







# MODULE 9: Additional Resources

## CORE CONCEPTS

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-  **Lori's Storytelling Criteria**
-  **Tips for WRITING Versus TELLING Stories**
-  **20+ Ways to Share Your Story at Nonprofit Events**
-  **Seven Best Practices for Fundraising Speakers**
-  **How to Invite Support Without Saying the Word "Need"**
-  **Additional Support**



## Lori's Storytelling Criteria

**1**

Tell a story about an actual person using name/age descriptors so your listener can visualize.

**2**

Use words that emotionally connect the listener to your work and the person you're speaking about.  
**NO JARGON.**

**3**

Share specific examples of **YOUR** work and how it makes a difference in the life of a real person.

**4**

The story must be short—  
2 minutes or less.



## Tips for WRITING Versus TELLING Stories



- Varying lengths work
- Allow time to build the emotional crescendo and flesh out the character(s)
- Use photos and short sentences (even bullets)

**VS**

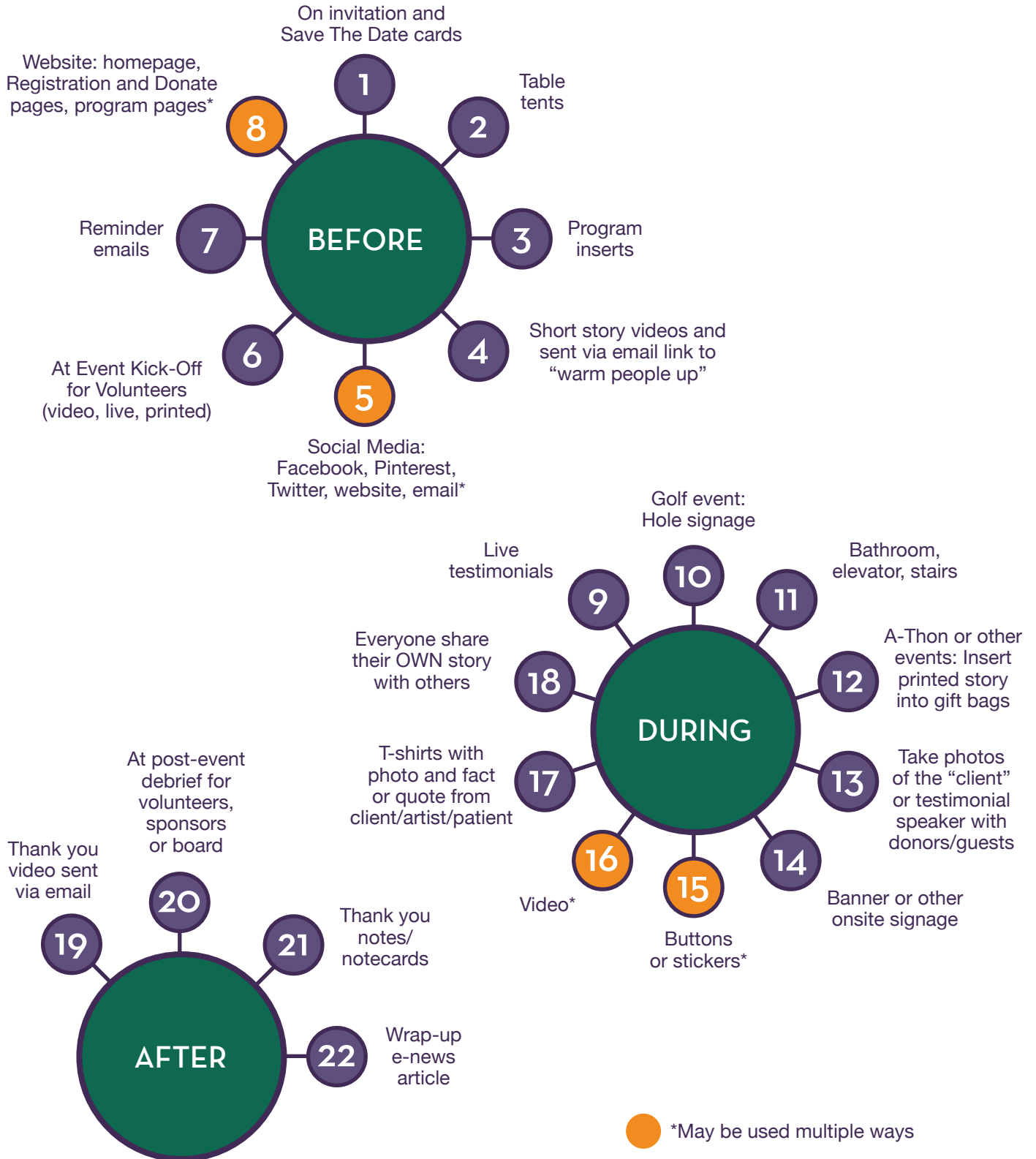


- Ditch the notes/text
- Use pauses and voice inflection
- Paint a picture with our words
- Practice, practice, practice

1. Enlist your team
2. Keep stories focused and relevant
3. Keep stories light
4. Bring characters to life
5. Don't forget quotes
6. Deliver multiple perspectives
7. Tell your story over time
8. A picture's worth a thousand words

Original blog post – <http://bit.ly/8TipsForWritingStories>

# 20+ Places To Share Your Story At Nonprofit Events



## Seven Best Practices for Fundraising Speakers

### 1 Gain audience attention and interest.

- HEAR them.
- Ask a question they have to think about.
- Get a raise of hands.
- Be sure your remarks, speech, presentation feels like it is about THEM in some way.

### 2 Establish your own credibility and approachability.

- This is critical when speaking.
- This is where you can insert a short story to connect more deeply.
- Include some of your most relevant and/or impactful “stats.”

### 3 Share three main concepts.

- Put your remarks or your presentation into “buckets” with interesting, engaging titles.
- Of course you can and will want to include sub topics in those “buckets” to cover all you want to, but remember: Less is more.
- Too many topics can be confusing and your audience loses interest.

### 4 Make it easy to follow along.

- Make sure you keep your talk/presentation orderly by reminding the audience where you are in the overall outline.
- Do this visually with a common graphic or numbers or verbally with a transition phrase or numbers. (e.g., Let’s dive into my third point: “Why your investment makes such an impact.”)



## Seven Best Practices for Fundraising Speakers

### 5 Transitions are key.

The best presentations flow with transitions that are virtually invisible.

### 6 General guidelines for inserting stories/impact examples.

- Three stories in a short, seven-minute speech.
- You may absolutely use more people examples or “stories” in a longer presentation but make them relevant and short.
- Use them:
  - To emphasize your point
  - To insert drama, clarity, humor
  - As a transition
  - To close your remarks/presentation

### 7 My biggest pet peeve: Do not use the phrase “In closing...”

- We all know that you’ll stop talking eventually, so do that. But do it in a “conversational” format.
- They are listening and you are talking, but in an exceptional speech or presentation you’ve had them following you closely and they are ready for the finale.
- One trick I use: I often ask, “What will you do differently after today?”
- Sometimes I have the opportunity to hear their answers out loud, sometimes not. The question shifts listeners to the wrap up while getting them into action about what they just heard.



## How to Invite Support Without Saying the Word “Need”

**NEED** is a word I’m not a fan of using when talking to supporters.

It’s a word that is all about **YOU** and can feel like you expect me to do something. When you expect something from most people, they are turned off and often don’t respond.



A “**need**” exists because something is missing.

In your communication, especially your storytelling, focus on the impact of what is missing for a real person rather than what you expect me to do about it.

If I feel compelled by your language choices, your message can create action without even asking me to do anything.

Fundraising is about being connected by our common passions and values.

The work you do at your organization allows people to feel great when they support you, using the word **NEED** can remove the feeling good part of the experience.

## Ways to Say You Need Help Without Using the Word “NEED”

1. What's missing is \_\_\_\_\_
2. Together we will \_\_\_\_\_
3. With support from our community we will be able to \_\_\_\_\_  
\_\_\_\_\_
4. More resources allow us to \_\_\_\_\_  
\_\_\_\_\_
5. Here's our vision for the future and what it will take to get there: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Our current level of resources don't allow us to \_\_\_\_\_  
\_\_\_\_\_
7. We are working to eliminate our current funding gap of \_\_\_\_\_  
\_\_\_\_\_
8. The demand for our services is increasing faster than our annual fundraising can grow.
9. When we have additional resources we will \_\_\_\_\_  
\_\_\_\_\_
10. Your gifts create an impact. More gifts = more impact.
11. Here's how you can make a difference/impact: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Ways to Work with Lori

### Membership

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Become a member of one of the most engaged and supportive membership communities in the industry! The Ignited Fundraising membership community unites like-minded colleagues from across the globe to participate in relevant, up-to-the-minute conversations as well as provides access to impactful tools and templates. Plus monthly live webinars and Q & A sessions with Lori and other top fundraising experts. Members also receive generous discounts on all Ignited Fundraising products and trainings. Join today!

<http://www.ignitedfundraising.com/membership/>

*“Thank you for inspiring me and ALWAYS sharing not just wonderful but applicable ideas! There are lots of resources out there, but yours is the real deal. I appreciate you! Thank you!”*

—Mindy Frech, Director of Community Relations, Barnabas Life Unlimited

### Customized Fundraising Action Planning Sessions

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Customized to each organization, Fundraising Action Planning Sessions are designed to engage your board, staff, and community volunteers in increasing your fundraising dollars. These sessions combine instruction, interactive exercises and planning time to set some strategic fundraising goals. Tools for creating clear, bold communication will be introduced; fundraising theory and giving statistics are shared; as well as tools and proven strategies for asking for money.

<http://www.ignitedfundraising.com/training/premium/>

*“I am always inspired and motivated to take another big step forward after working with Lori.”*

—Rob Sutherland, Executive Director, Ashland Theater

### Fundraising Boot Camp – Webinar Series

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Update or create an annual fundraising plan to jump-start your individual donor fundraising. Teams receive rigorous coaching, templates and best practices to build in accountability and increase fundraising revenue from individual donors.

<http://www.ignitedfundraising.com/training/value/fundraising-boot-camp/>

*“In the first three months of 2014 we raised more from individuals than all of 2013! Fundraising Boot Camp taught us to be clear, bold, and to talk about our people stories and our money story. Fundraising Boot Camp made us sit down, figure out our goals, and identify systems to have our board and our staff be more accountable.”*

—Jody Hudson, Development Director, Creative Care for Reaching Independence (CCRI)

### Customized Storytelling/Messaging Mini-Workshops

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High-energy, mini-workshop that helps attendees learn to use clear, bold word choices to describe the important work of your organization. Participants (staff, board, others) learn to create an engaging three sentence introduction about your organization. They’ll also identify craft and share engaging people stories about your impact. Stories that incorporate client examples, program outcomes as well as information about the costs of your programs and your fundraising goals.

## Additional Support

To access all of this content in a downloadable format PLUS some exciting extras, simply login for access to our online *Complete Storytelling System*.

Fill out the form found here:

<http://bit.ly/CompleteStorytellingSystemAccess>

When you register online, you make it possible for us to keep you informed about updates and additions to the guidebook. PLUS, you will be able to print and reprint any of the worksheets in the guidebook at any time.

**THANK YOU!**

## About Lori

Lori L. Jacobwith is a nationally-recognized master storyteller and fundraising culture change expert. With more than 25 years of experience, her strategies and coaching have helped nonprofit organizations raise nearly \$300 million dollars—and counting. The Giving Show has recognized her as one of the Top 40 most effective fundraising consultants in the U.S.

Grounded in her experience as both a former nonprofit executive director and development director, Lori has honed her vast expertise into actionable, creative, and successful tools to teach staff and board members to powerfully share people and money stories to ignite action and raise more money. Her one-of-a-kind approach is used by thousands of people across North America.

In addition to her [must-read blog](#), Lori is also the author of [Nine Steps to a Successful Fundraising Campaign](#) and the co-author of [The Essential Fundraising Handbook for Small Nonprofits](#). In response to overwhelming demand for innovative tools, Lori created this [Complete Storytelling System](#) to help catapult nonprofits to unbelievable levels of effectiveness.

A longtime member of the Association of Fundraising Professionals, Lori holds a BA from the University of Minnesota and additional training from Indiana University's Fund Raising School. In addition to her passion for fundraising, Lori has attended her native Minnesota State Fair—a favorite summer activity—for more than 50 consecutive years.

*Receive daily coaching tips from Lori on [Facebook](#) or follow her on Twitter [@Ljacobwith](#)*









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