

THURSDAY, JUNE 7, 2018 FERGUS FALLS, MN

FUNDRAISING & ADVANCED STORYTELLING WORKSHOPS *with* LORI L. JACOBWITH

sponsored by



FEE: \$50 *includes both sessions & a boxed lunch*

MORNING SESSION 8:30am – Noon

Imagine What's Possible *Fundraising Workshop*

Does your organization have enough money? If fundraising is always a challenge at your nonprofit organization this fun, fast-paced workshop is for YOU!

Identified as one of the best fundraising experts in the U.S., Lori L. Jacobwith will energize even the most overwhelmed staff & board members. Her vision is to create ease in your fundraising by breaking down the tasks into easy-to-implement actions.

This session is packed with tools & best practices that will take your fundraising to a new level of success. By the end of the morning attendees will identify at least one area of fundraising that is overwhelming, or even impossible, and create a mini-action plan to achieve success.

To get maximum results attend with two or more from your organization.

TOPICS WILL INCLUDE

- > Creating a mini-action plan to dramatically increase individual donor fundraising
- > How to get people to take action when you talk with them
- > How to build deeper board engagement
- > What is the board & staff role in supporting fundraising — *this one may surprise you!*
- > Learn why people stop giving

AFTERNOON SESSION 1pm – 3pm

Deep Dive *Advanced Storytelling Workshop with "Live" Story Coaching*

It seems everyone is sharing stories in their communication.

The truth is our storytelling has gotten lazy. We put a picture on a page, share a few facts about the person in the picture and call it a story.

While sharing an engaging mission moment story is both an art and a science - storytelling is a powerful tool when you do it well. This session teaches you how to make changes in your communication that will have a lasting impact.

TOPICS WILL INCLUDE

- > Why sharing a mission moment story is what causes people to give MORE
- > How to craft an engaging people story
- > The importance of YOUR money story
- > How to combine your people & money stories to dramatically increase your fundraising this year

Lori will provide feedback & coaching for as many stories as possible during this session.

FOR ADDITIONAL INFORMATION OR TO REGISTER, VISIT:
bit.ly/IFWorkshop7Jun18

MORE DETAILS ON BACK! >

FUNDRAISING & ADVANCED STORYTELLING WORKSHOPS

workshop details

THURSDAY, JUNE 7, 2018

**WEST CENTRAL INITIATIVE
1000 WESTERN AVENUE
FERGUS FALLS, MN 56537**

fee

\$50

INCLUDES BOTH SESSIONS & A BOXED LUNCH

questions

CONTACT UNITED WAY OFFICE

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WHAT PEOPLE ARE SAYING

Attendees report they increased fundraising revenue by up to 75%, clarified donor communication and built board engagement.

"Best foundation I've gotten for fundraising and communication!"

*—Joyce Wisdom, Executive Director
Lake Street council & Pangea World Theater
board member*

"What was best about these sessions? Collecting meaningful ideas I can take back & apply to my work and with my team. Lori's activities were fabulous! The worksheets force you to create useable action plans."

*—Teri Wilczek, Executive Director
Marshfield Clinic Foundation*

MAP



About **LORI L. JACOBWITH**

Lori is a nationally-recognized master storyteller and fundraising culture change expert who was named one of America's Top 25 Fundraising Experts. With more than 30 years' experience, her strategies and coaching have helped nonprofit organizations raise nearly \$300 million from individual donors. And counting.

Grounded in her experience as both a former nonprofit executive director and development director, Lori has honed her vast expertise into actionable, creative, and successful tools. Her mission is to help staff and board members to powerfully share their people and money stories to raise significantly more money. Lori's one-of-a-kind approach is used by thousands of people and nonprofit organizations across North America.



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