



How **Storytelling**
in **Summer** *will move*
Your **Fall Fundraising** **Needle**

THURS JUNE 27, 12-1PM CT | 1-2PM ET | 10AM PT



SESSION HOSTS



Lori L. Jacobwith

Master Storyteller & Fundraising Culture
Change Expert
Ignited Fundraising



Jenna Jameson

PR & Corporate
Communications Manager
OneCause

onecause[®]

POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually



15,000+ Fundraisers

Thank you for
YOUR Work



Lori L. Jacobwith



www.ignitedfundraising.com



LJacobwith



@LJacobwith

- 30 years in the Social Sector
- Helping NPOs raise \$350 million from individual donors...And counting
- Named one of America's Top 25 Fundraising Experts
- Author, Speaker, Trainer, Coach

Master Storyteller

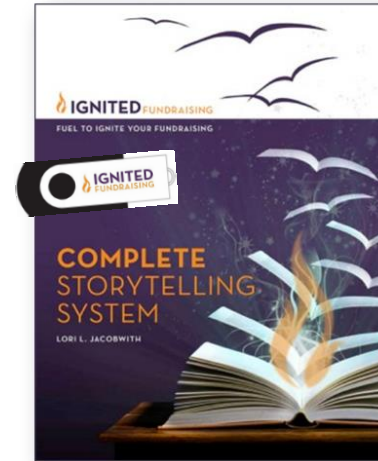
Fundraising Culture Change Expert

4500+ organizations

Trainer - 500,000+ people

Author

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





Build a Strong
Foundation

One Story At a Time



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 · years later:

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

The BIG Secret



Success for ANY Organization

Communication

Communication

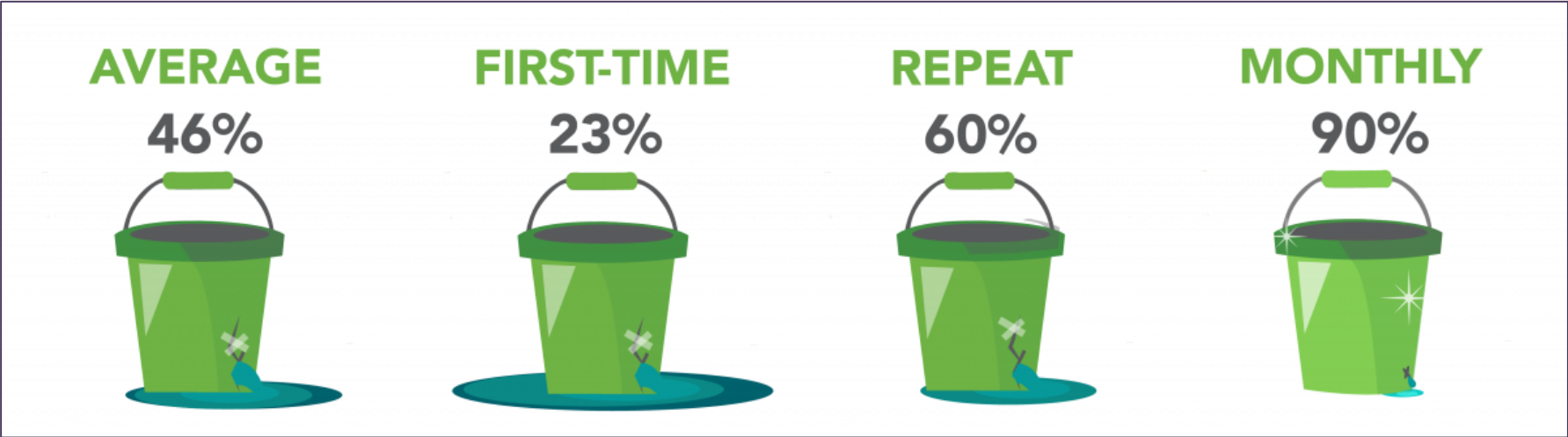
Communication



A “Failure to Communicate”



Donor Retention



Infographic Source: Fundraising Effectiveness Project 2017

A Quick Couple Questions



Biggest Fundraising Challenges?



How Many Active Individual Donors?



Today

1. Fundraising vs. Development
2. Clear Communication = Success
3. Mission Moment Stories
4. Communication Success Examples
5. Next Steps + Q & A



A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, wearing a light blue button-down shirt, is leaning over and pointing at a tablet held by the woman. The woman, with long reddish-brown hair and wearing a white cardigan, is looking at the tablet. The background is a blurred wooden structure. A semi-transparent blue overlay covers the left side of the image, where the title text is located.

Fundraising vs. Development

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)





Fundraising

“The privilege of facilitating the reallocation of the world’s financial resources away from fear and towards that which we love.”

~ Lynne Twist

Development

The total process by which an organization increases public understanding...

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



Development: Everyone's Job



A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, wearing a light blue button-down shirt, is leaning over and pointing at a tablet held by the woman. The woman, with long reddish-brown hair and wearing a white cardigan, is looking at the tablet. The background is a blurred wooden structure. The image is overlaid with a semi-transparent teal gradient on the left side.

Clear
Communication =
Success

What Do You Want People to Do?



Where & How Do Let
Them Know Exactly
What You Want Them To
Do?



Are People Paying Attention?





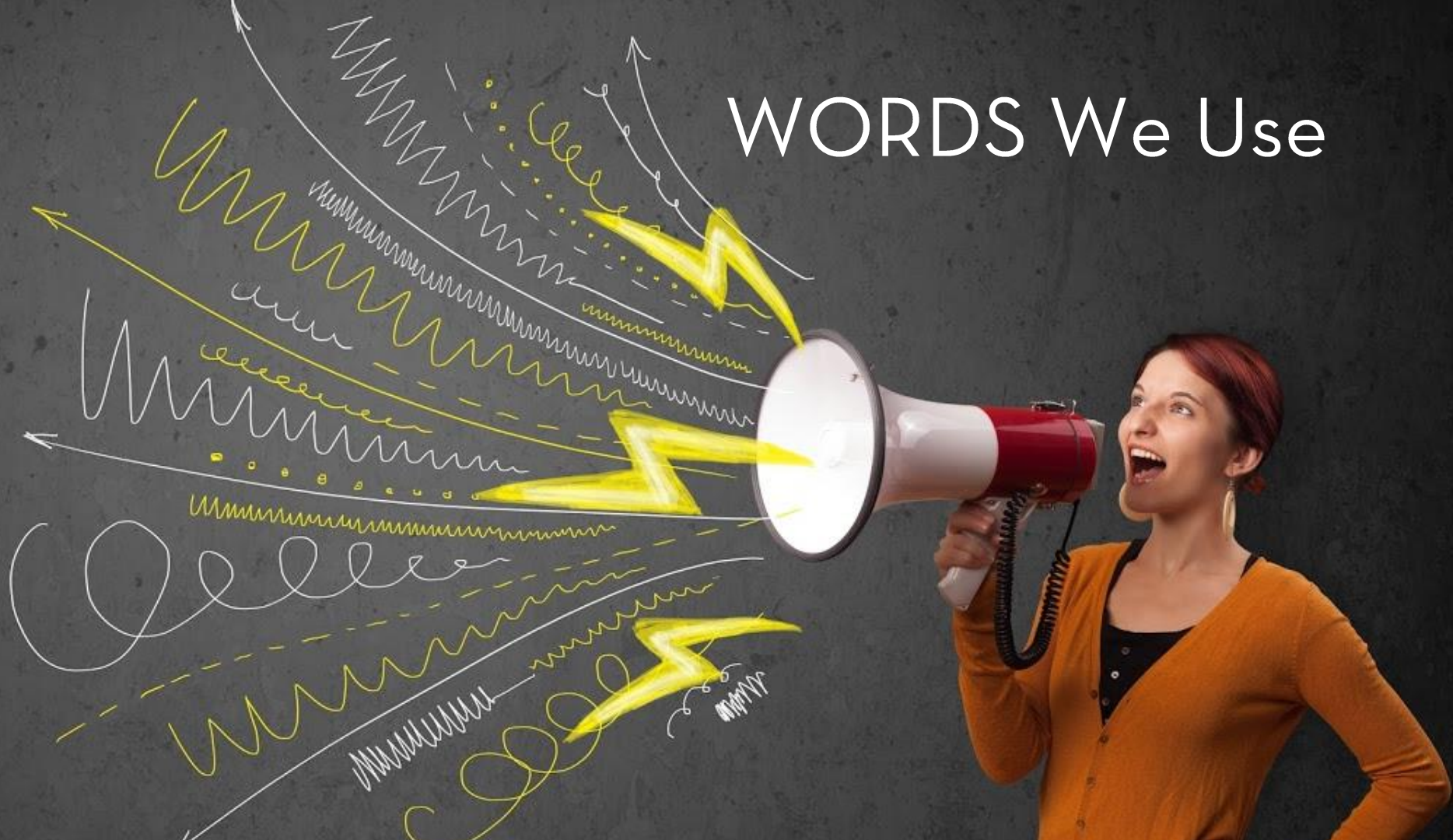


First Impressions
Take Seconds

Skip The History Lessons



WORDS We Use



Utilitarian Communication

Donate

Attend

Help Us

Give More

Give Again



Inspiring Communication

~~Donate~~

~~Attend~~

~~Help Us~~

~~Give More~~

~~Give Again~~

Invest

See Your Impact

Who Will Your Gift
Help?

Long-Term Partners

Scarcity Communication

Hard

Donor Fatigue

We Can't

Not Enough...

They Won't



Possibility Communication

~~Hard~~

~~Donor Fatigue~~

~~We Can't~~

~~Not Enough...~~

~~They Won't~~

Learning To...

Inspire You

What if We Could

The Very Right People

Long-Term Partners

Support Moves Toward Boldness & Clarity Of Communication

~ Lynne Twist





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

Collins Essential English Dictionary

2nd Edition 2006 © HarperCollins Publishers 2004, 2006





Bold

Bold Adjective

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

[Collins Essential English Dictionary](#)

2nd Edition 2006 © HarperCollins Publishers 2004, 2006

Clear & Bold

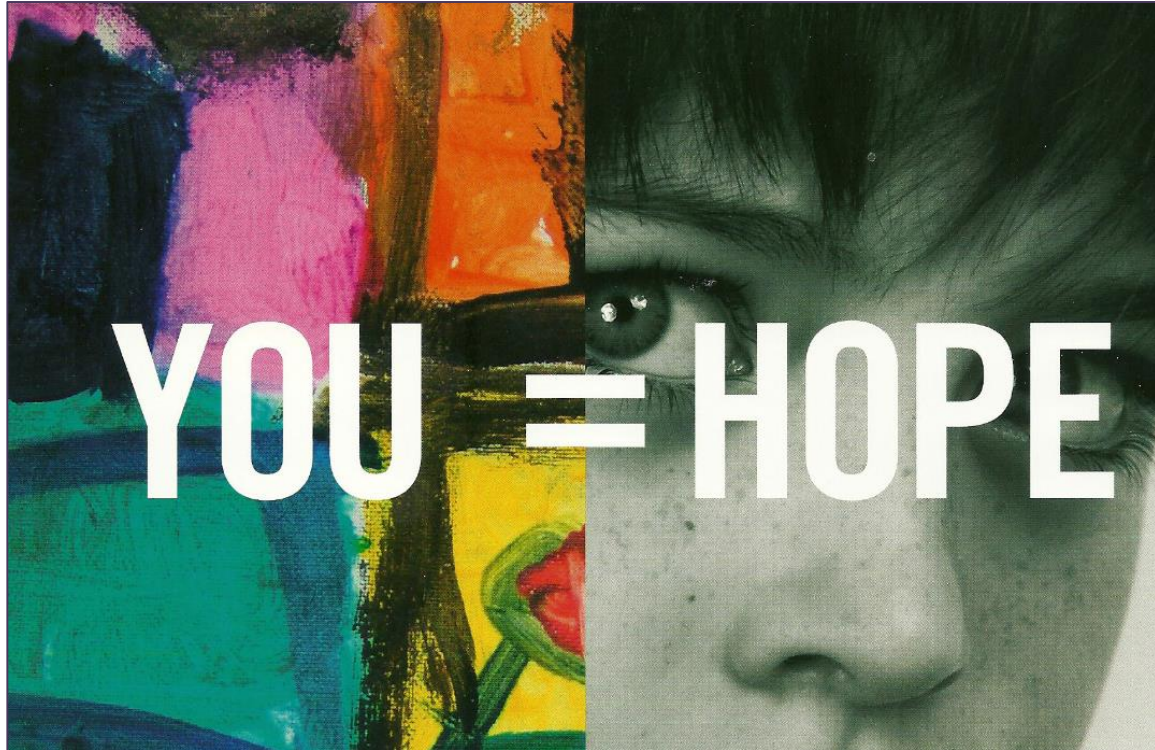


Image Source: Free Arts Minnesota

Where To Focus Your Time

On Communication & Actions that Cause You To:

1. Really Know Key Supporters
2. Share Clear Messages
3. Hold Yourself & Others Accountable
4. Continually Invite Participation

A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, on the left, is wearing a light blue button-down shirt and is leaning forward, looking at a tablet held by the woman. The woman, on the right, has long reddish-brown hair and is wearing a white cardigan over a light-colored top. She is holding the tablet with both hands and looking at the screen. The background is a wooden structure, likely bleachers. The entire image is overlaid with a semi-transparent teal color. A thin yellow horizontal line is positioned above the text on the left side.

Mission Moment Stories

Impact

Put a Face On What
I Make Happen

Share What it Takes
to Make That Happen



Image source: Iowa Heartland Habitat - Facebook

Share it Everywhere



A young boy and girl are running on a sandy beach. The boy is in the foreground, wearing a light blue and orange long-sleeved shirt and blue and green plaid shorts. The girl is further back, wearing a white cap, sunglasses, and a blue and green bikini. The background shows a clear blue sky with some clouds and the ocean. The text "The primary driver of behavior is EMOTION." is overlaid on the right side of the image.

The primary
driver of **behavior**
is **EMOTION.**

- ANDREW JOHN HARRISON

We “THINK” in Story

Every decision we make is based on a story we tell ourselves

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



Brain Tension

Story from SWITCH
By Chip & Dan Heath

Image Source: The Happiness Hypothesis
by Jonathan Haidt



Mission Moment Stories

Lori's Definition:

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

Must be about a person.

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

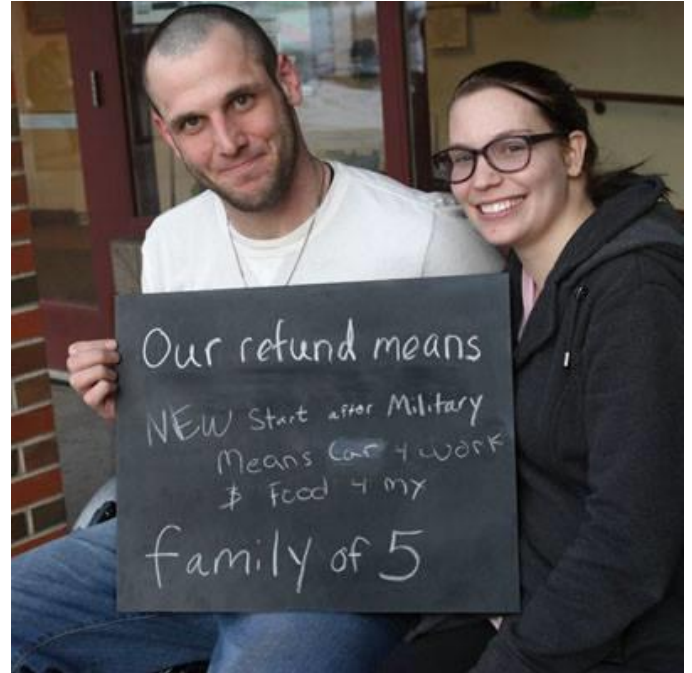


Image source: Community Action Duluth Facebook



**Sympathy
Creates
Distance**

Empathy

Creates Connections



Watch Out For: Uninspired & Lazy



Stories are up to
22 times more
memorable than just
statistics*



Mission Moment Stories



Teach

Inspire

Call to Action

Experience Your Mission



Image Source: New Jersey Audubon - Facebook

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.Boring2Brilliant.com

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.)

Story Framework

Here's how [name] felt...

What [name] accomplished
because of [program name]...

And because of your support
[name] is now...

www.Boring2Brilliant.com

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:

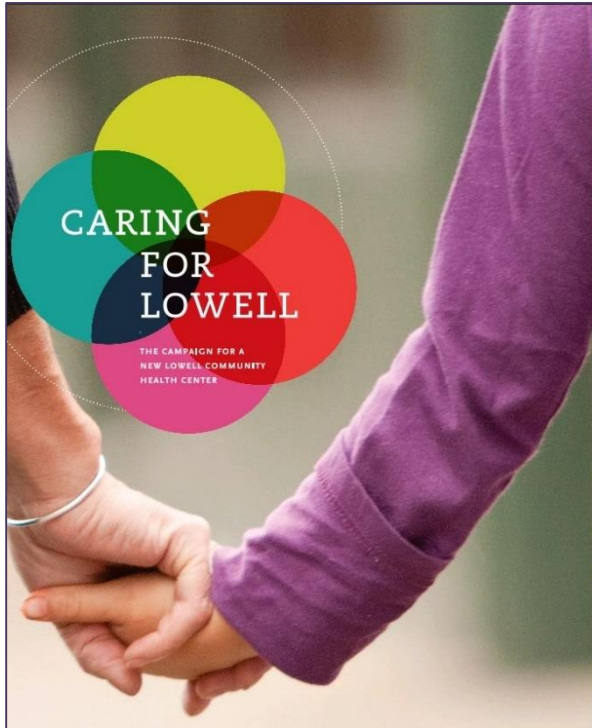
(Explain briefly how you save or change lives.)

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

Success Story #1



Caring For Lowell Capital Campaign



- From 0 donors to 3000+
- Staff giving totaled \$225k+
- Exponential community awareness
- First \$1 million gift
- \$5 million+ in 2 years & 2 months
- Completed 2nd Capital Campaign



Know Your Supporters

Share Clear Messages

Lowell Community Health Center is focused on an unwavering commitment to “Caring for Lowell”.

Founded in 1970, Lowell Community Health Center provides high-quality, compassionate primary care and behavioral health services.

With over 250 employees, the Health Center is the third largest health care provider in the City of Lowell.

28
LANGUAGES ARE SPOKEN

40%
OF PATIENTS ARE CHILDREN

1 of 85
HEALTH CENTERS THAT RECEIVED FEDERAL STIMULUS FUNDING OUT OF 600 APPLICANTS NATIONWIDE

The Cost of Caring

Over the past few years, the Health Center has aggressively pursued every available funding opportunity. In December 2009, the project took a huge leap forward when Lowell Community Health Center was awarded a federal Stimulus grant of \$9.35 million. From a pool of 600 applicants nationwide, Lowell was one of only 85 community health centers to benefit from this one-time public sector investment. Thanks to the success of its fundraising efforts to date, Lowell Community Health Center will rely on philanthropic support to cover only 13% of the cost of its expansion.

Now, we need your support to help us complete this crucial investment in our community's health and well-being—an investment that will help us Care for Lowell for generations to come.

GROWTH OVER TEN YEARS

Year	Budget	Patients
2001	\$9,000,000	9,000
2011	\$22,000,000	35,000

Caring for Patients with Dignity and Compassion

93%
OF OUR PATIENTS ARE LOW-INCOME

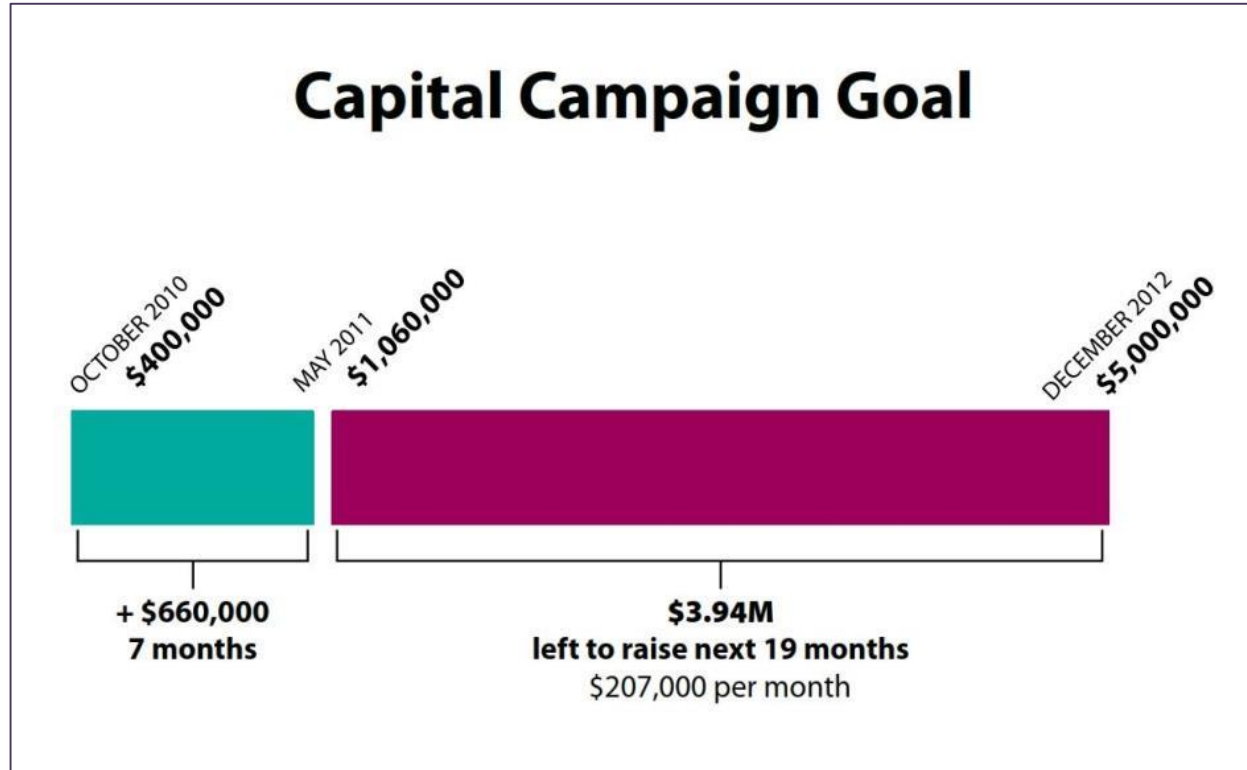
Dorcas Grigg-Saito, Lowell Community Health Center's CEO:

What inspires me every day is our patients. I will never forget the patient who said that when she walked in our doors, she felt like we “wrapped our arms around her”. That is the kind of health center I plan to build. I want to build a home for compassionate health care that respects the dignity of every patient who walks through our doors.

Dr. Mukund Gupta, Internist in Lowell Community Health Center's Adult Services:

I've been with the Health Center for 12 years now, and the growth in patient volume over that period has been staggering. We can no longer respond to such growth, though, as our facilities are worn, outdated, and literally bursting at the seams. Facing long waits for an appointment, patients often get frustrated and end up at one of the local ERs—that's just an unnecessary cost that we can definitely avoid. We need to grow—and we need to grow now!

Share Clear Messages



Invite Participation

CARING FOR LOWELL

The Campaign for a New Lowell Community Health Center

With support from our community, we will transform a vacant mill on Jackson Street into a health center that will serve nearly half of all Lowell residents.

Sneak Peek Hard Hat Tours

Summer Schedule

Friday, June 10, 2011 - 8:00 am - 9:00 am

Wednesday, June 22, 2011 - 4:00 pm - 5:00 pm

Thursday, July 14, 2011 - 8:00 am - 9:00 am

Thursday, July 28, 2011 - 8:00 am - 9:00 am

Thursday, August 11, 2011 - 8:00 am - 9:00 am

Thursday, August 25, 2011 - 8:00 am - 9:00 am

Create your own tour date. Call us.

Meet at

Lowell Community Health Center's - Metta Health Center
135 Jackson Street, Lowell, MA

Parking available at the Edward Early Jr. Garage on Middlesex Street.

CAMPAIGN COMMITTEE

Susanne Beaton
Maria Cunha
Vijay Dave, DMD
Lynne Faust, NP

Michael Gallagher
Susan Green
Dorcas Grigg-Saito
Terry Howard, MD

Steve Joncas
Kumle Rajesh, MD
Bruce Robinson
Amy Werner

See the vision for our future before construction gets underway.
RSVP to Reserve a Hard Hat:

More than 300 tours scheduled

RINGING THE BELL

Health Center Staff and Leadership Donors
Complete Boston Marathon



On Monday, our Chief Operations Officer, Henry Och, and Family Medicine physician, Donald Miller, completed the 2014 Boston Marathon. The race had special significance for both runners. Henry Och was stopped short of completing the race during the tragedy that occurred at the 2013 Boston Marathon. After a difficult battle with cancer, Donald Miller was ready to run again, and for the first time, competed in the Boston Marathon with Henry's encouragement and training.

Henry and Donald showed amazing endurance and commitment by completing the 26.2 mile run, and both men are also incredibly committed to Caring for Lowell. Henry and Donald, along with their families, are among the Health Center's leadership donors who helped make our new state-of-the-art facility on Jackson Street a reality.

Invite Participation

Unlikely outreach causes new connections

A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, on the left, is wearing a light blue button-down shirt and is leaning forward, looking at a tablet held by the woman. The woman, on the right, has long reddish-brown hair and is wearing a white cardigan over a light-colored top. She is holding the tablet with both hands. The background is a wooden structure, likely bleachers. The entire image is overlaid with a semi-transparent teal color. A thin yellow horizontal line is positioned above the text.

Success Story #2

Clare Housing: Sustainable Funding



— *The* —
**JOURNEY
HOME**

a place to call
HOME

- Sustainable Funding Committee
- Exceptional and Engaging Community Awareness Building
- On Track to Meet or Exceed 124% Fundraising Goal Increase
- First \$50k Gift
- Today: Multiple \$100k Gifts

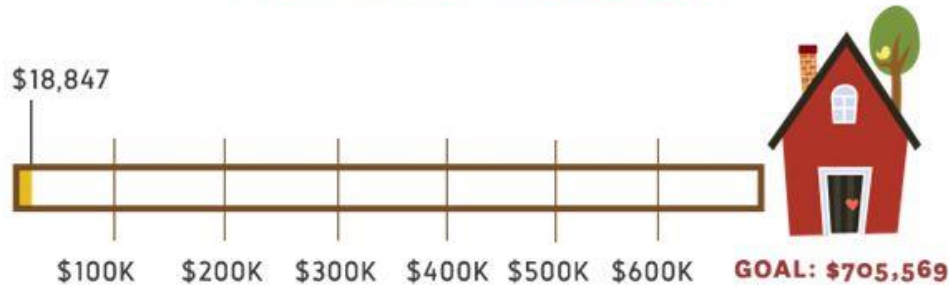
Know Supporters



Image source: Clare Housing Facebook page

Share Clear Messages

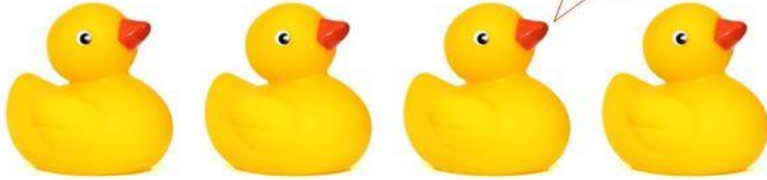
Together, Let's "Close the Gap!" FUNDRAISING PROGRESS 2016



We have a fundraising gap of \$705,569 that we need to close this year. Thanks to the contributors and organizations that have helped us raise \$18,847 so far.

You can help us by inviting a friend to join you at a [Journey Home program](#), or [making your donation a recurring one](#). Thank you!

LET'S GET OUR DUCKS IN A ROW ...



The Role of a Journey Home Team Member

As partners in this committee work, it is your role to help steward the relationships between *Journey Home Circle* members and Clare Housing.

- **This committee is 4-step process of engagement and cultivation:**
 1. Attending (events)
 2. Thanking
 3. Asking
 4. Inviting Others (to a *Journey Home* Program, to the Breakfast, to a ribbon cutting, ground breaking, etc.)

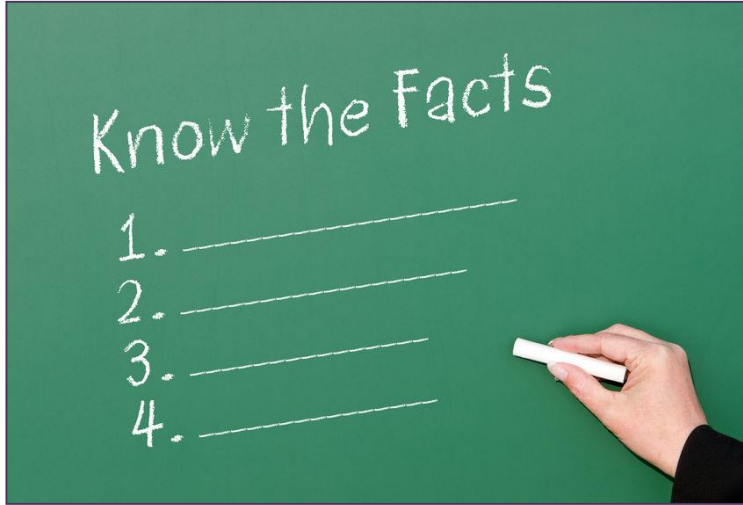
One of the main functions of committee members is to **recruit Table Hosts for 2016, AND to host a table of their own.** Start, by looking at the list of Table Hosts from 2015 and determine who the folks were whose tables were successful. Be SURE and invite those Table Hosts to host again in 2016!

Fun Participation

Clear Messages & Invite Participation



Staff, Board & Committee ALL KNOW



1. Names of top donors
2. Names of longest givers of both time and money
3. Who gave this week/month
4. How many people stop giving each year

Continually Invite Participation



Compelling Clear Communication

clare housing
PARTNERS IN AIDS CARE

Providing a continuum of affordable and supportive housing options that create healing communities and optimize the health of people living with HIV/AIDS.


Dear Lori,

Today we'd like to introduce you to Maik. Carmen Tomas, Midtown supportive services manager, met him four months ago. Maik came to speak with her



I'll remember what he said for the rest of my life.

second language. During their meeting, Maik spoke mostly through an interpreter. That is until Carmen brought him up to tour the apartment that could be his.



Thanks to your support, Maik was able to move into a studio apartment like this one.

At that point Maik looked at Carmen and smiled. "Can I live here until I die?" he asked her in English.

"It was so sweet," Carmen shared later. "I'll remember that for the rest of my life."

Maik has been on our waiting list for the past 3 years. During all that time, he's spent his nights at a local shelter. His long wait ended last week, when he spent his first night in his new apartment.

For Maik, Clare Housing means peace. It means a permanent place to rest his head, and an end to the ceaseless anxiety that you live with daily when you have no place to call your own.

As Maik put it during his meeting with Carmen, "I can stop thinking [about it] now."

We're excited to have you here, Maik. We're excited for all the other things you'll get to think about and plan for, now that you have found your way home.

Thank you for making Maik's journey home possible.

Source: Clare Housing enews

clare housing
PARTNERS IN AIDS CARE

Providing a continuum of affordable and supportive housing options that create healing communities and optimize the health of people living with HIV/AIDS.

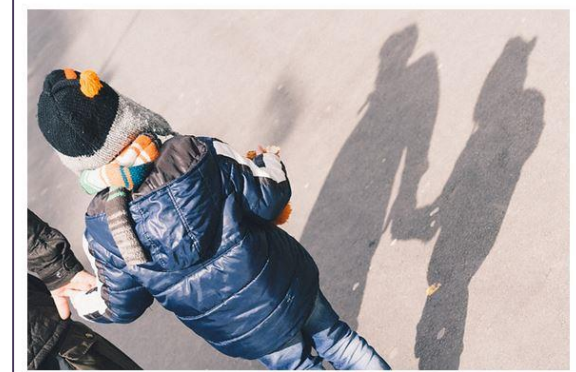
Dear Lori,

There are moments of diamond-focus, where you're reminded vividly why you do the work you do. On the morning of Monday, December 14 at Clare Housing, we had one of those moments.

That's the morning Reggie signed the application to his new place. "He was so nervous," Tynessia Snoddy, Scattered Site Housing Manager related with a smile, "He almost broke the chair."

It's easy to understand why Reggie was a bit emotional. Signing that paperwork is a huge deal.

"He was so nervous, he almost broke the chair."



Success Story #3



Volunteers of America



- Sustained Focus on Major Gifts
- Committed Committee - 20+
- Regular Money Story Messages
- Year-Long Continuity
- Don't Mess With What Works

Really Know Key Supporters



Share Clear Messages

Talk About Money.
You'll Raise More.



Chuck Meehan, CEO, Volunteers of America, N Louisiana

Share Clear Messages



**VOLUNTEERS OF AMERICA
OF NORTH LOUISIANA**

VISION OF HOPE

A BEHAVIORAL HEALTH PROGRAM

520 Olive St. • Shreveport, LA 71101 • (318) 429-7500 • www.vonorthla.org
Facebook.com/vonorthla • Twitter: @VOANorthLa

Thomas' Story

If you have ever walked inside the Highland Center, chances are Thomas greeted you with a sweet "hello" and a huge smile.

But behind Thomas' smile is a history of struggle. Thomas was first hospitalized with Schizophrenia when he was 14 years old. Since then, his life has been filled with hospitals, counselors, and medication.

When he was 21, he graduated in the first class of Brentwood Hospital's high school. Shortly after graduation, he found his way to Volunteers of America.

"When he first came in the system in his early 20s, he wouldn't even speak," said Eddie Jenkins, VP of Behavioral Health. "That may not sound like much to some people, but he has overcome a lot."

Today, Thomas lives at home with his parents and his father drives him to Vision of Hope every morning. The center helps people with chronic mental illness learn ways of coping with their illness, guides them toward achieving their goals and allows them a place to have fun and be in healthy relationships with others.

Thomas loves socializing and meeting new people. "I missed a lot growing up in so many hospitals, but it's never too late to catch up. I'm pretty young at 58!"

Vision of Hope is open from 8 a.m. to 2 p.m. Mondays–Fridays. Drop-ins are welcome. "I am mentally okay, and life is good."

Why is this program needed?

11,000

estimated adults in Caddo/ Bossier Parishes suffer from severe mental illness

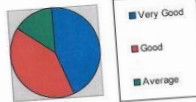
Source: National Institute of Mental Health Data

HELPING AMERICA'S MOST VULNERABLE ©

Outcomes 2014-15

⇒ 93 people were served through the day program. Average daily attendance is 70.

Client survey of effectiveness



Source: Volunteers of America


Enrollment details

Eligibility: Adults dealing with serious mental illness or youth who are experiencing a severe emotional/behavioral disorder.



Source: Ammie E. Casey Foundation

HELPING AMERICA'S MOST VULNERABLE ©



VOLUNTEERS OF AMERICA OF NORTH LOUISIANA

LIGHTHOUSE

AFTER-SCHOOL AND SUMMER PROGRAMS

Downtown: 802 Travis St. • Shreveport, LA 71101 • (318) 429-7510
Highland Center: 520 Olive St. • Shreveport, LA 71104 • (318) 221-8404
Bossier City: 2101 Scott St. • Bossier City, LA 71111 • (318) 747-3388
School-based sites: Forest Hill and Judson Elementary Schools and Lakeshore Middle School
www.vonorthla.org/lighthouse • Twitter: @VOANorthLa

Simone's story

Simone has a family at home: a mom, two brothers and a sister.

But every afternoon the bright-eyed seventh grader joins her other family at the Highland Center Lighthouse after-school program, where program coordinator De-wanna Lovelace is part-grandma, part-life coach and part-disciplinarian.

"It's a wonderful place," she said. "It's like school, but a 1000 times better because you're learning and learning life skills and being with family."

Academics are the first priority for The Lighthouse after-school program, where signs on the wall remind students "There is no such thing as no homework." From there the staff emphasizes character, community service and healthy lifestyles.

Older students can participate in the Teen Club or TOP. Students are also eligible for our mentoring program.

Simone has been part of the Highland Center family since she was 7. Her mom, who works two jobs, wanted her to be in a place where she could learn.

In elementary school, she struggled with math, and learned a valuable lesson: "It's OK to ask for help."

With help from tutors, she's now making As and Bs.

When she grows up, she wants to be a brain surgeon, and thanks to the Lighthouse, she knows what that will take — "hard work and determination."

The Lighthouse is funded in part by grants from The Community Foundation of North Louisiana and the United Way Fund of the Community Foundation.

Why is this program needed?

40%

of 8th graders in Caddo Parish will not graduate from high school.

Source: Ammie E. Casey Foundation

HELPING AMERICA'S MOST VULNERABLE ©

Results 2013-14

- 99% of the 645 participants stayed in school
 - 2.9 average GPA
 - 99% avoided the juvenile justice system and teen pregnancy
- Source: Lighthouse

How to help

Volunteer: homework helpers, tutors, mentors, lead special activities or workshops Call Tricia Jowell at 221-2669 to learn how you can help.

Wish list:

Uniforms	Socks/Tights
Belts	Toiletries
Paper	Pens/pencils
Markers/crayons	1- and 2- inch binders
Paper towels	Tissues
Clorox wipes	Gas cards (for vans)



Continually Invite Participation





SERVING GOD BY SERVING OTHERS



Pass It On!

Keep the momentum from this morning's breakfast going!

Share the 2016 video with your friends: [CLICK HERE!](#)

About Us

Volunteers of America North Louisiana is the nonprofit that always steps forward to serve the most vulnerable. For 80 years, we have taken on the most difficult tasks to help the most underserved.

In Shreveport-Bossier our work focuses on children and families, people with disabilities, veterans and seniors.

[DONATE NOW](#)

Like us on [Facebook](#)

Follow us on [twitter](#)

[JOIN OUR MAILING LIST](#)

*"I thank God every day for the generosity bestowed on me by complete strangers to help me turn my life around."
- Hank Ward, Veteran*



Chuck Meehan, Hank Ward, Nancy Ward, Gary Jaynes

With his mom Nancy in the room, Hank stood proudly in front of the large crowd this morning sharing his inspiring story of determination, success, and hope.

Right after high school graduation, Hank joined the national guard and watched the 9/11 attacks from his station in Bosnia. It wasn't long until he received orders to go with other American soldiers to invade Iraq. There, he witnessed and "saw things no one should ever see".


When Hank returned home from war, he chose to ignore his emotional and mental issues. This decision led to becoming a person he didn't even recognize, but thanks to complete strangers and Volunteers of America's veteran services Hank received the support and help he needed to

Event Day

Annual Fundraising Event

Immediately Inviting Community Support

Accountability



Volunteers of America®
NORTH LOUISIANA

Volunteer


NORTH

Name of

REPORT

201

Cherish the Children: Fulfilling the Aspirations of Donors



Committee Member Progress Report
April 2015 - April 2016

Activity	Goals
Invite 4 to tour by April 1st	0 out of 4
Host a Tour (greeter) by April 1st	2 out of 1
Host a Tour in the Box by April 1st	2 out of 1
Be a Table Captain by April 1st	1 out of 1
Participate in Table Captain recruitment Phone a thon	4/5 out of 5
Make Thank You Calls prior to FFGE	19/22 out of 10
Deliver post kickoff party Table Captain Packets	out of 2
Make Thank You Calls day of ask event	out of 15

GUEST WHO ATTEND A TOUR PRIOR TO THE BREAKFAST ARE:

- MORE THAN TWICE AS LIKELY TO JOIN THE CHERISH THE CHILDREN SOCIETY
- GIFT WILL BE 4 TIMES HIGHER
- AT LEAST 4 OF 10 BREAKFAST GUEST SHOULD ATTEND A TOUR

Legacy

We are a team that sustains the model.
We communicate the return on investment to our donors.

Outcome: We generate sustainable funding thru life-long donors



The Easy Way

The Hard Way

Where To Focus Your Time

On Communication & Actions that Cause You To:

1. Really Know Key Supporters
2. Share Clear Messages
3. Hold Yourself & Others Accountable
4. Continually Invite Participation

“It is **our choices**,
that show what we **truly are**,
far more than **our abilities.**”

J.K Rowling



Resources & Staying Connected



Lori L. Jacobwith
Master Storyteller & Fundraising
Culture Change Expert



Lori Jacobwith - Ignited Fundraising



@LJacobwith



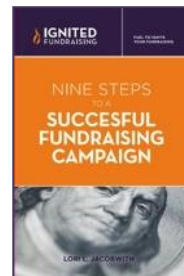
Fire Starters Blog

Free Resources

IgnitedFundraising.com

Talk With Lori:

<http://bit.ly/StrategizeWithLori>



Communication Checklist

Does THIS Communication Allow Us To:

1. REALLY Know Our Insiders/Supporters

- Thank for something specific
- Ask a question and captures their response
- Entice or require feedback
- Allow us to learn something new about them

2. Share CLEAR Messages

- Show how we help one person our WHY
- Share an update on closing our funding gap
- Inform about specific growth or vision for the future
- Is specific about the next action

3. Hold You or Others Accountable

- Share a task or activity update
- Show progress toward the next milestone
- Show positive outcome for doing what I agreed to

4. Continually Invite Participation

- Make is easy/fun to bring a guest
- Compel an immediate action
- Invite a financial contribution

Download

Easy To Implement New Communication Actions

(To be most effective: ONLY Choose up to 3 NEW actions.)

Action	Measurable Target	By When	Process/System	Partner(s)

Downloads



<http://bit.ly/ignitedstory-onecause>

This IS a *case sensitive* link!

One thing you learned?

One thing you'll do
differently this summer?





Questions?



GO!
Share Powerful
Stories!

A panoramic view of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, set against a clear blue sky. The foreground shows the calm waters of Lake Michigan.

Raise

2019

CHICAGO, IL
SEPTEMBER 16-17, 2019

REACH NEW HEIGHTS

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