

How to Keep Supporters Engaged & Raise Money During a Pandemic Part II



Welcome & Prayer





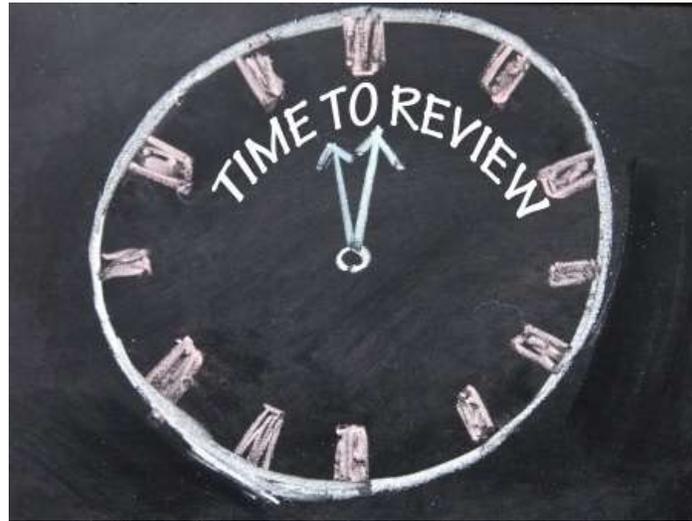
Your past two weeks?

Report In

Homework:

1. Share you money story & keep track of how many times you do this.
2. Share a mission moment vs. telling people what to do.
3. Listen for and keep track of how often you use scarcity language & reframe it to possibility language

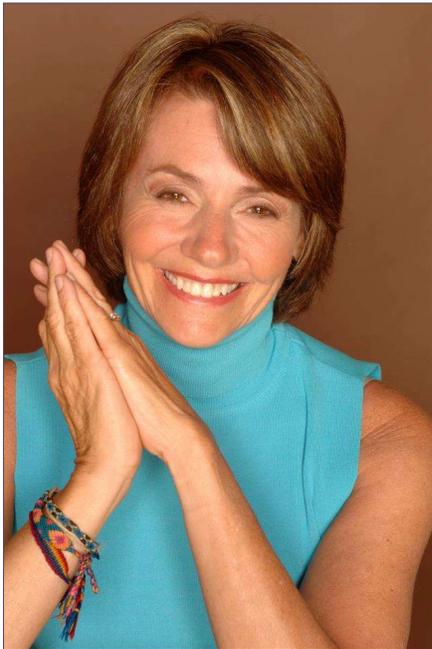
Recap Session I



3 Most Important Actions

1. Communicate
2. Dispel Myths
3. Listen





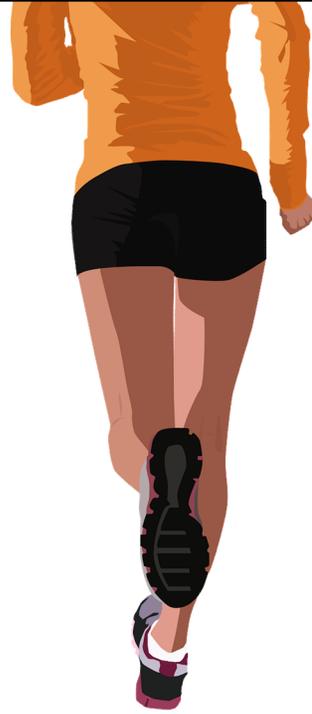
Fundraising

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

~ Lynne Twist

“Support Moves Toward
Boldness & Clarity
Of Communication”

~ Lynne Twist



Share Your Money Story



The Question IS:
“What Does Money
Make Possible?”



“Here’s What it Takes...”

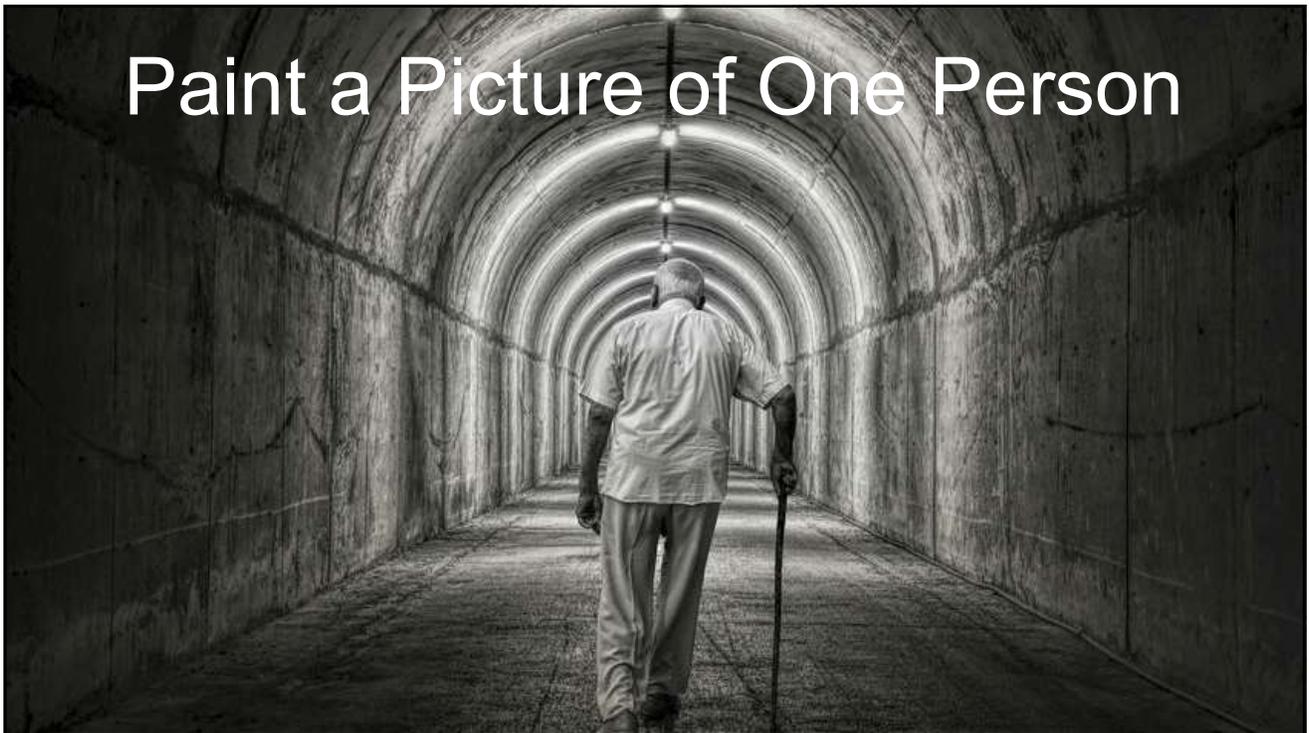


Craft Messages That...

- Teach
- Inspire
- Call to Action



Paint a Picture of One Person



Mission Moment

Lori's Definition:

"A short, inspirational, example of how your donor's contribution is making an impact."

About a "real" person.



Image Source: Episcopal Church in Central PA - Instagram

Raise More By...

Putting a Face to
What I Make Happen

AND Share *What it
Takes* to Make That Impact



Image Source: Facebook

We “THINK” in Story

Every decision we make
is based on a story we tell
ourselves

If we **don't feel
something** we can't
make a decision



Brain Tension



Story from SWITCH
Source: *The Happiness Hypothesis*
by Jonathan Haidt



Craft Your Mission Moment Story

1. Flesh out Details
2. Include Measurable Results
3. Include Transformations
4. Thoughtfully Choose Your Words
5. Use the Framework
6. Share Same Mission Moment in Multiple Ways



Story Framework

Let me tell you about...

[Insert name] had a life of...

Here's why and how [name] found their way to us...

Simple Template for Moving Your Story from Boring 2 Brilliant

Let me tell you about:

(Fill in their name, age, and a few descriptive details about them.)

His/her life was:

(Share specific details about how they felt about their choices, unmet needs for situation, health issue, etc. You get the idea.) Special note: Stay away from jargon and "grant-writer" speak.

_____ [NAME] made his/her way to us because:

(Share how the person found you or your programs. Be specific. A helicopter didn't drop them off. Maybe ten other homeless shelters turned them down or their doctor or landlord referred them to you.)

eBook: Boring2Brilliant.com

Story Framework

Here's how [name] felt...

What [name] accomplished
due to our [program name]...

And because of [examples of
your work] [name] is now...

**Simple Template for Moving Your Story
from Boring 2 Brilliant (continued)**

Here's how our organization helped:

(Be specific here. As you share examples of your work or the impact your staff has had be sure to choose engaging language and share what the person in your story felt about your support/work/program.)

Because of our work: _____ is now: _____

(What are the exact results AND transformations your main character is experiencing? Remember: even if you are serving the environment or an advocacy organization you are still talking about one person whose life is different because of your work.)

This is just one of thousands of stories I could share with you about how we:

(Explain briefly how you save or change lives.)

Count how many "feeling and descriptive" words were used in this story:
Do your stories paint a clear picture for your listeners or readers?

eBook: Boring2Brilliant.com

Really Simple Framework



Sondra's Story



Sondra's Story





Watch Out For: Uninspired & Lazy



What Others are Doing



Images: St. Joan of Arc, Minneapolis

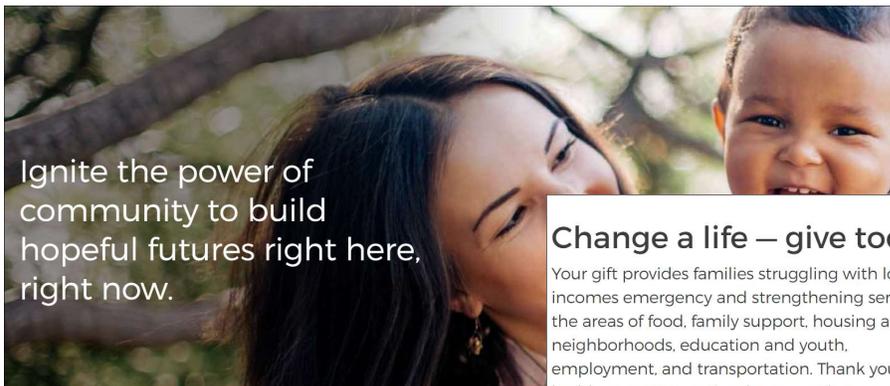
 Saint Joan of Arc Catholic Community posted a video to playlist St. Joans' Spotlight: Stories from the Journey. 5d · 🌐

Our Story today comes from Charlotte Kinzley and her son, Padon. Thank you for sharing your experiences with us. It is important to remember all people during this pandemic, especially those that are experiencing homelessness or are highly mobile.

If you are interested in a "next steps" conversation, join us at 4:30pm, Tuesday, October 6, on Zoom. Contact Julie Madden for more information.



What Others are Doing



Ignite the power of community to build hopeful futures right here, right now.

Change a life – give today!

Your gift provides families struggling with low incomes emergency and strengthening services in the areas of food, family support, housing and neighborhoods, education and youth, employment, and transportation. Thank you for building a community where people overcome barriers and thrive.

* = Required fields



What Others are Doing

Interfaith Outreach & Community Partners
August 20 · 🌐

A big thanks to the loving Caring for Kids (CFK) community, our CFK Breakfast sponsors and Leaders in Giving! We are thrilled to say we raised \$92,806. Your combined gifts equal a whopping 1,496 days of quality daycare and early childhood education.

If you didn't have a chance to view our 30-minute program to learn why "Little Moments Count" and how Caring for Kids helps kids achieve their dreams, watch it at <https://bit.ly/CFK-Breakfast>.



\$92,806 = 1,496 days

What Others are Doing



FÖRGÖTTEN CHILDREN
worldwide

CHECKING IN
with you

August 2020 Update

FÖRGÖTTEN CHILDREN
worldwide

Meet Gir'Ona!

Play video

Moving Forward

A photograph showing a hand in a white sleeve reaching upwards towards a sky filled with falling hundred dollar bills. The bills are scattered throughout the frame, creating a sense of abundance and movement. The background is a clear blue sky with some light clouds.

Invite Money Stop By for A Visit





Next Steps

Type In:

How does tonight's work help you going forward?

What is one thing you'll do differently from now on?

"It is **our choices**,
that show what we **truly are**,
far more than **our abilities**."

J.K Rowling



Questions?



Resources & Staying Connected



Lori L. Jacobwith
*Master Storyteller & Fundraising
Culture Change Expert*



Fire Starters Blog
Free Resources
IgnitedFundraising.com

