

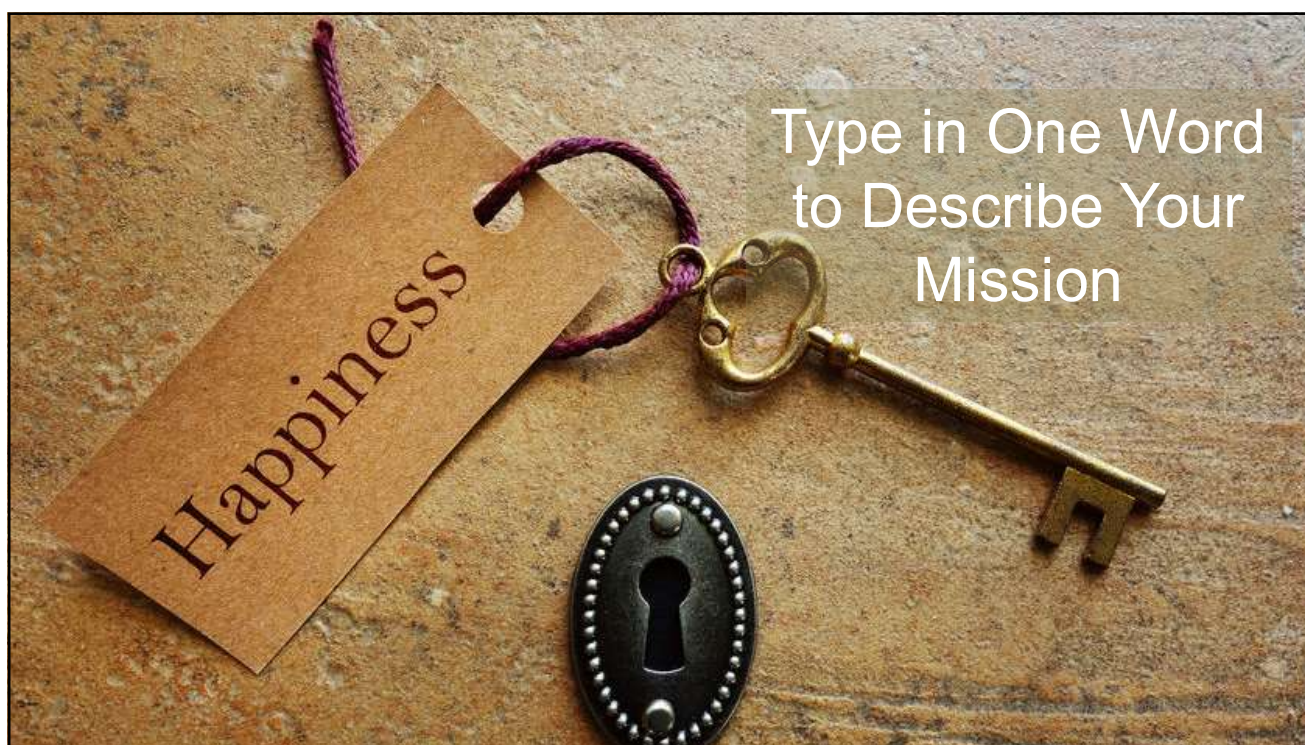
What's NOW Possible?



Thank You!

MACAA

Missouri Association of Community Arts Agencies





LJacobwith



@LJacobwith

Lori L. Jacobwith

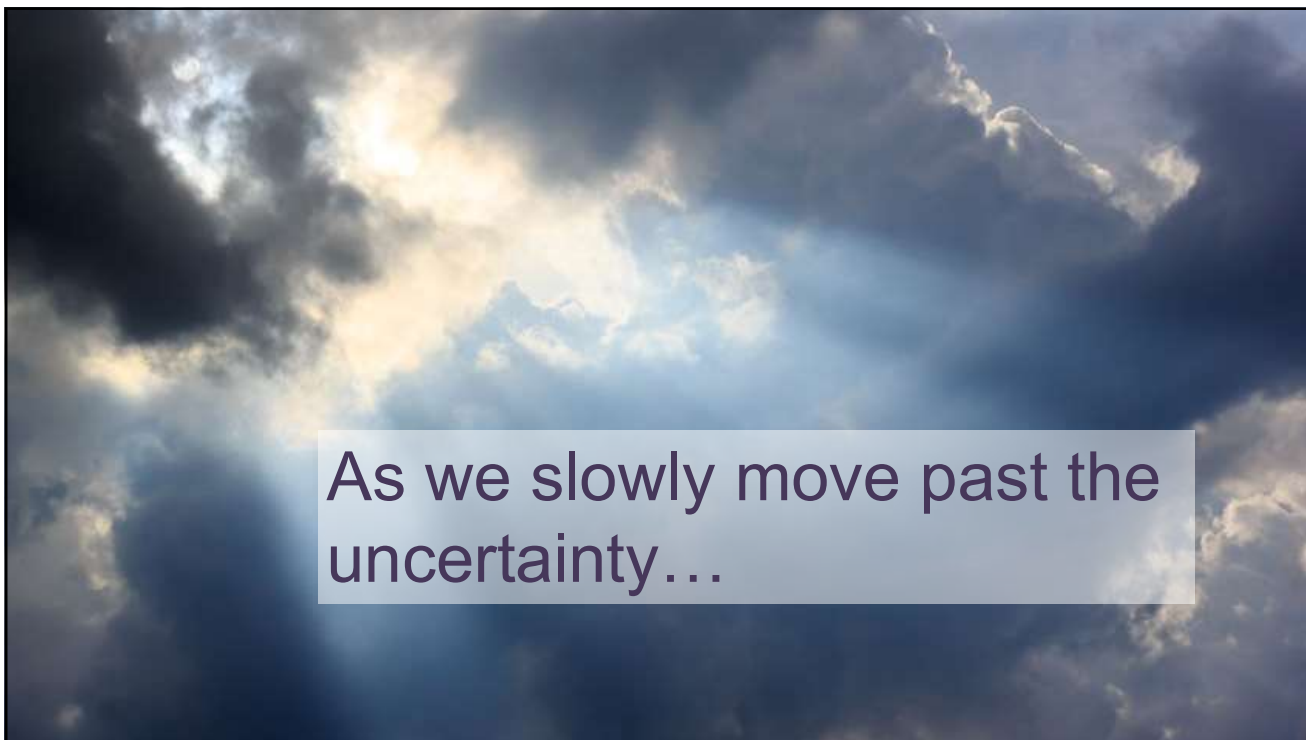
- **Helping nonprofits raise \$450+ million from individual donors.** And counting.
- **Named one of America's Top 25 Fundraising Experts**
- Former Executive Director, CEO, Development Director
- Speaker/Trainer - **500,000+ people & 4500+ organizations**



Your Biggest Fundraising Challenges?



As we slowly move past the
uncertainty...



- ✓ Success Today
- ✓ Donor Attitudes
- ✓ Fundraising vs. Development
- ✓ Sharing Your Mission Powerfully
- ✓ What Other's are Doing
- ✓ Start YOUR Action Plan

AGENDA

- 1.
- 2.
- 3.



Success

Success for **ANY** Organization

Communication
Communication
Communication



Post-Pandemic Fundraising



Pause vs. Panic

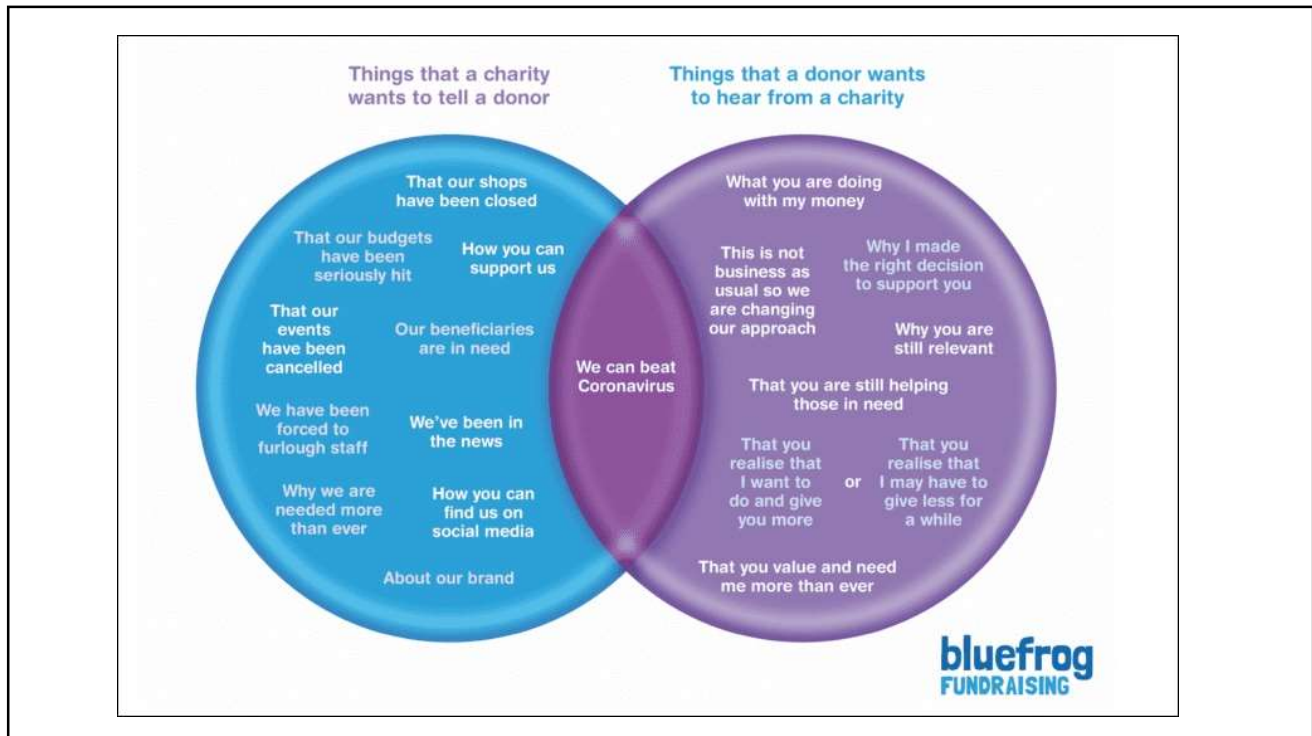
- When we feel anxiety we're far less flexible.
- Pause & think through responses.
- Make *positive language* choices.



What Do You Want People To Do?







Dispel Myth's

- Fully funded by government
- The community only needs you one time
- You have plenty of money
- Some other mission is more important
- Yours? Type in a myth you must dispel...

Our Job...Now More Than Ever



Where To Focus Your Time

On Actions that Cause You To:

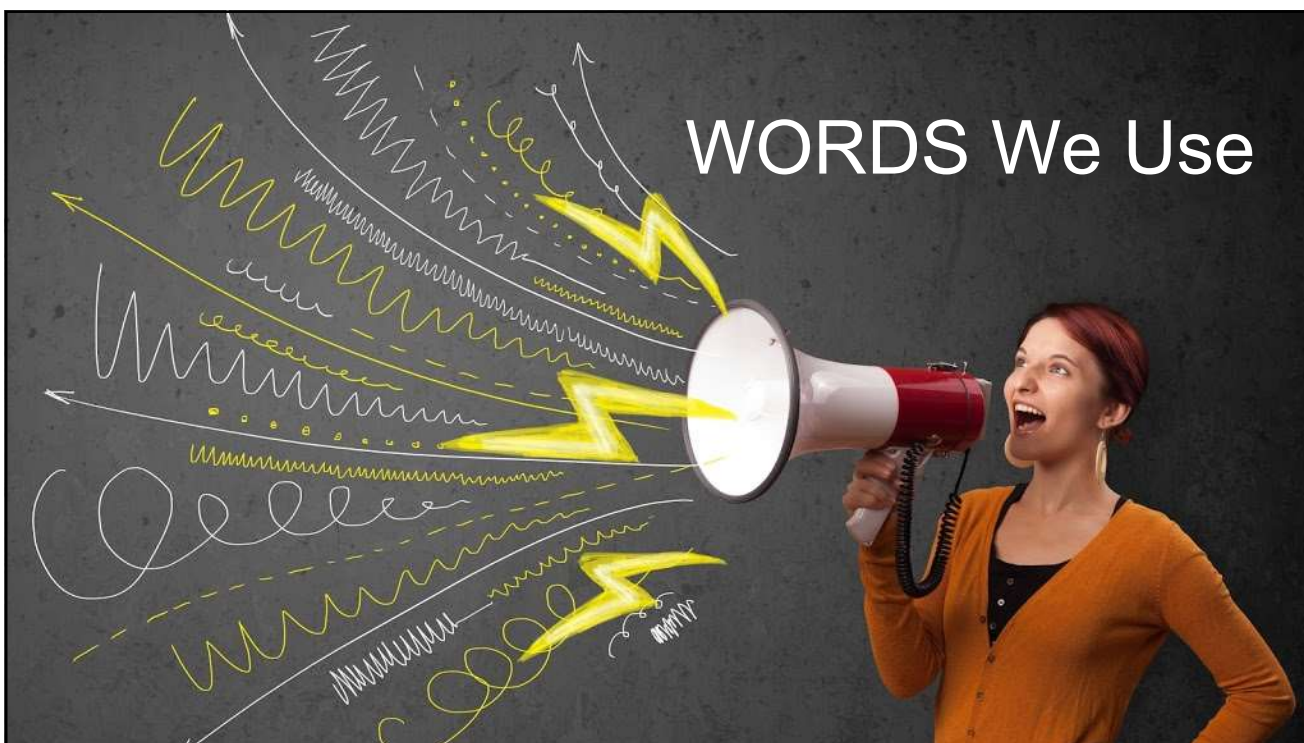
1. Really Know Key Supporters
2. Share Clear Messages
3. Hold Yourself & Others Accountable
4. Continually Invite Participation



Skip The History Lessons



WORDS We Use



5 Most Disengaging Words



“Help us with our goal.”

Fact: No one cares about your goal but you.

Make sure your communication includes:

Here's how **you've already** made a difference
AND here's how you can fulfill YOUR aspirations
to do MORE.

Duty & Obligation Communication

Donate
Attend
Help Us
Give More
Give Again



Inspiring Communication

~~Donate~~

~~Attend~~

~~Help Us~~

~~Give More~~

~~Give Again~~

Invest. Create.

Make an Impact

Put a Face on Your
Impact

Long-Term Partner

Scarcity Communication

Hard

Donor Fatigue

We Can't

Not Enough...

They Won't

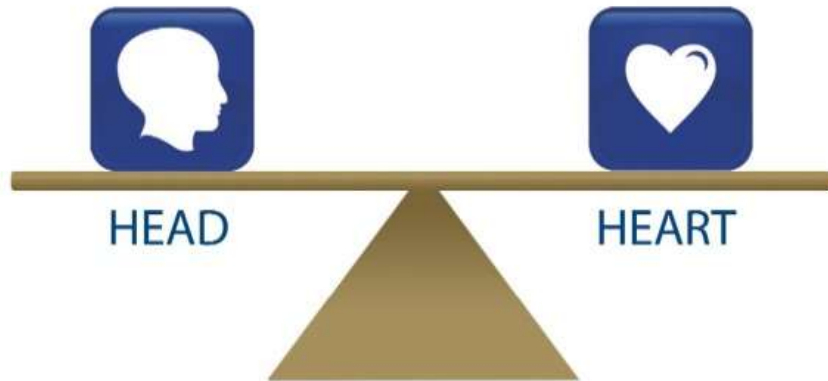


Possibility Communication

Hard	Learning To...
Donor Fatigue	Inspire You
We Can't	What if We Could...
Not Enough...	Seeking <i>Our</i> People
They Won't	Long-Term Partner

Sharing Your Mission
Powerfully

Knowledge Alone Doesn't Cause People to Take Action



Stories of Your Impact

Create unforgettable
emotional connections

and **Empathy**



Craft Messages That...

- ☐ Teach
- ☐ Inspire
- ☐ Call to Action



Paint a Picture of
One Person



Dave Huebner of Dakota Stoneware, SDPB

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: South Dakota Arts Council - 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



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



*Source: Ohio State University Study

Mission Moments to Stories



Image Source: Theater Mu Facebook

Meghan Kreidler

"I stand with Mu because they've always given me **a place to call home**, a space that is safe to fill my voice with, and **pride in being an Asian American artist**."

#WhyISupport

Step 1:
Identify one person.

Mission Moments to Stories



Step 2:

Learn & jot down as much about them as possible.

Step 3:

Write down all of the exact results.

Conflict is the Oxygen in a Story



Mission Moments to Stories



Step 4:

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

Mission Moments to Stories

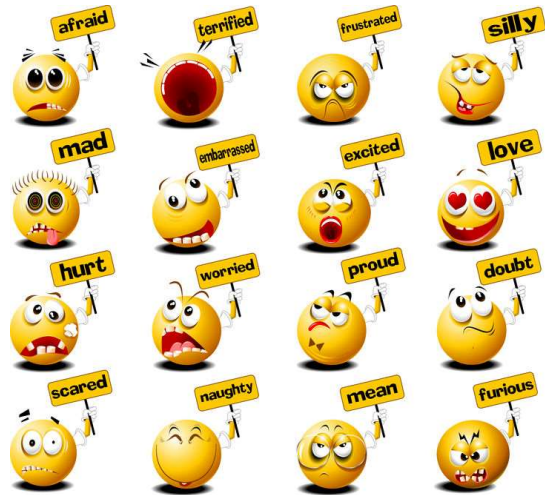
Step 5:

Notice the words that are emotionally connecting.



Inspiring Word Choices

Choose words that describe feelings



Emotionally Connecting Words

Explosive energy
Cautiously hopeful
Gnarled hands
Uncomfortably shy
Smiled from ear to ear
Precious and vulnerable
Yours?



Mission Moments to Stories

Step 6:

Fit the story into the framework.

Share your story.

Using various formats.

Often.



Watch Out For: Uninspired & Lazy



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 need/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 an other homeless shelter 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.)

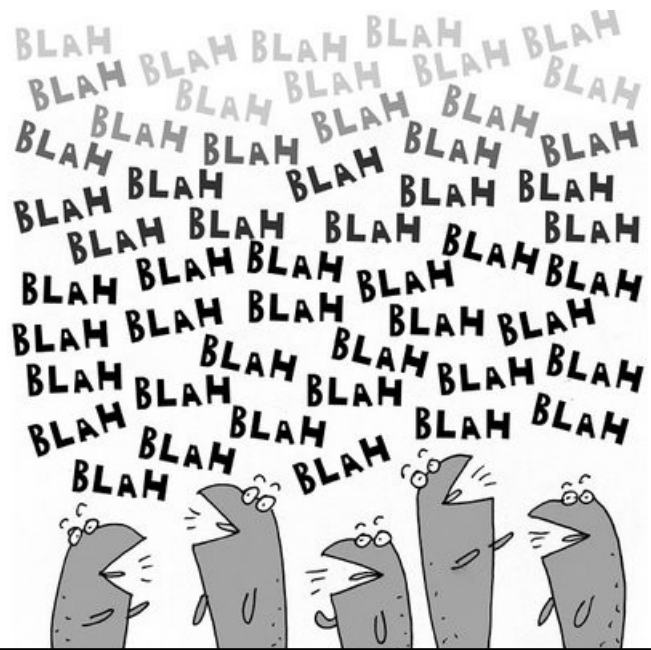
Count how many "feeling and descriptive" words were used in this story.
Do your stories paint a clear picture for your listeners or readers?

eBook: Boring2Brilliant.com

Really Simple Framework



Story Telling
NOT
Fact Telling



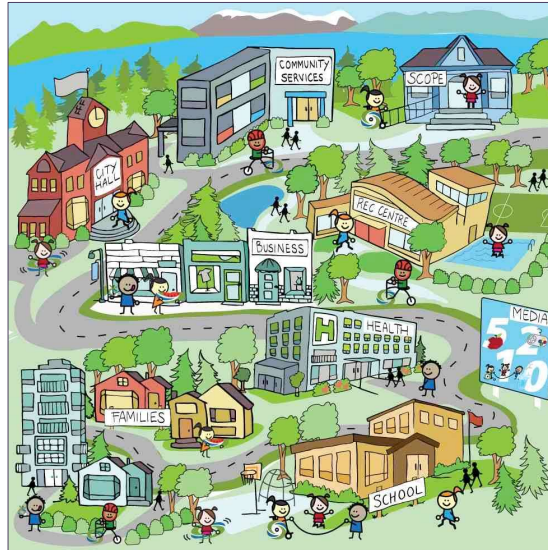




What Story
Works Best?



A Story That Builds Community



Donor Retention Rates

AVERAGE

43.4%



FIRST-TIME

20.2%



REPEAT

61%



MONTHLY

90+%



Source: Fundraising Effectiveness Project <http://afpfep.org>

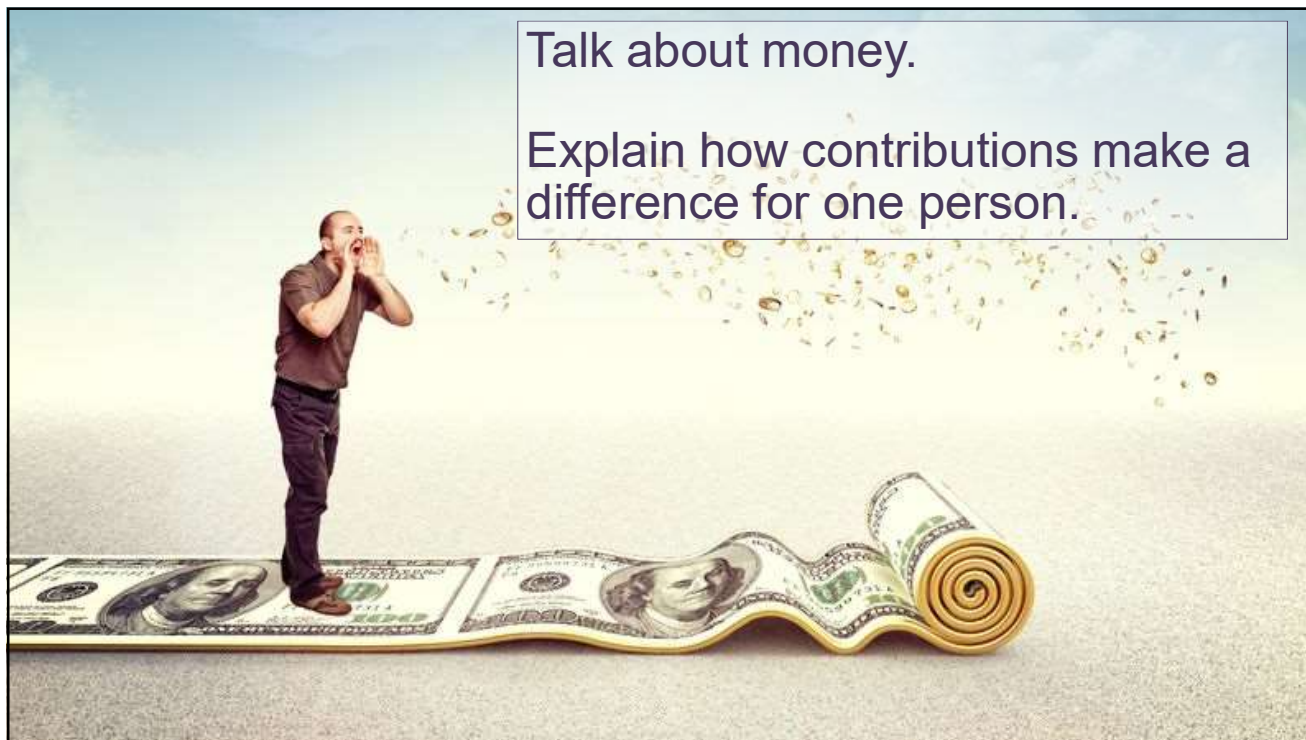
Build Relationships for Loyalty

Create a system know
your donors.



Talk about money.

Explain how contributions make a
difference for one person.



Money Story



Money Story

Put a Face On What
/ Make Happen

AND Share *What it
Takes* to Make That
Impact

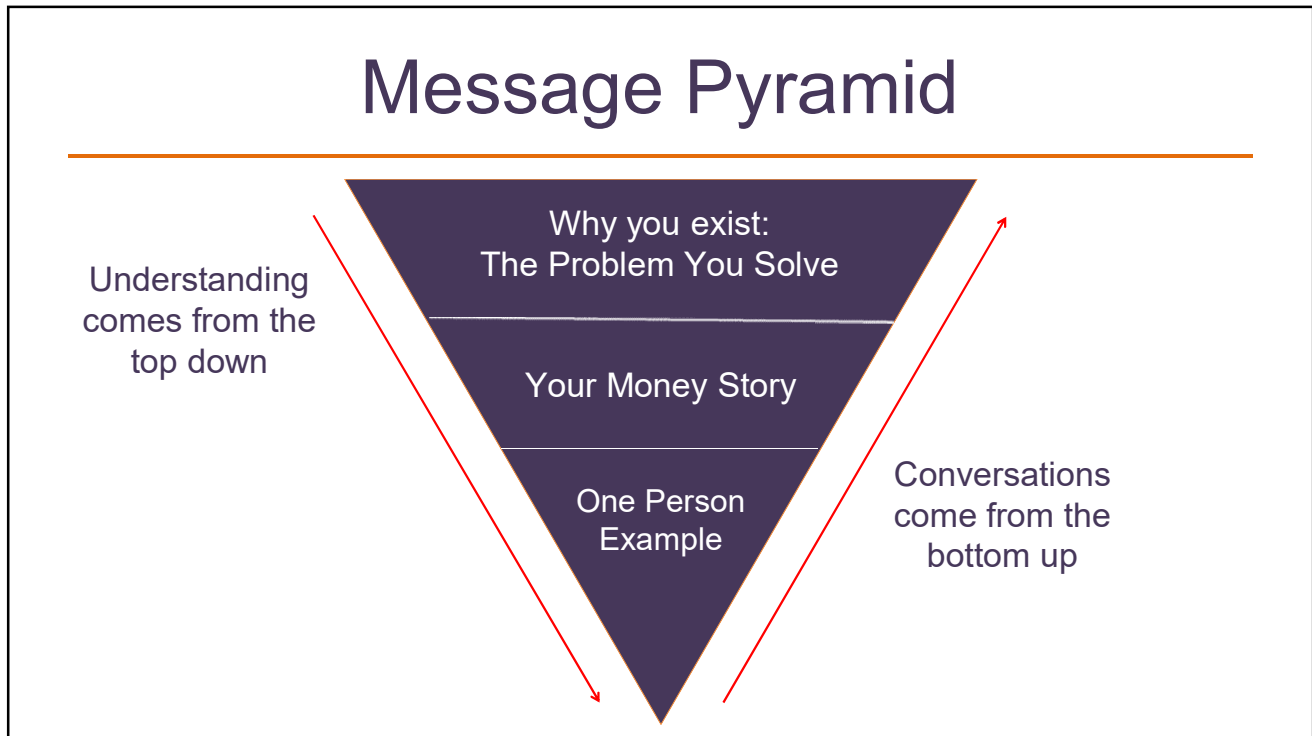


The Question is Not:
“How Do We Get
More Money?”



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





What Other's
Are Doing



Engage & Listen



The Florence Academy of Art

The Florence Academy of Art is on lockdown...

...but the FAA Community of students, faculty & artists in Florence is non-stop!

"A View from your Room"

As most of you know, Italy is currently in lockdown. Even though the number of cases of the virus in Tuscany is relatively low, the Italian government has taken action to keep it from spreading. We are encouraged not to leave our homes, so we are drawing, painting and sculpting in our rooms.

We are asking artists all over the world, in particular those affected by the virus, to send us the drawing or painting of the view from your rooms.

We'll post a few of the submissions, and offer a prize of a workshop to one of you, and celebrate the end of this difficult moment.

With your participation, we hope to create a long-lasting positive experience for our students and the FAA community!

A View From Your Room #FAAnonStop



Image source: YouTube

Daniel Graves, Founder,
The Florence Academy of Art

WHAT DOES YOUR GIFT SUPPORT?

Running a world-class, professional orchestra is not cheap...



\$50

Flowers for the guest artist
Music folders for 3 musicians
Cost to transport guest artist from SFO to Walnut Creek

\$100

Refreshments for the orchestra during one rehearsal
Shipping costs for rented music parts



\$250

<http://bit.ly/MoneyStoryImages>

What It Takes



\$250

Buys an instrument for a low-income student for the Sound Minds program

Underwrites program notes, written by a leading expert, for one concert

Screens the audition committee from candidates to ensure fair treatment for all

\$500

Tuition for one Sound Minds student for a semester

Flies our Composer-in-Residence here to workshop compositions with the orchestra

Piano tuning for one performance

Rents a set of timpani for use in orchestra auditions



\$1000

Covers transportation for a Sound Minds field trip to see a California Symphony rehearsal

Underwrites the cost of our travelling instrument petting zoo for a year



\$2500

Underwrites the cost of advertising auditions for the orchestra

Cost of renting space for a full orchestra rehearsal

LARGER THAN LIFE 250 THE FALL MATCHING CHALLENGE JUST GOT LARGER! GIVE BY NOVEMBER 15, TO DOUBLE YOUR IMPACT UP TO \$250,000!

CALIFORNIASYMPHONY.ORG/LARGERTHANLIFE200



\$5000

Printing and mailing our season brochure so you know what concerts we are performing

Pays for tuition for ten Sound Minds students for a whole semester

\$10,000



\$5000

Printing and mailing our season brochure so you know what concerts we are performing

Pays for tuition for ten Sound Minds students for a whole semester

\$10,000

Supports our Young Composer-in-Residence commission for a year

Cost of hosting two blinds auditions, where candidates perform behind a screen to eliminate visual bias from the evaluation



\$20,000

Pays for one rehearsal



LARGER THAN LIFE 250

To support the California Symphony, please visit CALIFORNIASYMPHONY.ORG/LARGERTHANLIFE200 or call 925 280 2490

<http://bit.ly/MoneyStoryImages>

Sharing a Money Story



Mary Ann Aufderheide, Executive Director, VocalEssence

Sharing Mission Moments

This is the last week of our Great Expectations campaign.

Just \$155,377 to go!

As you read this, Ezechiel is walking across his college campus as a new freshman, stepping into the unknown with excitement and confidence.

What got him here? A network of people, like YOU, who plugged him into community resources. His amazing parents. And his own personal drive – always envisioning a path toward college.

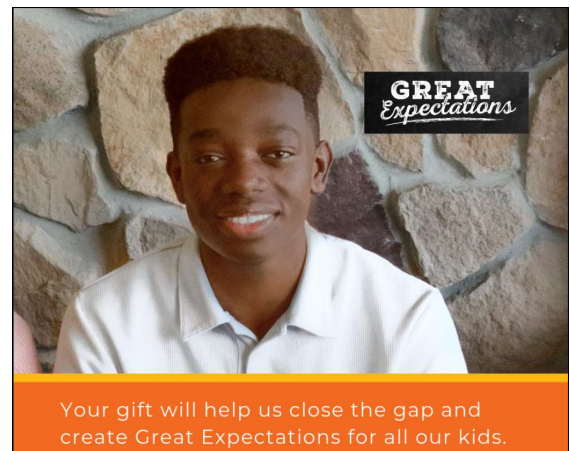


Image Source: IOCP Facebook

WE'RE STILL HERE



Image Source: CASA LA - Instagram



casa.la Like many of you, I am working from home with my children home from school. I can't help but think of the nearly 20,000 children in Los Angeles County who are in out-of-home foster care today. Many of them live in group homes or temporary shelter care facilities and so many others are separated from their families. The CASA/LA staff is working remotely for the next couple of weeks, but you can be assured that our staff and over 1,000 CASA volunteers are continuing to advocate for our kids in every way possible and help them feel safe during this time. Our dedication to our mission is steadfast, and we couldn't do it without your support. To make a donation, please go to [LINK IN](#)

Don't Forget: Tag Board Members, Volunteers & Others on Your Posts



Putting a Face on *MY* Impact

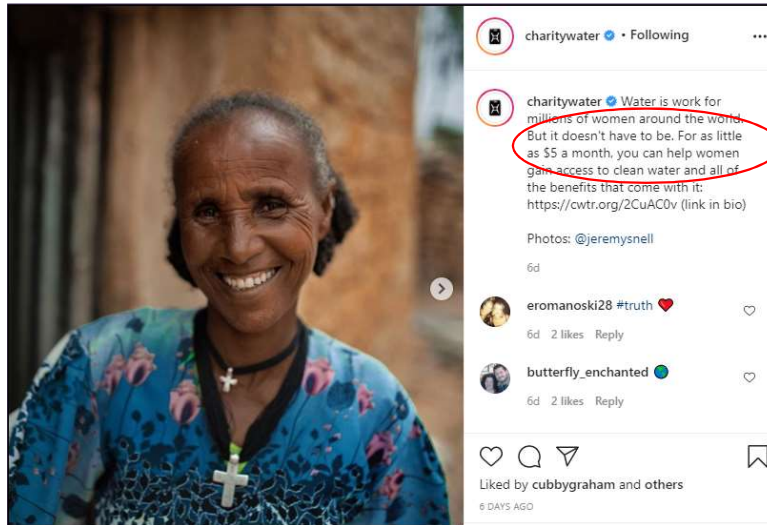


Image Source: charitywater

Hope Begins Here - Virtually

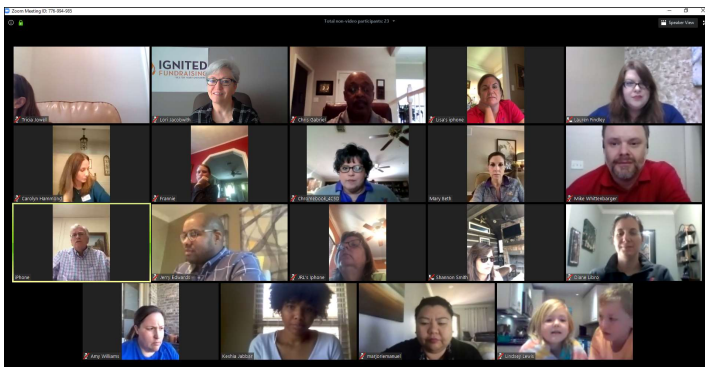
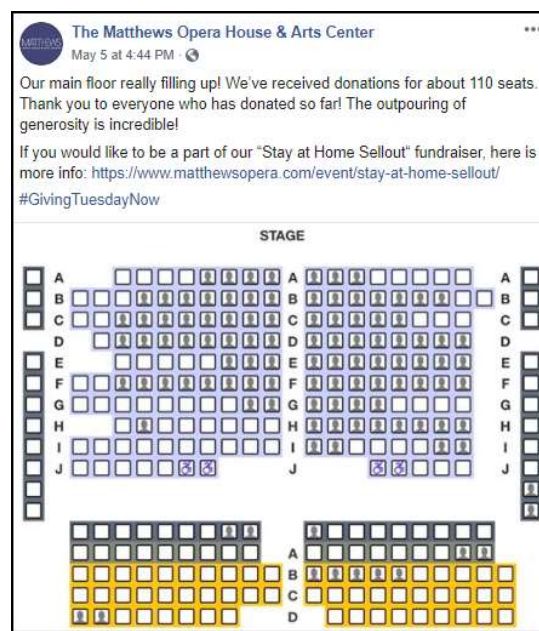


Image Source: Volunteers of America North Louisiana – virtual experience





What Will YOU Do Differently?



YOUR Action Plan



Create ***healthy***
habits that cause
deeper donor
engagement and
more money

Where To Focus Your Time

On Actions that Cause You To:

1. Really Know Key Supporters
2. Share Clear Messages
3. Hold Yourself & Others Accountable
4. Continually Invite Participation

Donor Communication Checklist

- ☐ Thank
- ☐ Check-in
- ☐ Share Mission Moments & Money Story
- ☐ Provide Options





Create Your Action Plan

IGNITED FUNDRAISING FUEL TO IGNITE YOUR FUNDRAISING

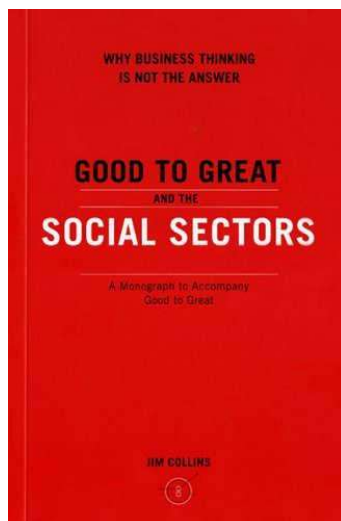
Strategic Goal Draft (up to three areas of focus)

	Areas of Focus	Measurable Target	By When	Process/System	Team Leader(s) 1 - Board & 1- Staff	Barriers
1						
2						
3						
4						
5						

FUEL TO IGNITE YOUR FUNDRAISING | [ignitedfundraising.com](https://www.ignitedfundraising.com) **IGNITED FUNDRAISING**

Your Homework

1. Choose an area of focus.
2. Work through the Action Plan *all the way* across the worksheet.
3. Get feedback from others about your choices/actions
4. **Don't shortcut.**
Include a measurable target & a by-when + the details to accomplish your goal.



“Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice and discipline.”

Wrap Up

Type In:

What did you learn?

How will you use what you
learned?



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

J.K Rowling



Resources & Staying Connected



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



Lori Jacobwith



@LJacobwith

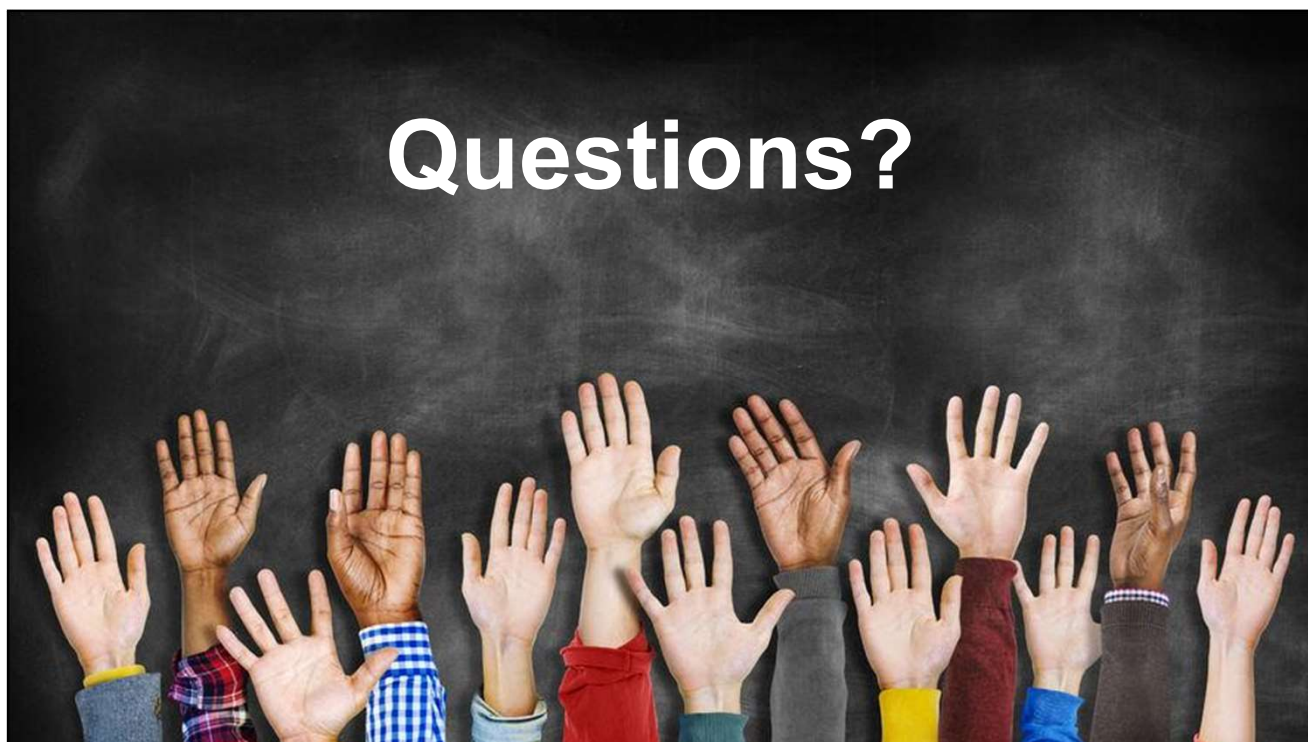


Blog

Free Resources

IgnitedFundraising.com

Questions?



Thank you!

