

## Speaking Topics - 2020

### Storytelling for Raising More Money

#### **OR alternate title: Simplifying a Complex Message – 3 Powerful Tools**

*Workshop, Keynote, Breakout Session, Webinar*

You only make a first impression only once. And, in our fast-paced technology focused world, we have less than ten seconds to make a lasting first impression. That means the way you introduce your organization *must* cut through the daily clutter of noise.

Word choices are THE most critical communication tool to master for success. When you share a powerful, well-crafted story you capture hearts and minds **and inspire financial support**.

In this high-energy session you will learn three powerful and fun storytelling tools. Tools to help you stand out in our fast-moving world.

Plan to:

- Learn the importance of clear, bold, communication.
- Learn the true definition of a mission moment and identify & share at least one.
- Receive a template used by thousands to craft a powerful two-minute story.
- Learn to distill an impact story down to six words.

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### Surprising Best Practices to Keep Donors Giving

*Keynote, Breakout Session, Webinar*

The plain & simple truth to why your donors stop giving: they lose interest. They just don't feel their gift matters enough to keep giving. Our job, then, is to make *certain* each contact we have with our supporters makes them feel special. Whether you have a small, medium or large donor list -- making them ALL feel special is a tall order.

This high-energy session will take a deep dive into some surprising best practices that will help you raise more money. We'll focus on how to make your regular communication stand out in the daily noise.

Plan to:

- Take a look at your donor communication and stewardship practices from a different lens.
- Get re-inspired about your mission.
- Spend time sharing at least one "real-life" example of someone's life that's different because your nonprofit exists.



## **What is Our Money Story? And How Do We Tell It?**

*Keynote, Workshop, Breakout Session, Webinar*

Do you, your staff and board members feel uncomfortable talking about money?

It's much easier to talk about your amazing work. But that's just one component of successful fundraising communication.

Letting your supporters know the costs of keeping water clean, mentoring children, changing laws, or helping veterans is equally important. Sharing costs alone can be dry and uninspiring but when your money story is combined with a story about one person - people listen. And often, they give more and stay giving longer.

You'll learn how to reduce "talking about money" discomfort and how to powerfully include your money story in any and all fundraising communication.

You'll Learn:

- Why we shy away from talking about money and what to do about it
- What is a money story
- How to calculate your money story
- How to articulate your money story
- How to powerfully combine your money story with a mission moment

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## **Harnessing Passion to Cause Action**

*Workshop, Breakout Session, Webinar*

What if there were simple tasks you could do every day to inspire your community to give more? AND you don't have to beg for money.

This session is not about spreadsheets, moves management, or a new-fangled technique to get people to give. This fast-paced session is about the power of authentic, clear, word choices and it MAY forever change the way you communicate the needs of your organization. Taking an insider's look at examples from three nonprofit organizations you'll see how using clear, bold, communication increased community involvement while raising more money.

Takeaways for this session include: 1) Worksheet and checklist to craft powerful new messages; 2) Coaching and feedback as you practice the power of word choices; 3) Time to discuss how you'll share your impact to inspire action like never before.

You'll leave ready to do exactly what you want to do harness passion from your community to cause them to take more action.



## Storytelling to the Rescue!

### ***Crafting Your Organizational Story: Step-by-Step***

*Keynote, Workshop, Breakout Session, Webinar*

Have you felt overwhelmed because you have too many stories to choose from? OR your organization doesn't provide direct service so you feel you have no stories to share?

Finding and telling an engaging organizational story is KEY to creating a culture of philanthropy, engaging your community, and raising more money. AND it takes practice.

Lori L. Jacobwith, master storyteller and fundraising culture change expert, has coached thousands of staff and board members to share their organizational story. Through careful listening and empowering coaching, Lori guides you through the overwhelm of too many or not enough stories

You'll dive into Lori's storytelling tool chest to learn her best practices get a copy of her storytelling template. The best part: You'll have time to break down the steps and craft your own inspiring written and spoken organizational story.

You'll Learn:

- What your organizational story really is
- The difference between **telling** a story and **writing** a story to be read
- The six steps to craft a powerful, memorable, organizational story

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## Art or Science?

### ***Making an Effective Ask Using Mission Moment Stories***

*Workshop, Breakout Session*

Asking for gifts can be the one task we simply don't do often enough. For many of us asking for gifts can cause sweaty palms and anxiety.

What does it truly take to make an effective ask using storytelling? Years of practice? Artful phrases that inspire and dazzle? Or is there a formula for knowing what story to share and when to use it when you ask for money?

You'll learn how to shift fear into action and ENJOY asking for money by following a simple, practical formula.

Plan for an exciting adventure in this fast-paced session. After learning the powerful asking prep formula, you'll receive a checklist to guide you as you put what you learned into action.



## **21<sup>st</sup> Century Case for Support**

*Workshop, Breakout Session, Webinar*

Most organizations spend very little time updating and maintaining a powerful, clear, case for support. The same over-used, uninspiring language is used but doesn't deliver.

Choosing the right words is key to receive approval for your grant request or a yes for any financial contribution. Your case should clearly explain WHY, WHO, HOW and WHAT IT TAKES financially to do it.

The 21st century case for support must look, sound and feel different to cause action. Be prepared to change your case, possibly forever, as you receive coaching from Lori, and your colleagues. You'll spend time reviewing case examples that works well, some that don't and answer seven questions that must be answered in any case for support.

The outcome of this session is to shift the lens you look through as you choose language to inspire more giving.

### Learning Objectives

- Understand what a case for support is and why it's critical to craft before asking for money.
- Identify key words to use to include in your case to inspire more giving.
- Learn how to succinctly answer seven simple questions to craft a powerful action-causing case.

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## **How to Find and Craft Powerful Nonprofit Stories**

*Workshop, Breakout Session, Webinar*

We hear it over and over again: the most powerful way to connect people to your mission is by sharing more stories.

Finding and crafting a story that evokes emotion takes time and help from your team. In this session you'll learn how to secure help from non-fundraising staff to find great stories that will help you raise more money.

You'll learn the best questions to ask, who to talk to, and where to ask key questions. You'll learn how to gather nuggets of information that you can craft into a powerful, engaging story. Lori's stories and coaching has already helped organizations raise more than \$350 million from individual donors.

### Plan to Learn:

- The importance of clear, bold, communication.
- The true definition of a mission moment and identify at least one from your organization.
- Receive a template used by thousands to craft a powerful two-minute story



## How to Creatively Share Stories at Nonprofit Events

*Breakout Session, Webinar*

Do all of your fundraising events reach their goal? Do people feel inspired and take action at your annual meeting, open house, or tour of your programs?

If you feel like you may be leaving money on the table at your events you aren't alone. Join Master Storyteller and Fundraising Culture Changer, Lori L. Jacobwith, as she takes you through unique and effective ways to infuse your mission into any gathering. If you are ready to add more sizzle to your gala, golf event, wine tasting, walk-a-thon, annual meeting, open house or any other events, this session is for you.

Plan to Learn:

- The science of why stories make a difference in fundraising.
- A simple outline for sharing stories at your nonprofit fundraising events.
- More than 20 ways to have fun and effectively share stories of your impact before, during and after your nonprofit events.

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## Power of Visual Storytelling

*Keynote, Breakout Session, Webinar*

Stories are remembered up to 22 times more than facts alone. In an age overflowing with technology and lives that move at 80 miles an hour throughout their day -- what is it that will make your message stand out?

Using visuals: pictures, images, and graphics, on your website, in your social media, in your print materials and in your fundraising. Ninety percent of information transmitted to our brains is visual. If you don't include images you quickly become invisible to your supporters.

This session will take you through the power of visual storytelling with examples of how sharing facts or stories are more powerful when they are combined with an image. You'll see examples of what works and what doesn't as you learn four key factors for creating powerful visuals.



## **Expand Your Reach. Engage Your Board.**

*½ day Workshop, Keynote, Breakout Session, Webinar*

Does your board help with your fundraising? Should they? Maybe. Maybe not.

Your board is among your most powerful assets. Often board members don't want to be involved in fundraising or they view it as someone else's job. The result is that many board members do nothing or very little when it comes to fundraising. The outcome: You don't reach your fundraising goals and sometimes staff becomes resentful that the board isn't doing more to help.

Fundraising Culture Change Expert Lori L. Jacobwith understands that you and your board members require clear direction and guidance to work together effectively. This is a session about effortlessly creating an environment where your board supports your fundraising efforts. An environment where they feel rewarded for their service and and they look for MORE ways to be involved. Join Lori to learn how your board can help increase your fundraising revenue by nearly 40% and NOT have to ask anyone for a contribution.

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## **How to be an Awesome Nonprofit Board Member**

*½ day Workshop, Breakout Session, Webinar*

Most board members show up wanting to make a difference, but sometimes that changes. Why? It may be lack of knowledge, a boring or uninformative orientation, or a board culture that doesn't invite new ideas and questions.

Board meetings and what they focus on play an important role in being an awesome board member. Your board meeting is a partnership between what staff's role and what the board believes is their "job." Plan to answer some provocative questions and receive templates and tools. This session was created to allow you to support your newest or most savvy board members to have them feel better equipped to serve on your board.

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## **Fundraising. Not my Job!**

*Workshop, Breakout Session, Webinar*

Asking for money is something most people simply don't want to do. So, between board & staff whose job is it to do the tasks that lead to getting more gifts from individuals?

This session is designed to dispel myths about the differences between fundraising and development. In this high-energy, interactive session, your team will learn ways to participate in helping raise awareness & dollars - without having to make the dreaded gift solicitation. Your goal will become: Creating a culture of philanthropy that feels rewarding and an integral part day to day operations. Attendees will leave this session with concrete tools and techniques that result in raising more money from individual donors.

