



# Welcome to our Webinar

## Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



**YOUR HOST**

**Dawn Lego**

Director, Brand Engagement



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W E B I N A R



# The Power of Nonprofit Storytelling:

Inspire Bigger Gifts Through  
Heartfelt Connection

WEDNESDAY, OCTOBER 8, 2025



**Jennifer  
Downes,  
CFRE, BAS**

Co-Founder  
From The Heart  
Fundraising



**Hallie Peilet  
Young,  
CFRE, BAS**

Co-Founder  
From The Heart  
Fundraising



# Let's Get Started!

**What's ONE word you want people to feel when they hear your organization's story?**



# Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit [OneCause.com/Resources](https://OneCause.com/Resources) for on-demand webinars.
- ✓ Add questions, comment or send emojis in the Chat.
- ✓ Earn 1 CFRE credit with this webinar!
- ✓ Help share on social!



**YOUR FEEDBACK MATTERS: WRAP-UP SURVEY**

**WIN: Amazon Gift Card**  
**Help drive future webinar content!**



# Meet Our Presenters



**Jennifer Downes, CFRE, BAS**

Co-Founder

From the Heart Fundraising



**Hallie Peilet Young, CFRE, BAS**

Co-Founder

From the Heart Fundraising



# The Power of Storytelling:

Inspire Bigger Gifts Through Heartfelt Connection



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*Jennifer Downes*

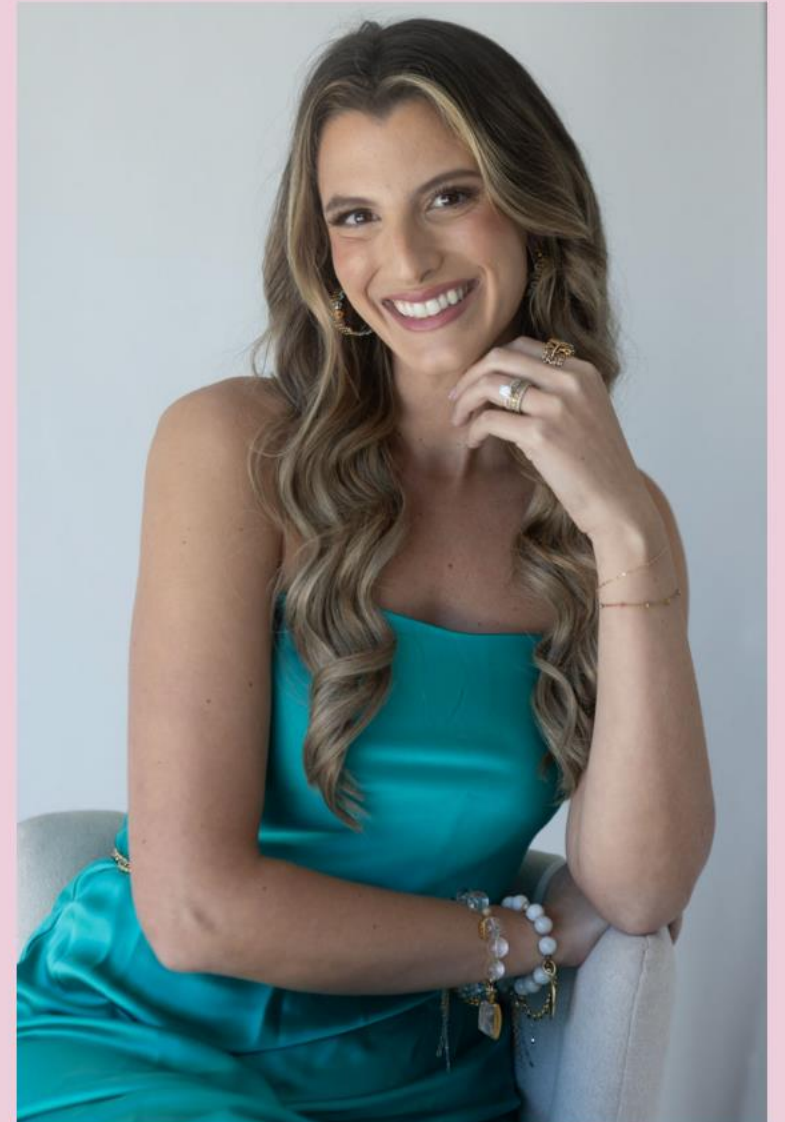


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*Hallie Peilet Young*



**TEDx**







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*Spread Thin  
Distracted  
Disconnected*

# What's The Purpose of a Mission Moment?

1. Humanize The Mission
2. Evoke Emotion
3. Create Urgency
4. Unify The Room  
~~~~~

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How Did That Make You  
♥♥ Feel?



# Paddle-Raisin' Stats

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- *22X More Memorable*

- Stories are up to 22 times more memorable than facts alone.

— Stanford Graduate School of Business

- *Emotional Appeals = Higher Giving*

- Donors are 60% more likely to give when an emotional story is shared versus when only statistics are provided.

— Network for Good

- *Mission Moments Raise 70%+ of Event Night Revenue*

- For many nonprofit galas, the "mission moment" or paddle raise can generate 60-80% of the total event revenue — when paired with a powerful, emotional story.

— OneCause, Classy

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♥♥♥  
*Close your eyes.*





♥♥♥ How to Make Others Feel  
the "Why"



♥♥ Use Your Three Words to  
Craft Your Story



# *What Makes a Compelling Story?*

- *Content Checklist*
  - Real person, not talking head
  - Specific impact
  - Conflict + resolution
  - Transformation
- *Selecting The Right Interview Subject/Speaker*
  - Articulate
  - Outgoing
  - Compelling
  - Doesn't have to be the 'main character' of the story
- *Are There Visual Elements?*
  - Photos, B-roll





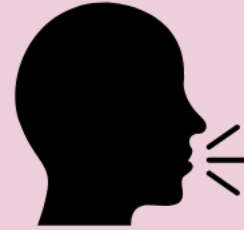
# The Formula of an Effective Mission Moment

# Video vs. Live Speaker



- Video

- Gives You Full Control
- Editing Is Your Best Friend
- Can Add B-roll



- Live Speaker

- Risk of 'Losing the Room'
- Can Freeze or Go Off Script
- Takes Some Coaching & Prep



# Set Up Your Speaker for Success

- Prep Call - What's Their Story?
- Time Constraints (3-5 Minutes)
- Intentionality with Words
- Visual Elements to Support
- Writing a Script
- Rehearse
- Coach & Give Feedback





♥♥ You've Told The Story...

Now How Do You Make The Ask?  
↪

# \$1,000



*Could help provide a therapy scholarship for a preschool student.*



# Tangible Impact Statements

- *Tangible ≠ Restricted*
- *Tangible Statements Show Impact*
  - "\$1,000 could provide a Therapy Scholarship for a preschool student."
- *Tying a Statement to Each Level*
- *Opportunity to Educate*
- *Use Broad Scope to Touch Different Audiences*





# *Tangible Impacts Continued*

- *Use Higher Levels to Continue The Story*
  - "You saw what a difference the ADT program makes in the Jordan sisters' lives. Your gift of \$10,000 *could* provide a yearly scholarship to this program for 5 clients."
- *Pull Other Areas of Org in for Lower Levels*
  - "The girls don't yet live on campus, but we do have a residential program, with 8 group homes and 75 residents. Your gift of \$500 could fund two resident birthday parties."



# Placement Matters

- *Where to Put This in Run of Show*
  - After Live Auction, Before Paddle Raise
- *No Service or Clearing during Asks*
  - Collaborate with your culinary/beverage staff to ensure this happens.
- *Timing is Crucial - Sweet Spot*
- *Everyone's Attention Should Be on this Moment*



♥♥ Remember Your "Why"



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*Thank You!*



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Q+A





# Upcoming Webinars

Registration is Now Open!

**“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!!”**

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**“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”**

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**“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”**





CELEBRATING

200

EPISODES

# Raise Nation Radio

The Podcast for Fearless Fundraisers



# Thank you!

Fundraising Software  
to Raise and Reach More

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Full participation in *The Power of Nonprofit Storytelling: Inspire Bigger Gifts Through Heartfelt Connection* presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



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