

The form is titled "What's Your Money Story? And How to Tell It?" and features an image of a person standing on a stack of money. Below the image, it asks for personal information to download materials. The fields include First Name, Last Name, Email, Organization, State, and Country. A "Submit" button is at the bottom.

Please fill in info to download slides and your Money Story Checklist & Action Planning Worksheet.

You'll automatically be subscribed to the Ignited Fundraising e-communications and you may unsubscribe at any time.

First Name *	First Name *
Last Name *	Last Name *
Email *	Email *
Organization	Organization
State	State
Country	Please select one

Submit



<http://bit.ly/MoneyStory2018>



Lori L. Jacobwith

www.ignitedfundraising.com



LJacobwith



@LJacobwith



- Since 2001 **helped Nonprofits raise \$300 million** from individual donors. And counting.
- **Named one of America's Top 25 Fundraising Experts**
- Former Executive Director, Development Director, Nonprofit Board Member
- Speaker, Trainer, Coach, Author

Fundraising Culture Change Expert

And Master Storyteller

4500+ organizations

Trainer - 500,000+ people

Author

- Complete Storytelling System
- Fire Starters Weekly Blog



Two of My Teachers

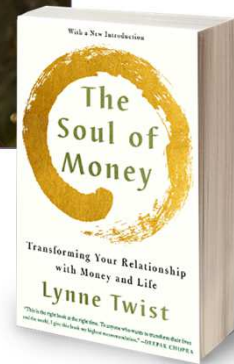


MARKETING IS NO LONGER ABOUT THE STUFF THAT YOU MAKE, BUT ABOUT THE STORIES YOU TELL.

- SETH GODIN



Lynne Twist, Fundraiser & Author



Today

- ✓ Success
- ✓ Money
- ✓ Your Money Story
- ✓ Knowing & Sharing Your Money Story
- ✓ Next Steps



Success

Success for **ANY** Organization

Communication

Communication

Communication

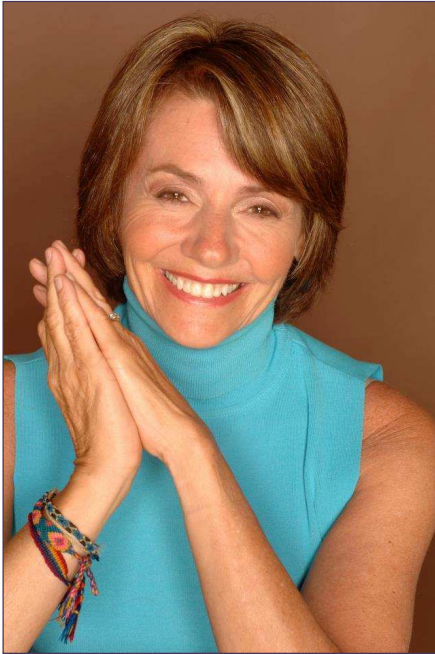


Support **Moves**
Toward Boldness
& Clarity Of
Communication

~ Lynne Twist





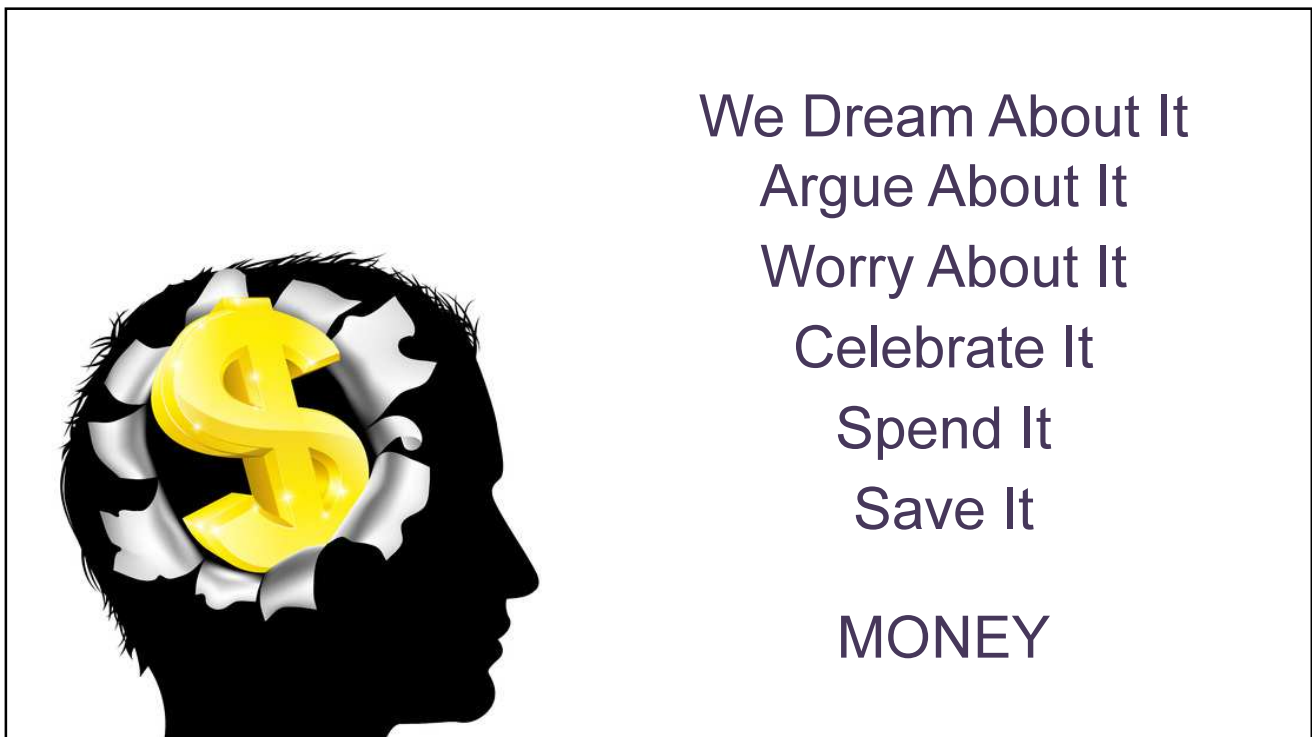


Fundraising

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

~ Lynne Twist

Money





Money is Like Water

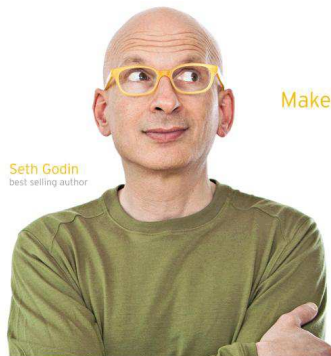
Invite Money Stop By for A Visit



In Defense of Raising Money

A Nonprofit Manifesto

bit.ly/NonprofitManifesto



Seth Godin
best selling author

Go
Make something happen.

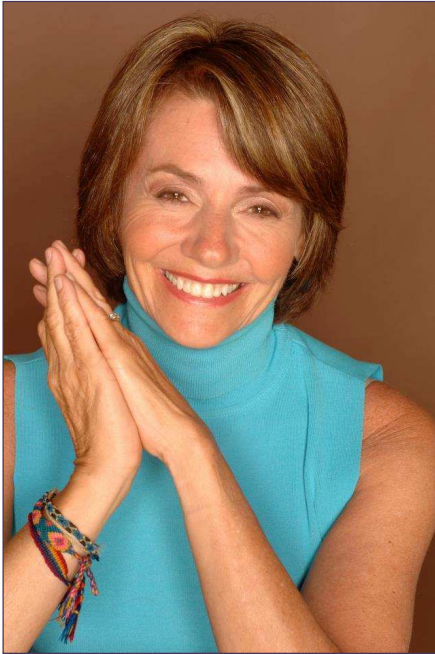


Image Source: Aurora Graton Medical Center

Asking for money is not all about the money.

Money = Power...or Maybe Not





*Fundraising consistent with
your mission, will always
produce enough money.*

~ Lynne Twist

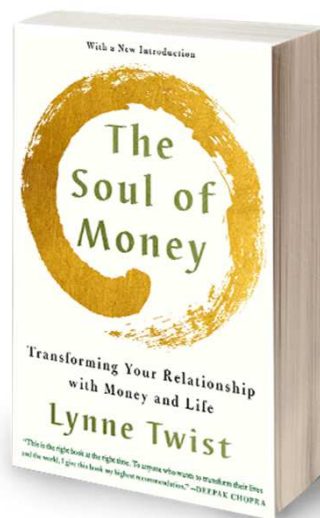
Your Money Story

Different Money Stories





Three Toxic Myths of Scarcity



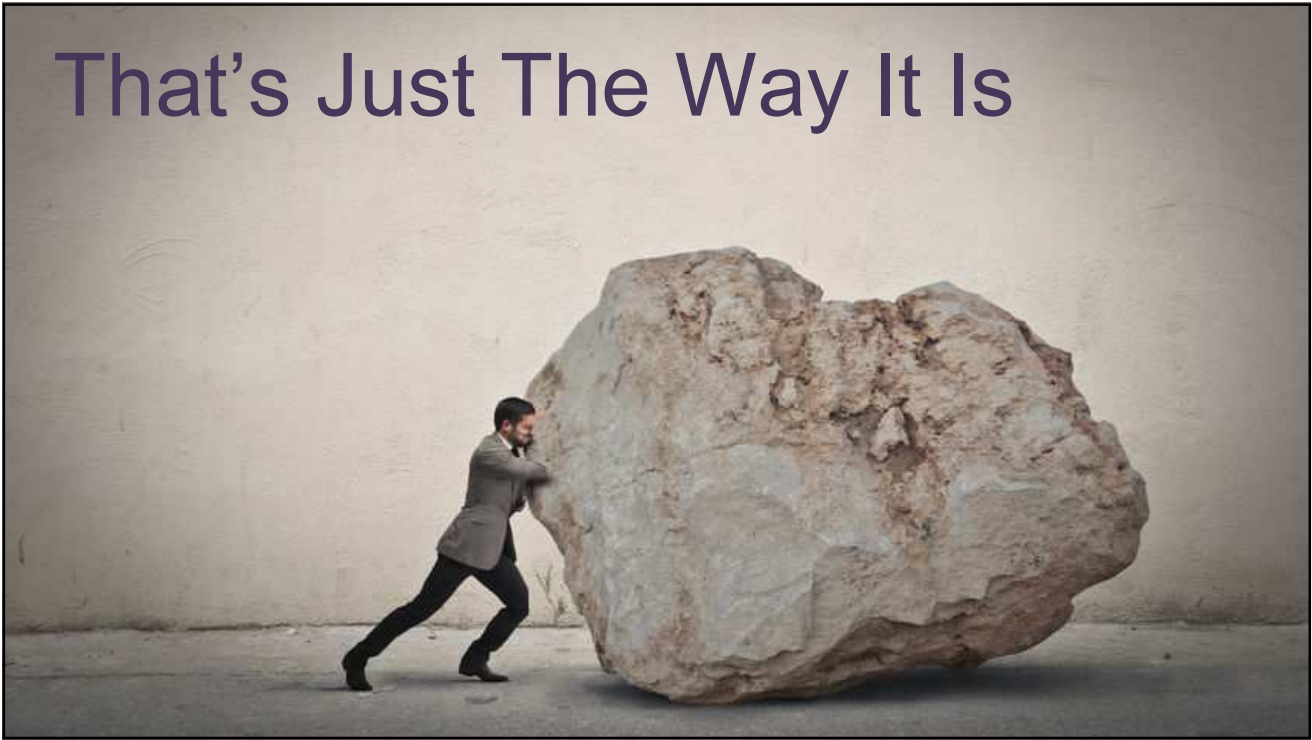
There's Never Enough



More is Better



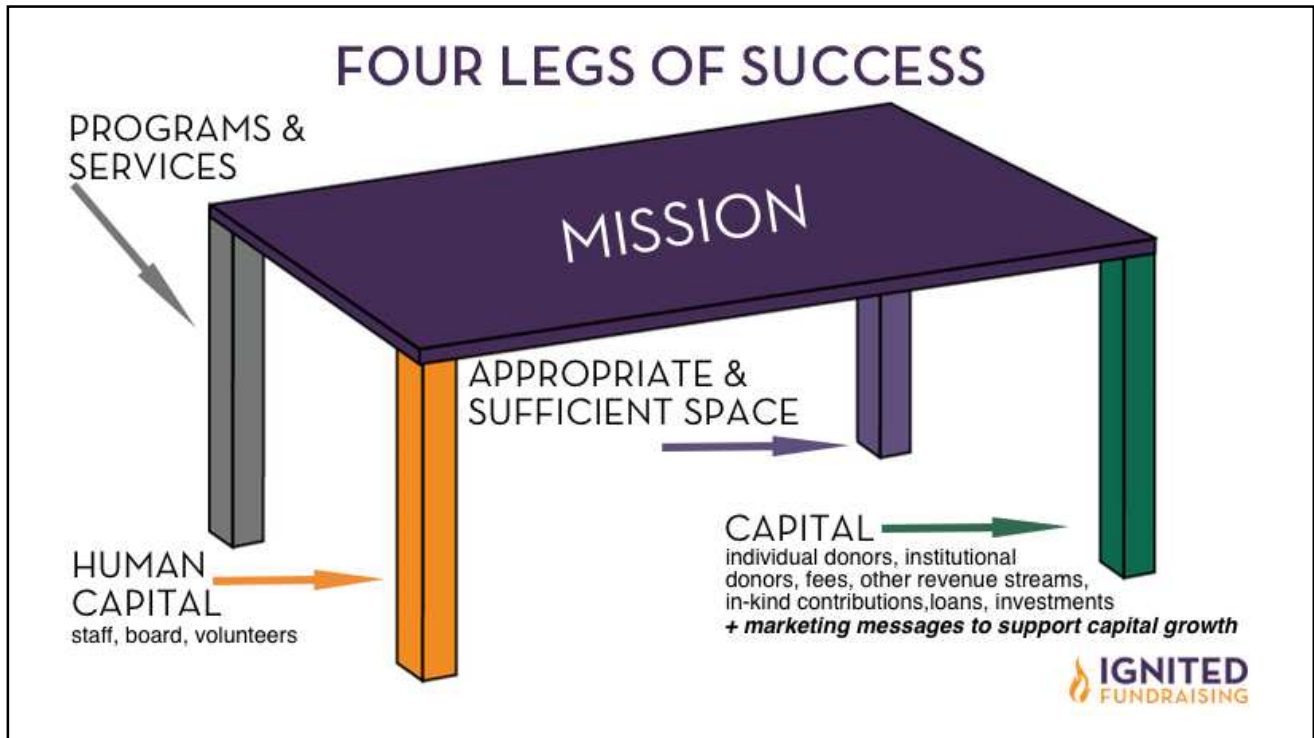
That's Just The Way It Is



Money Story

- Useful Tool
- Necessary Evil
- Dreaded Topic
- Exciting Topic
- Possibilities

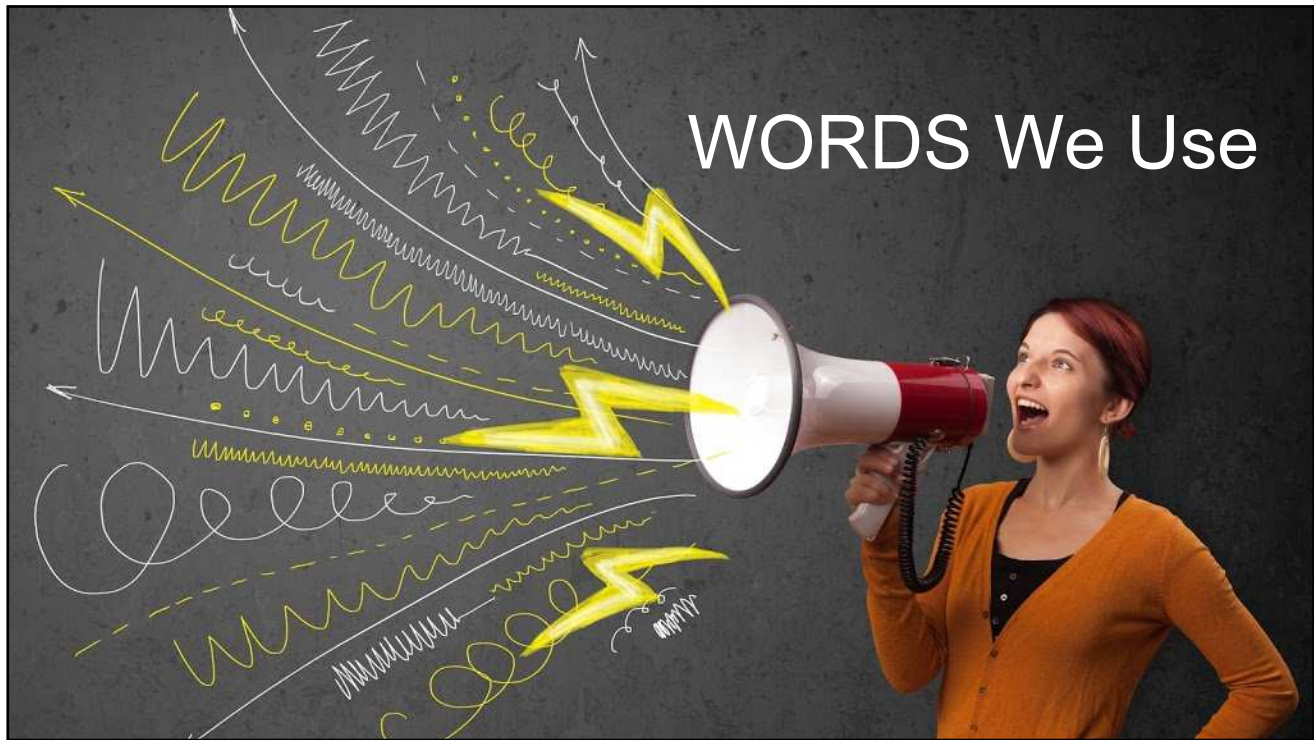




The Question Really IS:

*“What Is Our Relationship
WITH Money?”*





Utilitarian Communication



Inspiring Communication

~~Donate~~
~~Attend~~
~~Help Us~~
~~Give More~~
~~Give Again~~

Invest
See Your Impact
Who Will Your Gift
Help?
Long-Term Partners



Scarcity
Communication

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

Knowing & Sharing
Your Money Story





My “Secret Sauce”



I Give You Permission to
Talk About Money... **PLEASE**



In Our Fundraising
We Raise the Most
Money For...



Communicating A Clear \$ Story

- ❑ How We Help One Person
- ❑ Show Progress to Next Milestone
- ❑ Inform About “What It Takes”
- ❑ Inspiring, Specific, Relationship-Building

Money Story

Put a Face On What
/ Make Happen

AND Share *What it
Takes* to Make That
Impact



Image Source: Boys Town Facebook

Mission Moments

Lori's Definition:

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

About a person.

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



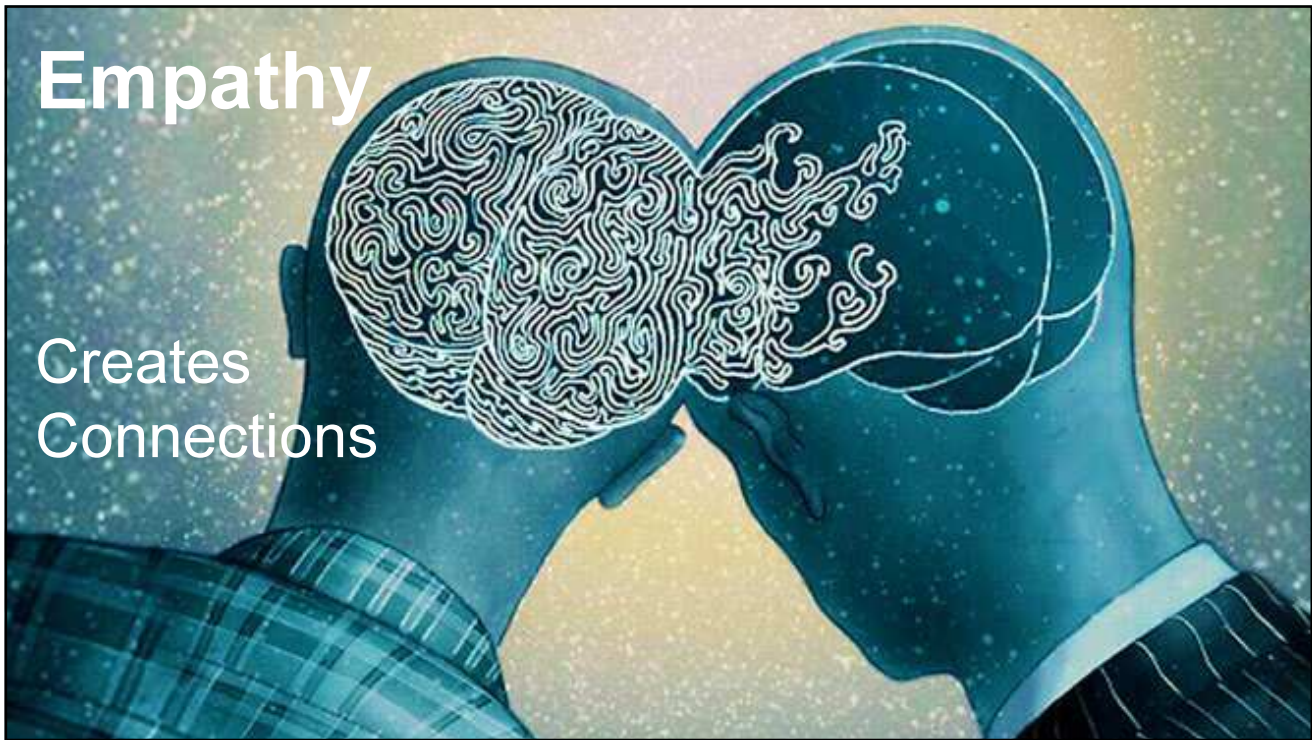
Image Source: Utah Foodbank - Facebook

Mission Moments

Create Unforgettable
Emotional Connections

and Empathy





Money Story + People Story

MAKING A DIFFERENCE

- Almost 300 students received scholarships totaling \$296,800.
- The number of scholarship applications submitted over the past five years has doubled. This year more than 1000 students submitted scholarship applications.



Scholarships Start Success: Haley Doran



Recent grad Haley Doran relied on her scholarship money to complete two majors and kill it on the volleyball court.

"Scholarship funds helped me do two majors at once instead of just one. [Without that], I wouldn't have been able to do what I did at Minnesota State Mankato."

—Haley Doran

Image Source: Minnesota State University, Mankato

“Here’s What it Takes...”



WHAT DOES YOUR GIFT SUPPORT?

Running a world-class, professional orchestra is not cheap...



\$50

- Flowers for the guest artist
- Music folders for 3 musicians
- Cost to transport guest artist from SFO to Walnut Creek

- \$100**
- Refreshments for the orchestra during one rehearsal
- Shipping costs for rented music parts



\$250

<http://bit.ly/MoneyStoryImages>

What It Takes



\$250

Buys an instrument for a low-income student for the Sound Minds program

Underwrites program notes, written by a leading expert, for one concert

Screens the audition committee from candidates to ensure fair treatment for all

\$500

Tuition for one Sound Minds student for a semester

Flies our Composer-in-Residence here to workshop compositions with the orchestra

Piano tuning for one performance

Rents a set of timpani for use in orchestra auditions



\$1000


Covers transportation for a Sound Minds field trip to see a California Symphony rehearsal

Underwrites the cost of our travelling instrument petting zoo for a year



What is Your Money Story? And How To Share It?


- Cause Camp 2018



\$2500
Underwrites the cost of advertising auditions for the orchestra
Cost of renting space for a full orchestra rehearsal

Pays for risers for a performance so you can see and hear your favorite players

LARGER THAN LIFE 250 THE FALL MATCHING CHALLENGE JUST GOT LARGER! GIVE BY NOVEMBER 15, TO DOUBLE YOUR IMPACT UP TO \$250,000!
CALIFORNIASYMPHONY.ORG/LARGERTHANLIFE200



\$5000
Printing and mailing our season brochure so you know what concerts we are performing
Pays for tuition for ten Sound Minds students for a whole semester


\$10,000

1 / 1



\$5000
Printing and mailing our season brochure so you know what concerts we are performing
Pays for tuition for ten Sound Minds students for a whole semester

\$10,000
Supports our Young Composer-in-Residence commission for a year
Cost of hosting two blinds auditions, where candidates perform behind a screen to eliminate visual bias from the evaluation

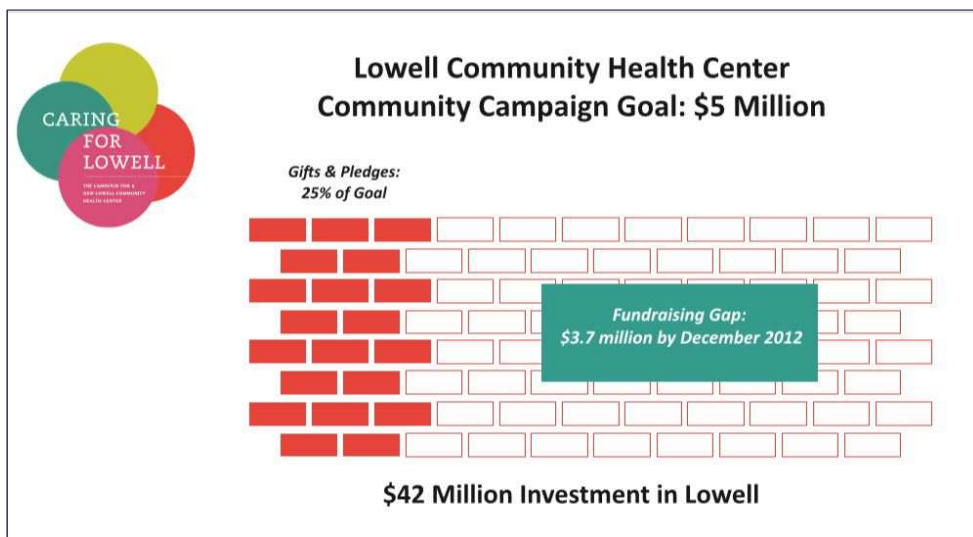


\$20,000
Pays for one rehearsal

LARGER THAN LIFE 250 To support the California Symphony, please visit CALIFORNIASYMPHONY.ORG/LARGERTHANLIFE200 or call 925 280 2490

<http://bit.ly/MoneyStoryImages>

Update On Next Milestone



Update On Next Milestone

The screenshot shows the Minnesota Literacy Council website. At the top, there is a navigation bar with links for Home, Contact, Find Free Adult Classes, and DONATE. The main header features the organization's logo and a photo of a young girl holding a red book. A callout box contains the text: "DID YOU KNOW? 61% of low-income families in the U.S. have zero children's books in their homes. DONATE CHILDREN'S BOOKS TO KIDS IN NEED >>". Below the header is a menu with categories: About, Services, Support Us, News, and Calendar. A secondary navigation bar lists resources for VOLUNTEERS, EDUCATORS, and STUDENTS. The main content area is titled "Spring campaign" and includes a thank-you message for donors, a goal of \$40,000, and a progress bar showing \$25,980 raised. A section titled "Meet Larry the literacy bag" describes a program where children receive books and literacy bags. A vertical progress bar on the right shows the current amount raised against the \$40,000 goal.

Visionary Money Story




Image Source: Upstream Arts

Inspiring Communication



Moving Forward

 **IGNITED FUNDRAISING** FUEL TO IGNITE YOUR FUNDRAISING

Money Story Checklist

- 1. I know THEIR Money Story**
 - Major Donors
 - Executive Director
 - Board Chair
 - Finance Department and/or Committee
 - Program Staff
 - Fundraising Department and/or Committee
 - My Own
- 2. Our Communication includes a CLEAR Money Story**
 - How we help one person + what it takes to help
 - Shows progress toward our next \$ milestone
 - Inform about "what it takes" to grow & vision forward
 - Relationship-building, inspiring, "specific" examples
- 3. Continually INSPIRE Participation**
 - We show the positive impact of recent contributions
 - Thanking is personal, timely and feels great
 - Our mission is deeply infused into our fundraising
 - It's simple and enjoyable to make a contribution

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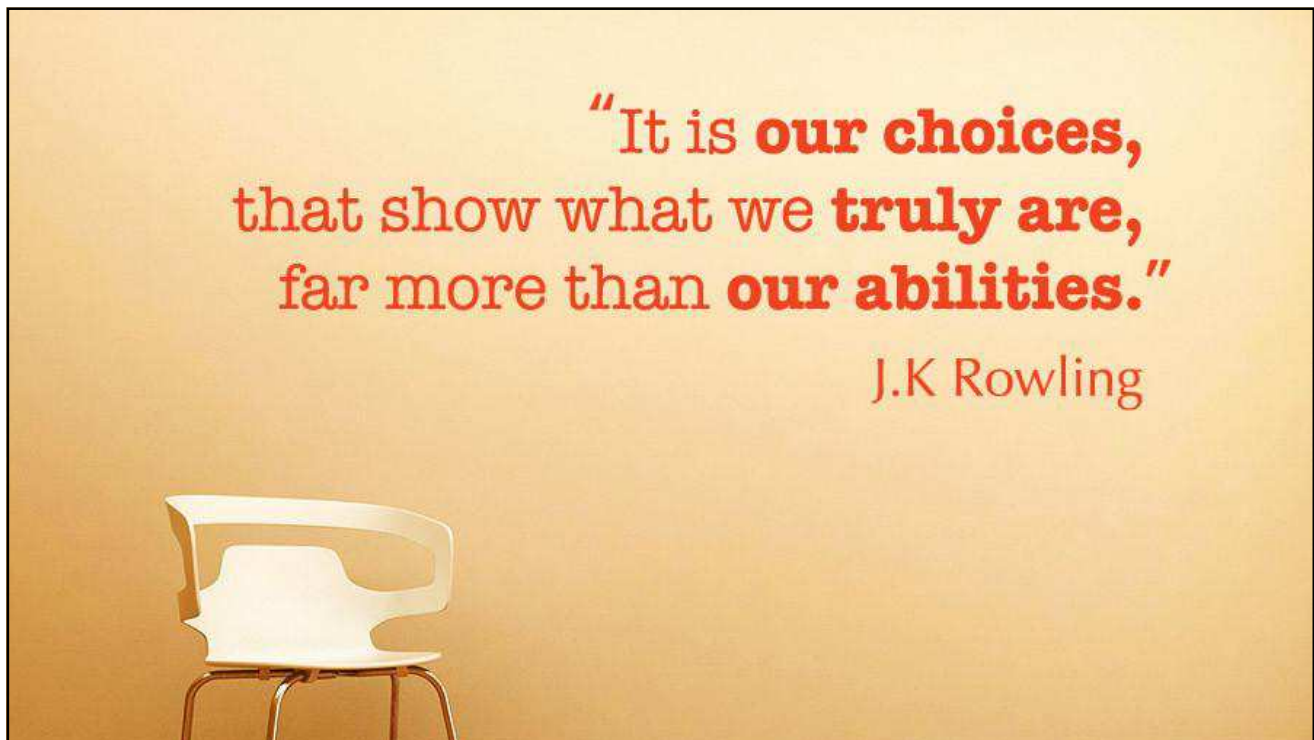
<http://bit.ly/MoneyStory2018>

Action Plan: Clarifying Our Money Story
(To be most effective: ONLY choose up to 3 NEW actions at a time)

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

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IGNITED FUNDRAISING



Resources & Staying Connected



Lori L. Jacobwith

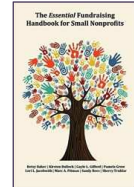
 Lori Jacobwith – Ignited Fundraising

 @LJacobwith

 Fire Starters Blog

To Talk With Me:

<http://bit.ly/StrategizeWithLori>



GO!
Talk About
Money, Please!

