

The background of the slide is a blue-tinted photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower. In the foreground, the water of Lake Michigan is visible with several sailboats. The overall aesthetic is professional and modern.

**Raise**<sup>®</sup>  
2022

# How to Talk about your Fundraising Event so People will Engage, Register & Fundraise

Amy Milne, CEO Beyond Fundraising Inc.

# Welcome!



# Amy Milne

CEO

Beyond Fundraising Inc.

**Raise**<sup>®</sup>  
2022

S T O R Y

B R A N D

®




Most companies waste an enormous amount of money on marketing.



HARNESS THE POTENTIAL  
*of your cause*

Events are essential to the success of your organization.

---



People buy products only after  
they read words that make them  
want to buy those products.



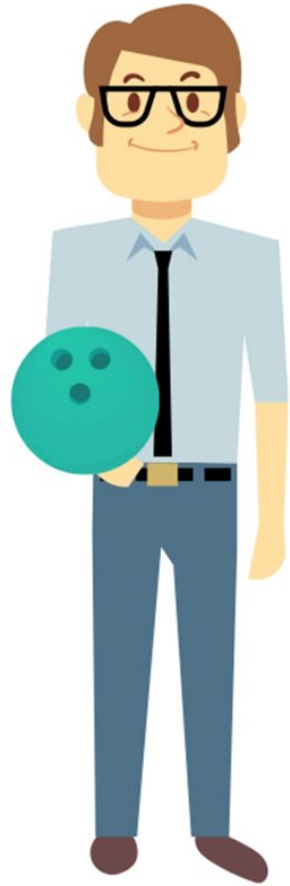
1. **Survive and Thrive**
2. **Conserve Calories**

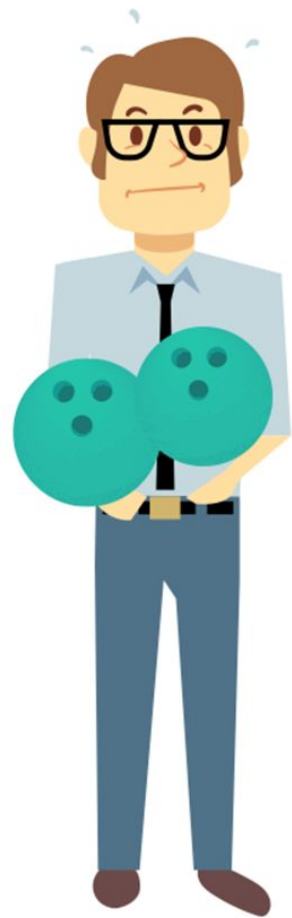


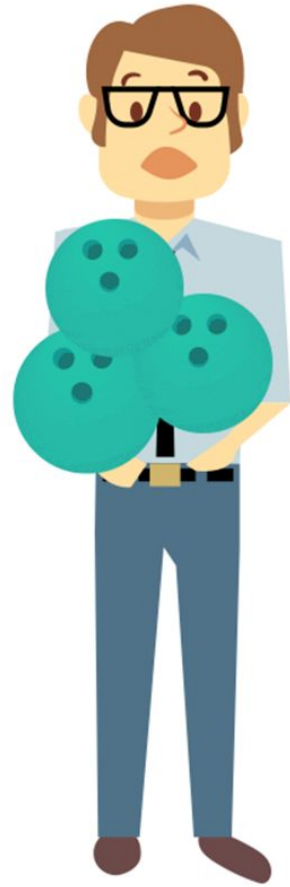


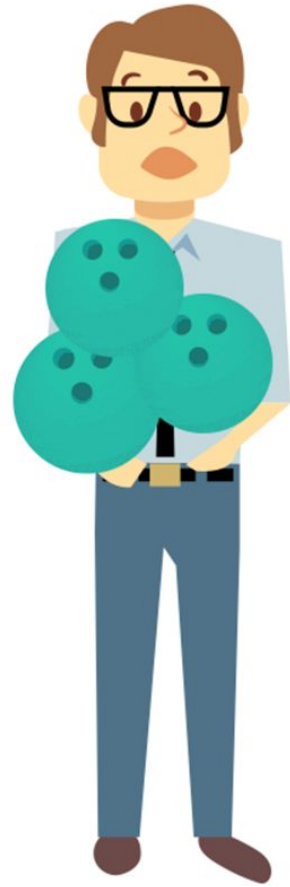












**If you confuse, you'll lose.**



Story is a sense making device





## **The StoryBrand Messaging Filter**

A CHARACTER



## The StoryBrand Messaging Filter

StoryBrand  
Marketing  
Principle

1

When you agitate a customer's desire, they enter into the story your brand is telling.

A CHARACTER



WITH A PROBLEM

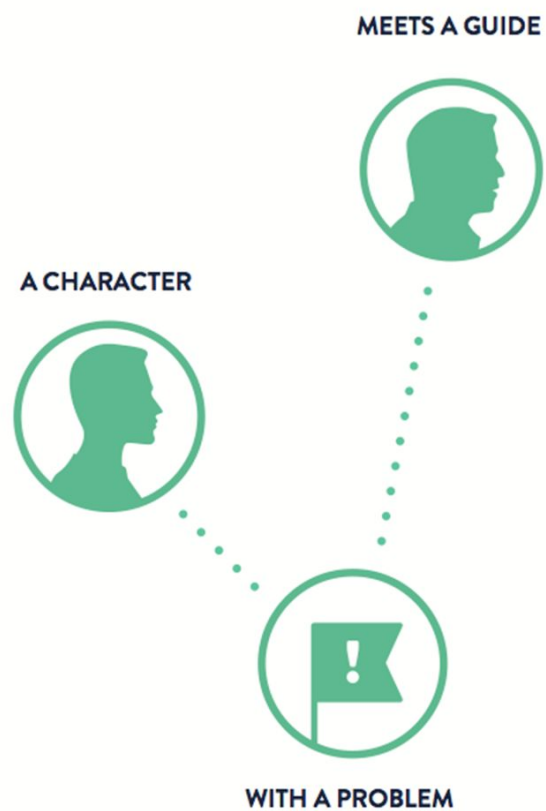


# The StoryBrand Messaging Filter

StoryBrand  
Marketing  
Principle

2

If you stop talking about your customers' problems, they stop paying attention to your brand.



# The StoryBrand Messaging Filter

StoryBrand  
Marketing  
Principle

3

Your customer is the hero of the story, not your brand.



# The StoryBrand Messaging Filter





StoryBrand  
Marketing  
Principle

4

Your customer needs an easy, step-by-step plan to move forward, or they won't.



# The StoryBrand Messaging Filter

StoryBrand  
Marketing  
Principle

5

Unless you clearly call people to action, they won't take action.



# The StoryBrand Messaging Filter

StoryBrand  
Marketing  
Principle

6

Customers want us to cast a vision of what their lives can look like if they use our products or services.



# The StoryBrand Messaging Filter

StoryBrand  
Marketing  
Principle

7

If there are no consequences for not doing business with you, there is no reason to do business with you.

**The StoryBrand  
Marketing Framework**



What do our  
customers want?



## **The StoryBrand Marketing Framework**

What do our  
customers want?



What are our customer's  
external, internal and  
philosophical problems?

## **The StoryBrand Marketing Framework**

Have we positioned our brand  
as the guide to the hero?

What do our  
customers want?

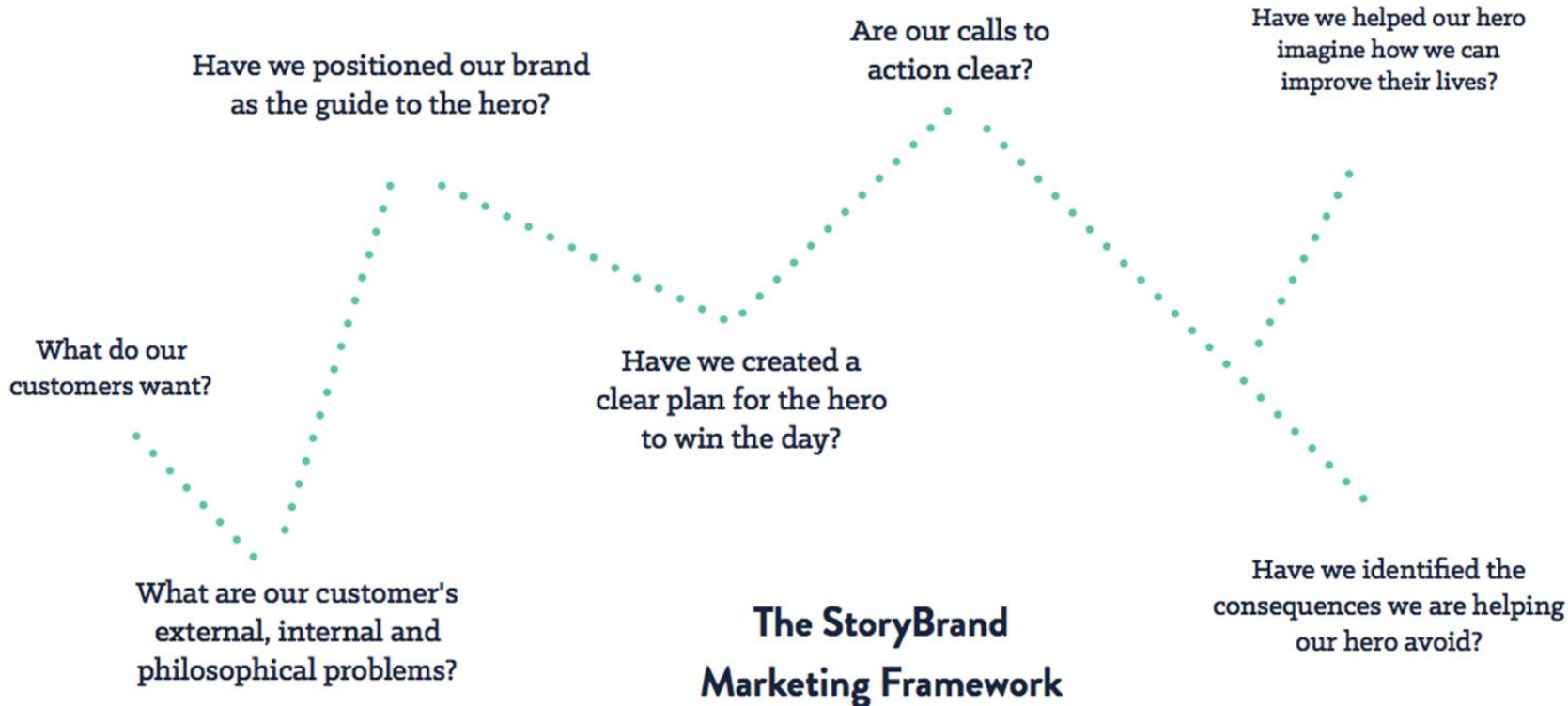
Have we created a  
clear plan for the hero  
to win the day?

What are our customer's  
external, internal and  
philosophical problems?

**The StoryBrand  
Marketing Framework**









**A CHARACTER**

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Jaculis nisl elit aptent arcu nulla quisque facilisi mollis auctor egestas dictumst mus nulla viverra quis urna dictumst a ac sem elementum urna proin...

**HAS A PROBLEM**

**VILLAIN**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

**INTERNAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

**EXTERNAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

**PHILOSOPHICAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

**WHO MEETS A GUIDE**

**EMPATHY**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Jaculis nisl elit

**AUTHORITY**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Jaculis nisl elit

**WHO GIVES THEM A PLAN**

**PROCESS**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Jaculis nisl elit aptent arcu nulla quisque facilisi mollis... auctor egestas dictumst mus nulla viverra...

**AGREEMENT**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Jaculis nisl elit aptent arcu nulla quisque facilisi mollis... auctor egestas dictumst mus nulla viverra...

**AND CALLS THEM TO ACTION**

**DIRECT**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Jaculis nisl elit aptent arcu nulla quisque facilisi mollis...

**TRANSITIONAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Jaculis nisl elit aptent arcu nulla quisque facilisi mollis...



**CHARACTER TRANSFORMATION**

**FROM**  
Vel parturient faucibus blandit sem

**TO**  
Scelerisque potenti fermentum interdum consectetur et sem elementum

**THAT ENDS IN A SUCCESS**

- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam...

**THAT HELPS THEM AVOID FAILURE**

- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos.



Home

Financial Services

Auction Services

Insurance Services

Asset Services

Real Estate Services

Contact Page



VIEW INVENTORY



# Equify Asset Services

Realizing confidence in your assets.

CONTACT US TODAY

**AUCTION ALERT: OUR NEXT AUCTION WILL BE HELD IN CISCO, TEXAS ON SEPTEMBER 29.**

Please note that all Equify auctions will begin operating under the ABSOLUTE AUCTION format.

Also, there will be NO BUYER'S FEE for winning bidders that participate onsite.

## Build your business with Equify.

*Our job is to develop mutually beneficial partnerships – because your job is tough enough.*

Based in Fort Worth, Texas, Equify has a seasoned, professional team covering the entire United States. We've assembled a knowledgeable and talented staff with more than 350 years of combined experience in equipment finance lending, real estate finance, heavy equipment auctions, and risk management.

We remain committed to sound fiscal and lending practices, but base our service to our customers on innovative solutions. That allows us the flexibility to operate beyond the restrictive limitations that bank-affiliated lenders face.

Our specialty is offering solutions to customers looking for an alternative to a traditional banking relationship.

As noted by Patrick Holby, Equify's President, "We have put together a strong team of people to create this incredible company. We are looking forward to building many great customer partnerships and growing our dynamic organization."



**EQUIFY**  
We Strengthen Your Business

CALL NOW:  
817-490-6800

## 5 Ways We Make Your Company Stronger

EQUIFY WORKS CLOSELY WITH BUSINESS OWNERS TO GREATLY IMPROVE THEIR CASH-FLOW STANDING AND PROTECT THEM FROM RISK, WHILE MAXIMIZING THEIR VALUE AND CREATING PEACE OF MIND.

✓ SPECIALIZED COMMERCIAL LENDING

✓ COMMERCIAL REAL ESTATE LENDING

✓ COMMERCIAL INSURANCE SERVICES

✓ HEAVY EQUIPMENT AUCTIONS

✓ APPRAISAL SERVICES



**Bell**

presents

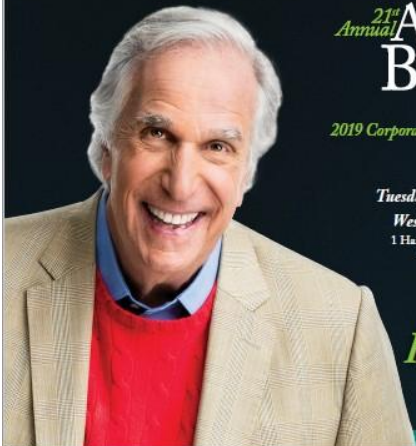
21<sup>st</sup> Annual Ability & Beyond Dinner

2019 Corporate Spirit Award Recipient  
Scotiabank

Tuesday, January 25<sup>th</sup>, 2022

Westin Harbour Castle

1 Harbour Square, Toronto, ON  
5:30 PM - 9:30 PM



**Henry Winkler**

Actor, Author, Producer & Director

Keynote Speaker



Dinner Hosts

Jeff McArthur & Carolyn MacKenzie

Hosts of The Morning Show on Global

Reserve your tickets  
\$250 Dinner | \$500 Patron

For tickets, reservation tables, sponsorship opportunities  
or more information please contact:  
Linda Yelding at 1-800-363-3463 Ext 7290  
or [lyelding@marchofdimes.ca](mailto:lyelding@marchofdimes.ca)

Funds raised from this event will benefit March of Dimes Canada's After Stroke Program.

TITLE SPONSOR



PLATINUM SPONSOR



MEDIA SPONSORS



AIRLINE SPONSOR



HOTEL SPONSOR



AUDIO VISUAL SPONSOR



WINE SPONSOR



PRINT SPONSOR



[www.marchofdimes.ca/Dinner](http://www.marchofdimes.ca/Dinner)

Charitable Registration: 8778 1928 990001



# The Changemakers SUPPER CLUB

AN EVENING TO CHAMPION EQUITY & EMPOWER ABILITY



OCT 18

Proudly Presented By

Title Sponsor



Platinum Sponsor



Join us for an evening to champion equity and empower ability featuring **Annie Murphy**

The Changemakers Supper Club, in support of March of Dimes Canada, promises an inspiring evening filled with food, fun, and philanthropy to benefit Canadians living with disabilities.

Tuesday October 18, 2022 at the Westin Harbour Castle

**BUY YOUR TICKETS TODAY!**  
**WWW.MARCHOFDIMES.CA/CHANGEMAKERS**

TRY IT OUT!

# Interactive Activity

**Raise**<sup>®</sup>  
2022



**CIBC RUN FOR THE CURE**



1 888 939 3333 français

Log in

Sign up

Donate

FIND YOUR RUN

FUNDRAISING INFO

VOLUNTEER

FAQS

ABOUT THE RUN



Start Live Chat



Cancer information

Treatments

Living with cancer

Research

Get involved

Ways to give

Fr



Donate

CANADIAN CANCER SOCIETY

## The CIBC Run for the Cure is back and in person!

We all have a reason to run. Join us on Sunday, October 2, for this year's CIBC Run for the Cure. Help support Canadians affected by breast cancer.

Share on Facebook

Home / Get involved / Our events / CIBC Run for the Cure

Volunteer for this year's CIBC Run for the Cure

Leave a message



Walk to  
End ALS

FRANÇAIS

VIRTUAL HONOUR WALL

SPONSORSHIP

CONTACT US

PARTICIPATE OR DONATE ▾

ABOUT



**PARTICIPATE OR  
DONATE TODAY!**

Join us in providing help and hope  
to Canadians affected by ALS.

ONTARIO ▾

## ABOUT THE WALK TO END ALS

The Walk to End ALS is the largest  
volunteer-led fundraiser for ALS Societies  
across Canada. Family-friendly and fun, it  
unites Canadians in their desire to put an  
end to amyotrophic lateral sclerosis.

Celebrate hope for a future without ALS.

Honour those we have loved and lost.

Show support for the 3,000 Canadians  
and their families living with the disease.

**Double your  
research impact!**

Our partner Brain Canada is  
matching 40% of all funds raised  
through the Walk. You can help  
double the research investment by  
registering and fundraising today!

**2022 FUNDRAISING GOAL:**

**\$2,050,000**

JUNE 10-11, 2023

# Join the Ride to Conquer Cancer

REGISTER NOW



A blue-tinted photograph of three women smiling and laughing together. The woman on the left is wearing a light-colored, textured sweater. The woman in the center is wearing a dark, long-sleeved top. The woman on the right is wearing a dark, patterned top. A thin yellow horizontal line is positioned above the text.

QUESTIONS?

Now's my time  
to hear from  
you!

**Raise**<sup>®</sup>  
2022



# Next Steps:

We are here to help you get more people to your party!

1. Book at free 15 min website review. Email [amy@startingbeyond.com](mailto:amy@startingbeyond.com)
2. Create your own BrandScript that will help clarify your message so you stop wasting money on marketing material.
3. Clarify your marketing material so that it reflects your new clear and powerful message.



**If you confuse, you'll lose.**



# Raise<sup>®</sup> 2022

FOLLOW US ON SOCIAL

# #2022RAISE



[fb.com/onecause](https://fb.com/onecause)



[@onecauseteam](https://twitter.com/onecauseteam)



[@onecauseteam](https://instagram.com/onecauseteam)



[linkedin.com/company/onecause](https://linkedin.com/company/onecause)

Raise<sup>®</sup>  
2022

