

GUIDE TO

STEP-BY-STEP STORYTELLING SYSTEM

Effective storytelling for ignited fundraising



Ignite your Board, Staff, and Volunteers

The most powerful tool to cause your work to stand out and get your supporters to take action is a well-crafted, memorable story.

Nothing will energize you and your work like new stories, tools, and plans for all your fundraising efforts. Here's a 4-step guide on how to get the most out of the The Storytelling System.

Press Play



Start with the DVD to learn what it takes to tell a powerful story, where to find emotionally engaging stories, and how to engage your board & staff to share powerful stories. Here you'll find a specialized training including sections from the Boring 2 Brilliant teleseminar to take you through the process & tips to help you best use the worksheets & templates.

Explore the Templates & Worksheets



The worksheets & templates will help you to craft and start telling authentic stories that will drive action. The included CD contains digital copies of all the tools - perfect for taking to your next staff, board, or volunteer meeting to start the process of engaging your entire team in finding & telling your organization's best stories.

Use the Transcript as Your Guide



Dive deeper into your favorite sections and add notes to the webinar slides. Grab a highlighter and zero in on on the teleseminar transcript to prepare for coaching your storytelling team. You'll be armed with talking points to give vital context to your team as you guide them through the worksheets to develop an action plan & storytelling promise.

Plant a Seed & Watch it Grow



It's time to plant the seed with your staff, board, and volunteers! Use the DVD, worksheets, and templates, to help your storytelling team tell the stories that will help your organization raise more money and help your community, donors, and extended stakeholders understand the benefits of the work you are doing.

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Both the head and heart must be engaged for action to happen.

Connect your team, donors, listeners, readers, and social media followers with engaging stories that share a glimpse into the lives of the people whose lives are transformed because of your organization's work.

Activate Your Storytelling Team

Now you can use the tools & worksheets (**WS**) to transform the way you talk about your nonprofit's work and create a team of storytellers to help raise more money. Here's how to start working with your staff, board, and volunteers in telling stories that matter:



Hold a storytelling meeting:

1. **(WS18)** Print Brilliant Story ✓list
2. **(go to 20:22)** Use the DVD Storytelling Exercise
3. **(WS2-5)** Develop Action Plan
4. **(WS19-23)** Brainstorm
5. **(WS24)** Get a Commitment
6. **(WS35)** Tell a Story



Start the Mission Moments exercise with your board at the very beginning of your next meeting:

1. **WS18)** Print Brilliant Story ✓list
2. **(WS8)** Find Mission Moments
3. **(WS24)** Get a Commitment
4. **(WS35)** Tell a Story



Ask your volunteers to share their stories about your organization's great work.

1. **(WS12)** Gather Stories
- During orientation, empower your volunteers with stories they can share.
1. **(WS35)** Tell a Story