



IGNITED FUNDRAISING

FUEL TO IGNITE YOUR FUNDRAISING



Mission Possible: *Checklists for Successful Storytelling*



Mission Possible:

Checklists for Successful Storytelling

As a master storyteller, I love to teach people how to connect others to your work. The way I do this is by helping you share fresh, emotionally connecting Mission Moments. It's real people examples that bring your mission to life and cause others to take action (i.e., give money and volunteer).

The magic of storytelling is in the content of the story. I find that often staff and board members are not quite sure what I mean by "sharing a story" or you feel like you don't have a good story to share.

I believe you have at least one story to share. . . your own. And you have lots of other "real life examples" of the amazing work being done at your organization.

This eBook is a gathering of a couple of my favorite storytelling checklists and an infographic to help you with storytelling at your organization.

Use these tools to ensure when you are sharing your stories, you're sharing them powerfully. These checklists are just the beginning; when you're ready for more storytelling support, download my free eBook *Boring to Brilliant: Finding and Sharing Stories That Cause People To Take Action* (see [Additional Resources](#) on the last page).

My mission is to help you raise more money from individuals.
My vision is to have you do that with ease and joy.
And even a little fun!

Lori L. Jacobwith
Chief Fundraising Culture Changer and Master Storyteller
Ignited Fundraising



“Your story should have a moment that paints a picture.”

Seven Rules of Storytelling

1. STORIES SHOULD BE ABOUT REAL PEOPLE

Ideally, stories about those who need something that YOUR organization provides.



2.

ALLOW THE PERSON IN YOUR STORY TO HAVE A REAL NAME, AGE, AND TO SPEAK FOR THEMSELVES

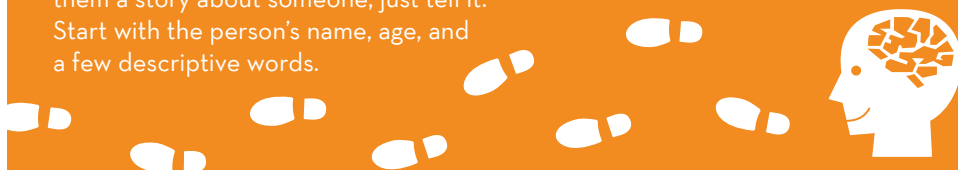
**HELLO
MY NAME IS**

4. KEEP YOUR STORY SHORT

6 words to 2 minutes works best.

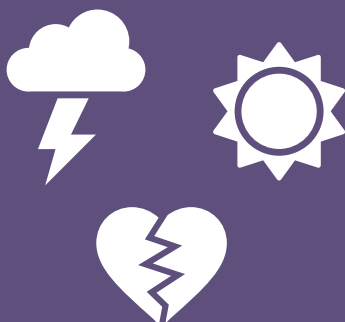
In about 4 - 10 seconds your listeners tune out if you haven't grabbed them. Don't tell them you are going to tell them a story about someone, just tell it. Start with the person's name, age, and a few descriptive words.

3. MINDS WANDER REALLY QUICKLY



5. ALLOW YOUR STORY TO ELICIT AN EMOTIONAL RESPONSE

Anger, sadness, happiness, pride—it doesn't matter what the emotion is, but your listeners should feel **something**.



6.

YOUR STORY SHOULD HAVE A MOMENT THAT PAINTS A PICTURE

Encourage your listeners to see themselves or someone in their lives. It could be aging parents, the daughter of the person who makes their latte or takes their bank deposits, or even their own children.



7. THE BEST STORIES ARE TOLD BY THE PERSON THEMSELVES





Clients telling their own stories are the most moving way to share how your organization makes a difference.



Seven Best Practices for Fundraising Speakers




1

GAIN AUDIENCE ATTENTION AND INTEREST

-  HEAR them.
-  Ask a question they have to think about.
-  Get a raise of hands.
-  Be sure your remarks, speech, presentation feels like it is about THEM in some way.




2

ESTABLISH YOUR OWN CREDIBILITY AND APPROACHABILITY

-  This is critical when speaking.
-  This is where you can insert a short story to connect more deeply.
-  Include some of your most relevant and/or impactful “stats.”



3

SHARE THREE MAIN CONCEPTS

-  Put your remarks or your presentation into “buckets” with interesting, engaging titles.
-  Of course you can and will want to include sub topics in those “buckets” to cover all you want to, but remember: Less is more.
-  Too many topics can be confusing and your audience loses interest.

4


MAKE IT EASY TO FOLLOW ALONG

-  Make sure you keep your talk/presentation orderly by reminding the audience where you are in the overall outline.
-  Do this visually with a common graphic or numbers or verbally with a transition phrase or numbers. (e.g., Let’s dive into my third point: “Why your investment makes such an impact.”)

Seven Best Practices for Fundraising Speakers (continued)




5

TRANSITIONS ARE KEY

 The best presentations flow with transitions that are virtually invisible.




6

GENERAL GUIDELINES FOR INSERTING STORIES/IMPACT EXAMPLES

-  Three stories in a short, seven-minute speech.
-  You may absolutely use more people examples or “stories” in a longer presentation but make them relevant and short.
-  Use them:
 - To emphasize your point
 - To insert drama, clarity, humor
 - As a transition
 - To close your remarks/presentation

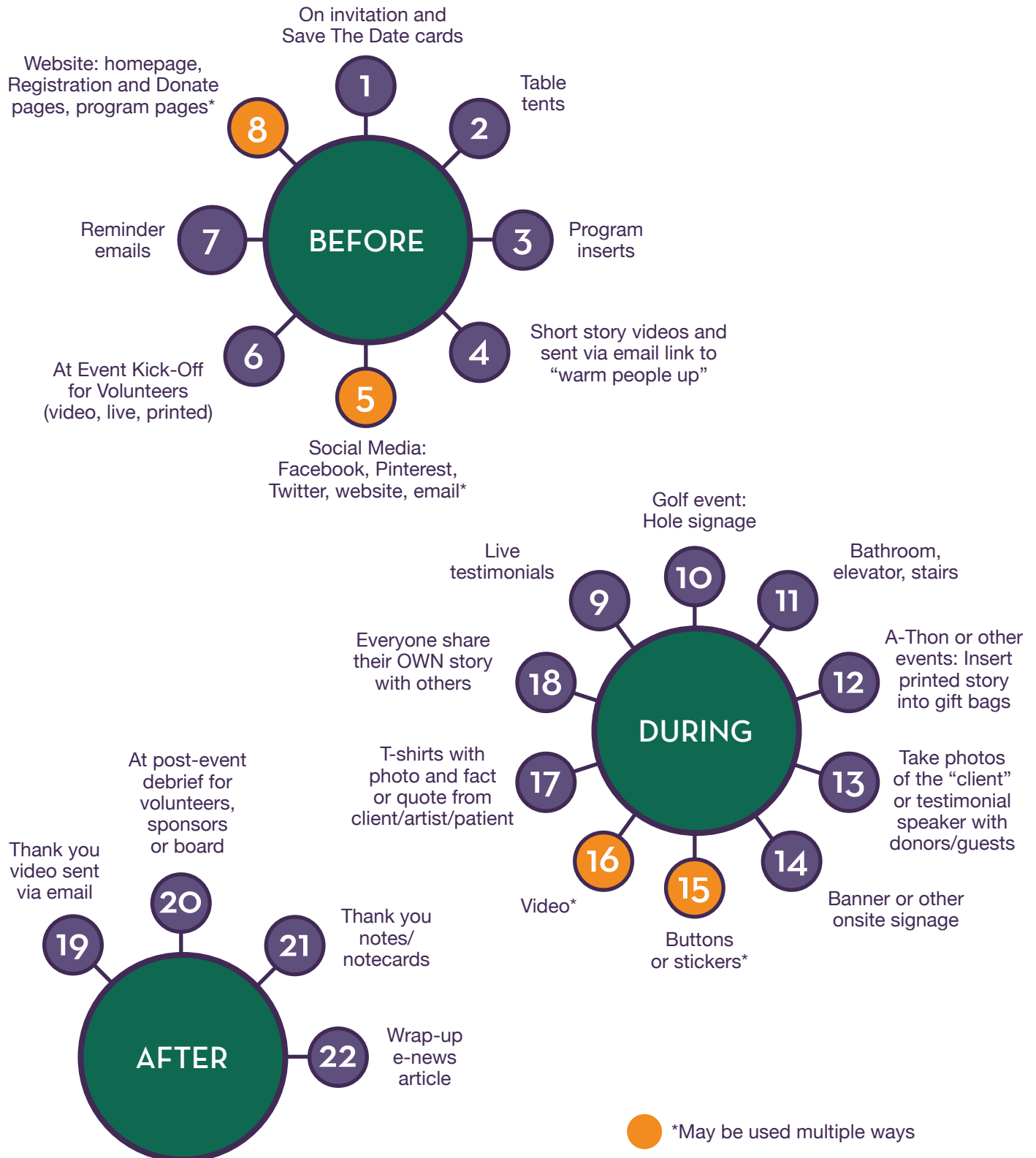
7

MY BIGGEST PET PEEVE: DO NOT USE THE PHRASE “IN CLOSING...”

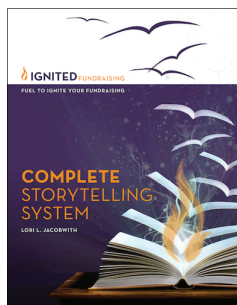
-  We all know that you’ll stop talking eventually, so do that. But do it in a “conversational” format.
-  They are listening and you are talking, but in an exceptional speech or presentation you’ve had them following you closely and they are ready for the finale.
-  One trick I use: I often ask, “What will you do differently after today?”

Sometimes I have the opportunity to hear their answers out loud, sometimes not. The question shifts listeners to the wrap up while getting them into action about what they just heard.

20+ Places To Share Your Story At Nonprofit Events



Additional Resources




When you're ready to start sharing your story, I can teach you how to find, craft, and tell stories that create engaging emotional connections so people give you more of their time and money. Learn more here:

<http://ignitedfundraising.com/training/value/storytelling-system/>

 When you're ready for more storytelling support, download my free eBook *Boring to Brilliant: Finding and Sharing Stories That Cause People to Take Action*:

<http://ignitedfundraising.com/boring2brilliant/>

 And here is one more terrific resource for speakers:
[Number of words to number of minutes calculator](#)