

onecause® | WEBINAR



The Power of *Untold Stories*

How Impactful Video Drives Fundraising



Wednesday, April 12, 2023

Lauren Ready
Owner and Principal Storyteller,
Forever Ready Productions

Raise® #FEARLESSSERIES



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- Engage With Us
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 - Webinar on-demand: onecause.com
 - Wrap-up email with Webinar recording
 - Exclusive content
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Learn more about the ALL NEW OneCause Fundraising Platform

HOSTS



Dawn Lynn Lego (she/her)

Director, Brand Engagement
OneCause



Lauren Ready (she/her)

Owner & Principal Storyteller
Forever Ready Productions

Welcome!



Lauren Ready

Owner & Principal Storyteller
Forever Ready Productions



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What Can You Expect?

1. Identify untold stories that take supporters “beyond the headline”
2. 5 ways to guarantee you capture an impactful moment
3. Identify unexpected characters to feature in unexpected ways
4. A chance to share your next steps!

STORY IMPACT WORKSHEET

MAIN CHARACTER

INTERVIEW LOCATION

WHAT'S THE HEADLINE?

What's the untold story?

QUESTIONS TO ASK?

WHAT'S YOUR BUDGET?

CONTACT US

INFO@FOREVERREADYLLC.COM





About Me!

Owner & Principal Storyteller at
Forever Ready Productions

Former TV journalist

Part 107 certified drone pilot

Storyteller

Wife & Mom







Dr. Martin Croce

Corey's doctor, Elvis Presley Trauma Center, Regional One Health

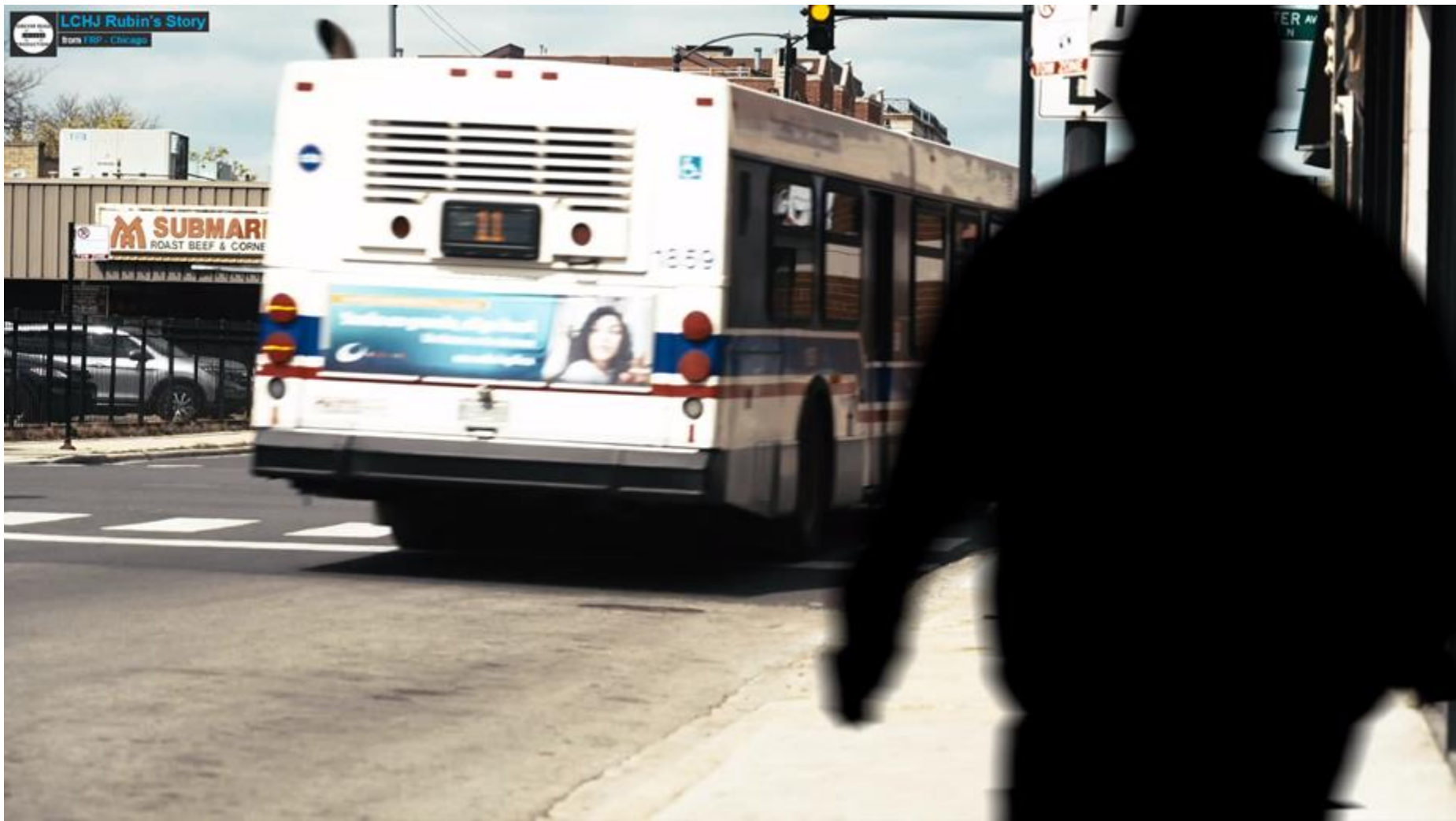


Story Takeaways

1. Environment matters – shooting interview in an intentional location
2. **What kind of questions do we ask?**
3. How can those questions connect moments of the past?



LCHJ Rubin's Story
From I89 - Chicago



Press **Esc** to exit full screen







Story Takeaways

1. Environment still matters! In this case, an office was best!
2. Who should be in the room? Who should not?
3. What kind of questions should you ask?





MEAGAN MYLES
Ambassador





Story Takeaways

1. Statistics and numbers shouldn't always lead the the story
2. **The headline isn't always the story**
3. Personalizing your cause can make it approachable to new donors too.





Lifeline To Success

WRITTEN IN HIS JAIL CELL:

I am a success

I matter

I am important

I am somebody special

I am loved

I am needed

I am NOT my crime

I am NOT my past

I am new

God loves me

I love me

I will succeed



LifeLine...
To Success

Story Takeaways

1. Sometimes the most obvious story isn't THE story.
2. Listening to the answers during an interview can reveal something deeper.
3. Watching the way the story impacts your internal team can also influence your external audience.

5 Ways To Guarantee Impactful Moments

1. Make the interview subject feel comfortable.
2. Ask open ended questions that prompt emotion instead of words or phrases.
3. Keep things simple. Don't over do your set up.
4. Identify your unexpected characters.
5. Let moments breathe. Let the subject process, answer, and complete the thought.

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What's the most common thing you do every day?

SHARE THAT STORY!

FOLLOW ME ON SOCIAL

Lauren Ready



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A blue-tinted photograph of three women smiling and laughing together. A thin orange horizontal line is positioned above the word 'Questions?'.

Questions?

Raise[®]
2022

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How to Use Data & Segmentation to Retain *More* Donors

 Wednesday, May 10, 2023



Kate Kramer
Partner Marketing Manager
Bloomerang



Josh Meyer
Vice President Demand Generation
Bloomerang



Raise Nation Radio

The Podcast for Fearless Fundraisers



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