



MODULE 2: The Power of Words and Introductions

CORE CONCEPTS

-  **Powerful Three-Sentence Introductions**
-  **Clear and Bold Language**





MODULE 2 : THE POWER OF WORDS AND INTRODUCTIONS

Full Transcript:

Welcome to module 2: The Power of words & Powerful Introductions.

Quick, what can you tell me about your organization in three sentences?

Are you able to compel me to ask you questions? OR did you overshare? Did you give me so much detail that my eyes were glazing over and you weren't even sure I was listening.

If that sounds like a conversation you've had. We'll it's likely we've ALL had conversations like that. Too many words and very little listening.

Before we can talk about putting together a powerful story, I want to talk about the word choices you make each day.

Which is more compelling to you:

I'm blind. Please help.

Or It's a beautiful day and I can't see it.

The 2nd comment is more powerful, right?

The main difference in the two messages is that YOU are in the language of the 2nd sentence.

I hate to burst your bubble, but most of you choose language like the first phrase, "I'm blind. Please help."

You choose what I call "utilitarian language" in your appeal letters, in your enews, on your website and in your social media. I get it. You're really busy! Always up against a deadline or reacting to the next crisis.

What I'm asking you to, is to pause, for just a few minutes. Think about the language choices you are making. Even if you have to read the words you are writing OUT LOUD to yourself or a co-worker or better yet, someone who doesn't work with you.

Are you using language like: Help us today! Buy a raffle ticket! Attend our event!

Or are you saying: Are you having dinner tonight? 3000 children in our city won't. On June 25 ensure more children don't go to bed hungry.

YES I know, that was more words. But those words were more compelling and include the listener or the reader.

REMEMBER: Fundraising is fulfilling the aspirations of your donors. Your volunteers, your board members. Use language that includes THEM. Don't make it all about you.

Module Practice

In this module you have worksheets and instructions to do an exercise that is fun, easy and really quite powerful.

People always want to call it an elevator pitch...but I'm not a fan of that name. And who talks in elevators anyway? If anything it's an elevator pitch on a double dose of espresso!

This exercise will allow you, your staff, your board members and others to create a short, succinct way to engage others and not share the encyclopedia Britannica version about your work.

The key is: choosing language that is clear and bold.

You introduce the work of your organization twice.

The first time you do it, there is no planning time. Have people pair up with another person and only use 3 sentences to introduce the work of your organization. Use only three sentences. And you may NOT use the name of your organization!

People have some preconceived notions about your work based on your name. I like to eliminate people making things up about your work by NOT using your name. Get them to want to ask for the name of your organization...they'll be much more likely to remember it.

Now you want to spend time after that first paired share, 15 or 20 minutes, should do it, to identify clear, bold language that describes your work.

If you get stuck or need some inspiration for clear, bold language take a look at some of the examples I have for you in your guidebook.

Finally you introduce your organization again by answering the three questions I have for you: We are, We specialize in serving, and we help them to do what?

Here's my three sentence introduction:

"I'm a master storyteller.

I've helped nonprofit organizations raise nearly \$300 million dollars from individual donors.

And I've done that by helping them tell powerful stories."

Notice I only loosely use the three sentence framework, and notice I didn't say my name. You want to create three sentences that stand alone, inspire others. You want to find words that easy for you to say, over and over again.

Once you've completed this exercise I recommend finding places to do the exercise again throughout the year. Your next board retreat, staff or board training sessions, volunteer orientation sessions.

You can even have some fun by inviting the people you serve, their families and especially your donors to answer those three questions.

Follow the instructions for the exercise carefully and you'll uncover words and phrases you'll want to use again and again.

Have fun!

I'll see you in module 3 where we talk about identifying your story sources.