

Presenter: Lori L. Jacobwith, Founder, Ignited Fundraising



**Sharing Your Mission Powerfully**



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**Welcome & Thank You!**



**ADVANCING FOOD SAFETY**  
THROUGH BEHAVIOR CHANGE

January 25-27, 2017 • Washington DC



#foodsafety2017

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**Tweeting?**

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**Lori L. Jacobwith**



[www.ignitedfundraising.com](http://www.ignitedfundraising.com)

Lori Jacobwith – IgnitedFundraising  
@L.Jacobwith

- 30 years in the social sector
- Since 2001 **helped NPOs raise \$300 million** from individual donors And counting
- **June 2016: Named one of America's Top 25 Fundraising Experts**
- Author, Speaker, Trainer, Coach

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**Master Storyteller**

**AND Fundraising Culture Change Expert:**  
4500+ organizations

**Trainer:** 500,000+ people

**Author:** Complete Storytelling System



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**What I Do**



The collage includes logos for: Volunteers of America, Girl Scouts, Habitat for Humanity, Literacy, ywca, AFP, River Bend Nature Center, NCLR, GLAUCOMA RESEARCH FOUNDATION, Catholic Charities, nonprofitHub, UNITED HOSPITAL FOUNDATION, LIVE UNITED, United Way, museum of art, and LEWELSON HEALTH CENTER. The photograph shows the interior of a large building under construction with exposed wooden beams and concrete floors.

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### The Power of One Story



Blindness - Age 5 - Just 10 days before  
Prevent Blindness America eye  
screening. She has no vision at all.  
Get help eye by this time

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What I inherited:

- 1 Staff
- 12 Volunteers
- \$80,000 Budget
- Screening 250 children each year

2 ½ years later:

- 5 Staff
- **890** Volunteers
- **\$1.2 million** Budget
- **Screening 25,000** children each year

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# AGENDA



1. Successful Communication
2. Mission Moments
3. Two Minute Stories
4. Sharing Your Stories
5. Six Word Stories
6. Your Next Steps

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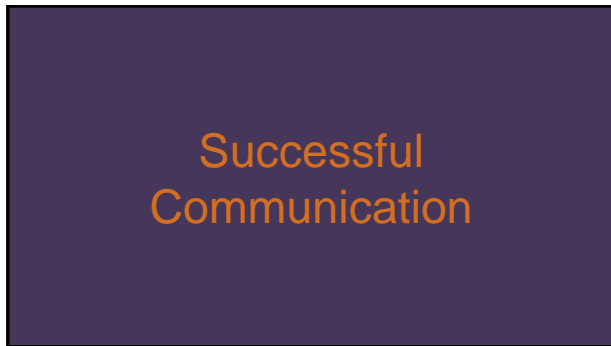
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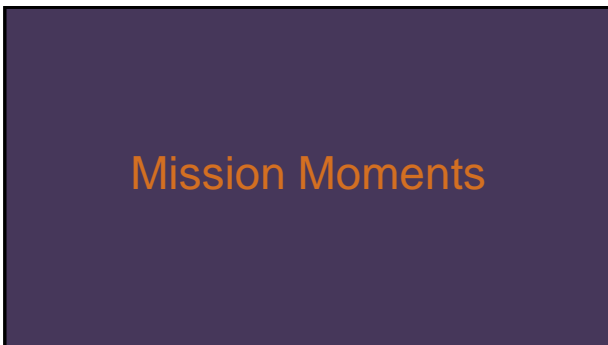
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### 1<sup>st</sup> Mission Sharing Tool

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### Mission Moments

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**Lori's Definition:**

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

Must be about a real person.

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



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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



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## Stories of Your Impact

Create unforgettable  
emotional connections

and **Empathy**



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## em·pa·thy

/ˈempəTHĒ/ 

*noun*

The ability to understand  
and share feelings of  
another.



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## Remember

**Sympathy**  
creates distance



Image Source: DavidClipper.com article on Foodborne Illness

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**Remember**

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**Empathy**  
creates connections

Image Source: FoodSafetyNews.com

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**Share A Mission Moment**



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**Two Minute Stories**

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## 2<sup>nd</sup> Mission Sharing Tool

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## Turning Mission Moments Into Stories

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## Six Step Process

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**Step 1:** Identify one person.



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### Six Step Process



**Step 2:**  
Learn & jot down as much about them as possible.

**Step 3:**  
Write down all of the exact results.

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### Six Step Process



**Step 4:**  
Make a list of *transformations* due to your involvement and/or their own efforts

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### Six Step Process

**Step 5:**  
Circle the words that stand out and are emotionally connecting.



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### Pay Attention to Word Placement

- Exploding Stomach
- Careful or *Smart* Choices
- Bacteria-Free Hands
- Uncomfortably Sick
- Precious Family Members
- Disastrous Mistake
- Yours?




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### Six Step Process

**Step 6:**  
 Now fit the story into the framework. And share your story. Using various formats.  
**Often.**




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### Simple Framework

Let me tell you about...

[Insert name] had a life of...

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

[www.Boring2Brilliant.com](http://www.Boring2Brilliant.com)

**Simple Template for Moving Your Story from Boring 2 Brilliant**

Let me tell you about:

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(Put in their name, age, and a few descriptive words about them.)

Who/What they were:

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(Where exactly, details about how they met about their choices, considered for solutions, health issues, etc. You get the idea? Boring 2 Brilliant. Stop being from program and "spin-writer" speak.)

HOW/WHY: \_\_\_\_\_ made this/Her way to us because:

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(Share how the person found you or your program. Be specific. A testimonial, don't just thank us. Thank for other members involved in how their quest or what made a significant difference for you.)

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## Simple Framework

Here's how [name] felt...

What [name] accomplished because of [program name]...

And because of your support [name] is now...

[www.Boring2Brilliant.com](http://www.Boring2Brilliant.com)

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 connect ongoing messages and ideas with the people it was done for (and your supporters/donors).

Because of our work, \_\_\_\_\_ is now \_\_\_\_\_.

(What are the most exciting AND transformative your team, chapter is experiencing? Remember, even if you are sharing the experiences of an individual representative you are still speaking about the greater whole that is different because of your work.)

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

(Please briefly how you care or change here.)

Count how many "telling and descriptor" words were used in this story. Do your students post a color picture for your followers or readers?

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Download Storytelling ebook:  
[www.Boring2Brilliant.com](http://www.Boring2Brilliant.com)

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## Listen & Coach One Story



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# Sharing YOUR Stories

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For This To Work It Takes Practice



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### Sharing YOUR Story

- Find a Partner
- Tell your story
- Receive coaching & feedback
- Switch and 2<sup>nd</sup> person tell story



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## Six Word Stories

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### One Final Mission Sharing Tool

A photograph of a person from the waist down, wearing a striped t-shirt and a bright yellow tool belt. The person's hands are on their hips, and they are holding a pair of orange-handled pliers. The background is plain white.

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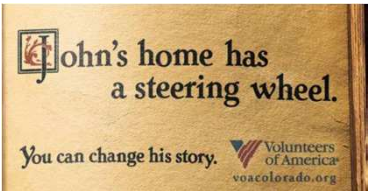
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### Six Word Stories

A photograph of a sign on a wooden surface. The sign has the text "John's home has a steering wheel." in a serif font. Below this, it says "You can change his story." and "Volunteers of America voacolorado.org". There is a small logo of a person in a wheelchair to the left of the text.

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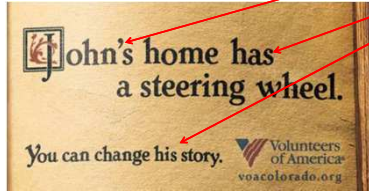
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## Six Word Story Framework



1. Emotional connection to a real person
2. Compelling fact
3. Bonus: Call to action

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## YOUR 6 Word Story

- Identify one person for your story.
- Create and share one 6 word story now.



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**"STORYTELLING IS THE ESSENTIAL HUMAN ACTIVITY. THE HARDER THE SITUATION, THE MORE ESSENTIAL IT IS."**

TIM O'BRIEN

© Lifehack Quotes

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## Next Steps

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### Resources & Staying Connected



Lori L. Jacobwith  
Master Storyteller & Fundraising  
Culture Change Expert

 Lori Jacobwith – Ignited Fundraising  
 @LJacobwith

 Fire Starters Blog  
Free Resources

To Talk With Me:  
<http://bit.ly/StrategizeWithLori>



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**Remember:**  
Support Moves Toward  
Boldness & Clarity

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**Thank You!**



**Sharing Your Mission  
Powerfully**

**IGNITED  
FUNDRAISING**



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