Sharing Your Mission Powerfully
FightBac! Food Safety Conference Jan 2017

Welcome & Thank You!
ADVANCING FOOD SAFETY THROUGH BEHAVIOR CHANGE
January 25-27, 2017 • Washington DC

Tweeting?
@LJacobwith
#ignitedFR
#FoodSafety2017
Lori 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

Master Storyteller

AND Fundraising Culture Change Expert:
4500+ organizations
Trainer: 500,000+ people
Author: Complete Storytelling System

What I Do
The Power of One Story

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

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

Secret to Success for ANY Organization

Clear, Bold Communication
1st Mission Sharing Tool

Mission Moments

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.

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.
Stories of Your Impact

Create unforgettable emotional connections and Empathy

em·pa·thy /ˈempəθi/ (n) noun

The ability to understand and share feelings of another.

Remember

Sympathy creates distance
Remember

Empathy creates connections

Image Source: FoodSafetyNews.com

Share A Mission Moment

Two Minute Stories
2nd Mission Sharing Tool

Turning Mission Moments Into Stories

Six Step Process

Step 1: Identify one person.
Six Step Process

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

Step 3:
Write down all of the exact results.

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

Step 5:
Circle the words that stand out and are emotionally connecting.
Pay Attention to Word Placement

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

Six Step Process

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

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
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

Download Storytelling ebook:
www.Boring2Brilliant.com

Listen & Coach One Story
Sharing YOUR Stories

For This To Work It Takes Practice

Sharing YOUR Story

• Find a Partner
• Tell your story
• Receive coaching & feedback
• Switch and 2nd person tell story
Six Word Stories

One Final Mission Sharing Tool

Six Word Stories

John’s home has a steering wheel.
You can change his story.
Volunteers of America
volunteersofamerica.org
Six Word Story Framework

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

YOUR 6 Word Story

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

“STORYTELLING IS THE ESSENTIAL HUMAN ACTIVITY. THE HARDER THE SITUATION, THE MORE ESSENTIAL IT IS.”

TIM O'BRIEN

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Next Steps

Next Steps?
By When?

Resources & Staying Connected

Lori Jacobwith — Ignited Fundraising
@LJacobwith
Fire Starters Blog
Free Resources

To Talk With Me:
Remember:
Support Moves Toward Boldness & Clarity

Thank You!
Sharing Your Mission Powerfully