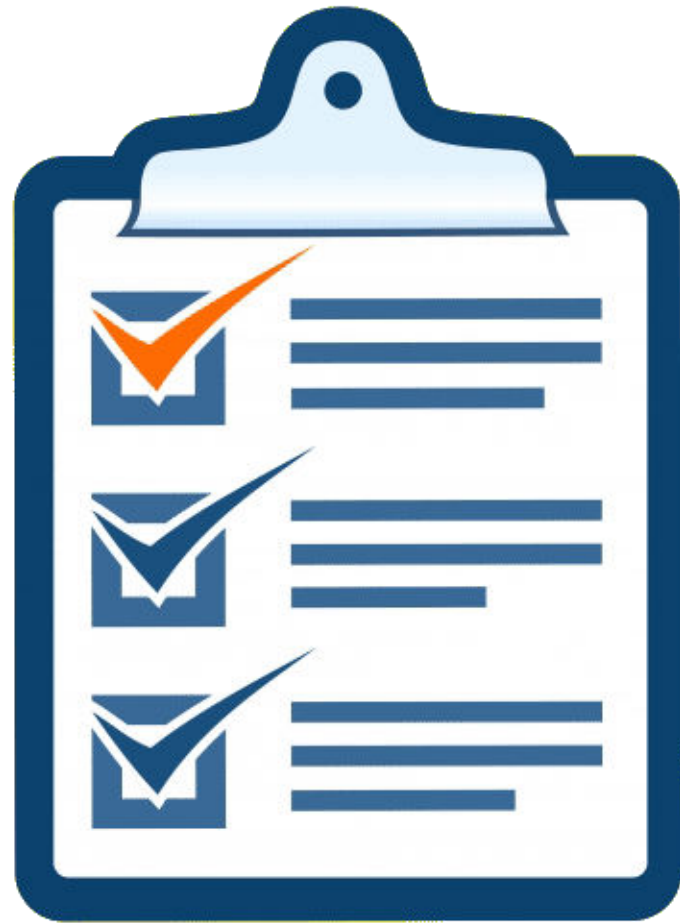
Storytelling Coaching



Share YOUR People & Money Story

- ALL: Listen & Provide Coaching & Feedback
- YOU: Share 2 minute people AND MONEY story.
- Receive coaching & feedback.
- Next person share their mission moment story.

What Works When Sharing A Story?



Let's make a list...

Remember:
Support Moves Toward
Boldness & Clarity
Of Communication



Resources & Staying Connected



Lori L. Jacobwith



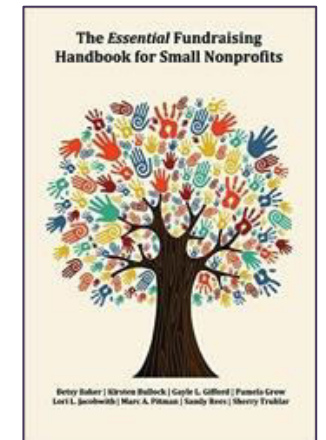
Lori Jacobwith – Ignited Fundraising



@LJacobwith



Fire Starters Blog



To Talk With Me:

<http://bit.ly/StrategizeWithLori>

Next Steps?

By When?



Thank You!



Advanced Storytelling

*Combines Your People
& Money Stories*

 **IGNITED**
FUNDRAISING