Thank you for YOUR Work
Type In:

**One word** to Powerfully Describe the Impact of Your Work

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Lori L. Jacobwith

- Fundraising Culture Change Expert & Master Storyteller
- Helped NPOs raise **$350 million** from individual donors…And counting
- Named one of America’s Top 25 Fundraising Experts
- Speaker & Trainer - **500,000+ people** & **4500+ organizations**

www.ignitedfundraising.com

Lori Jacobwith – Ignited Fundraising

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IGNITED FUNDRAISING
Success for **ANY** Organization

Communication

Communication

Communication

What Do YOU Want People To DO?
Where & How Do Let Them Know *Exactly* What You Want Them To Do?

Our Job…Now More Than Ever
“Support Moves Toward Boldness & Clarity Of Communication”

~ Lynne Twist

I Need to Feel *MY* Impact

Put a Face On What I Make Happen

AND Share *What it Takes* to Make That Impact

Image Source: Michigan Economic Development Corporation - Facebook
Share it Everywhere

Why We Use Storytelling
Donors *Want* to Know What More There is to Do

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
A Story = Mission Moment

Lori’s Definition:

“A short, inspirational, example of how your donor’s contribution is making an impact.”

About a “real” person.

Mission Moments

Create Unforgettable Emotional Connections

and Empathy
Empathy Creates Connections

Sympathy Creates Distance
Crafting a Story to Inspire

Engage Both Head & Heart

HEAD  HEART
Head & Heart

Put a Face On What I Make Happen

AND Share What it Takes to Make That Impact

Stories are up to 22 times more memorable than just statistics*

*Source: Ohio State University Study
Conflict is the Oxygen in a Story

Craft Your Mission Moment Story

1. Flesh out Details
2. Include Measurable Results
3. Don’t Forget to 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…

Here’s how [name] felt…

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

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

eBook: Boring2Brilliant.com
Watch Out For: Uninspired & Lazy

Really Simple Framework
“Tell me a fact and I’ll learn. 
Tell me the truth and I’ll believe. 
But tell me a story and it will live in my heart forever.”

~ Indian Proverb

What Story Work Best?
A Story That Builds Community

Finding Powerful Mission Moments

- Business Owners
- Staff of Community Business
- Donors. First-time, Long-time…
- Elected Officials
- Event Sponsors, Foundations…
- There’s More…
Let’s Hear A Mission Moment

Resources & Staying Connected

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Fire Starters Blog
Free Downloads
IgnitedFundraising.com
Thank You!