

# How to Train Others To Powerfully Share *Their* Story OR *Your* Story



**Presenter: Lori L. Jacobwith, Founder, Ignited Fundraising**

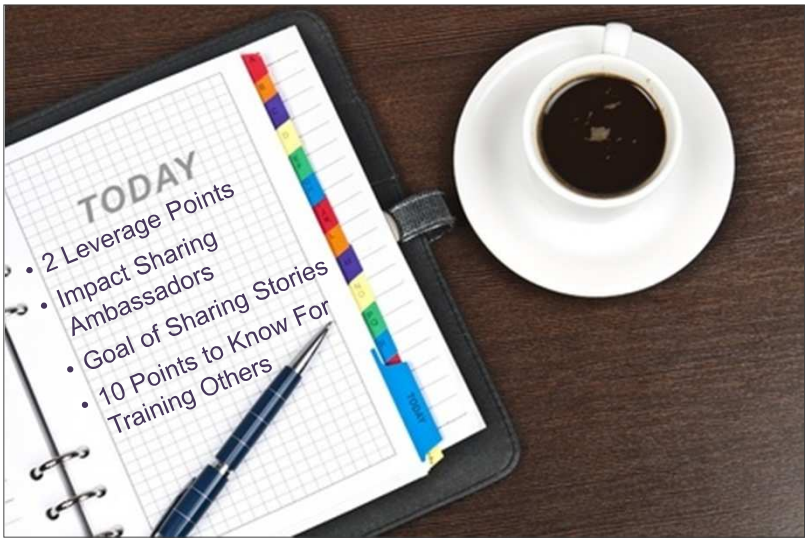
## What Are You Looking For Today?

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# What I Have For You

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## Two Key Leverage Points to Create Massive Results in Fundraising



## 1. Talk About the Impact I Help Cause

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Image Source: Volunteers of America National website

## 2. Talk About Your Money Story

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## Impact Sharing Ambassadors

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Who are or could  
be your impact  
sharing ambassadors?



## Types of People Stories?

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Let's make a list...



## Communication Training

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- Taken for Granted
- Critically Important

## What Storytelling is Not

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You and your volunteers are **not** a newspaper or news reporters that shares objective and *careful* stories.



# What Storytelling is Not

It's not about how well you "tell" the story.

It's about how much passion you convey and the picture you paint with your words.



Image Source: Kentucky Arts Council

# Your Goal

**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.

A graphic element consisting of a white icon of a picture frame with a landscape inside, and a white paintbrush positioned below it, all set against a dark grey background.



# Stories of Your Impact

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Create unforgettable  
emotional connections  
and **Empathy**



# Remember This

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**Sympathy** creates distance



Image Source: Crusty Dolphin, Flickr

# Remember This

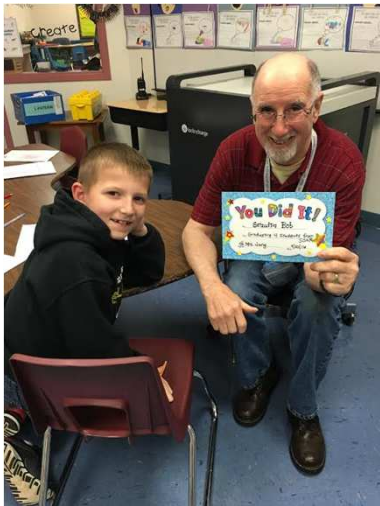


Image Source: Catholic Charities Central Minnesota Facebook

Empathy creates connections

# Tell Me A Story





# 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.



Image Source: Community Action Duluth website

# Where To Include Story Sharing?



- Board Meetings
- Donor Meetings
- Speakers Bureau
- Annual Meeting
- Fundraising Events
- Where else?

## Who Tells the Story?

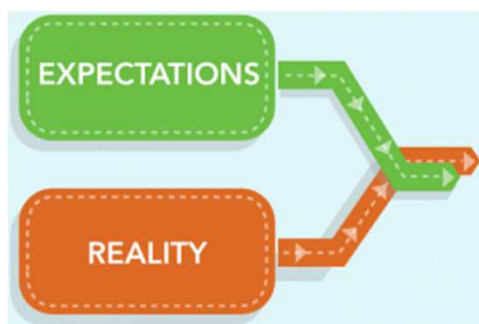
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Board Members  
Clients  
Family Members  
Donors  
Staff, maybe  
Others?

## Expectations vs Reality

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- Do not expect others to share a story they've only heard or read.
- Do not expect others to know what a *story* is.
- Do not expect others to understand the value of story sharing unless they experience it themselves.

# The Very Best Story

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**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.

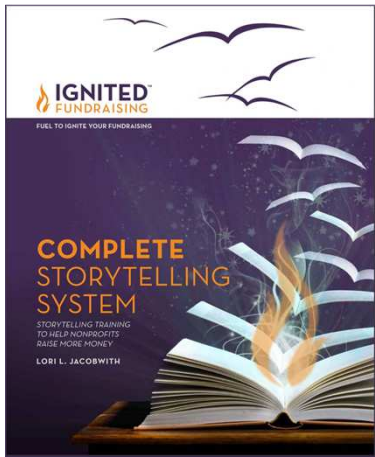



# Do You Have A System?

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# Module 8



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### Module Eight: Training Others

*Please view the video and read through the Module Eight workbook reading before downloading, printing, and using the Worksheet. Don't forget to check out the resource tool!*

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Workbook Reading

Reading

Worksheet

Worksheet 8.1

Resource

Resource

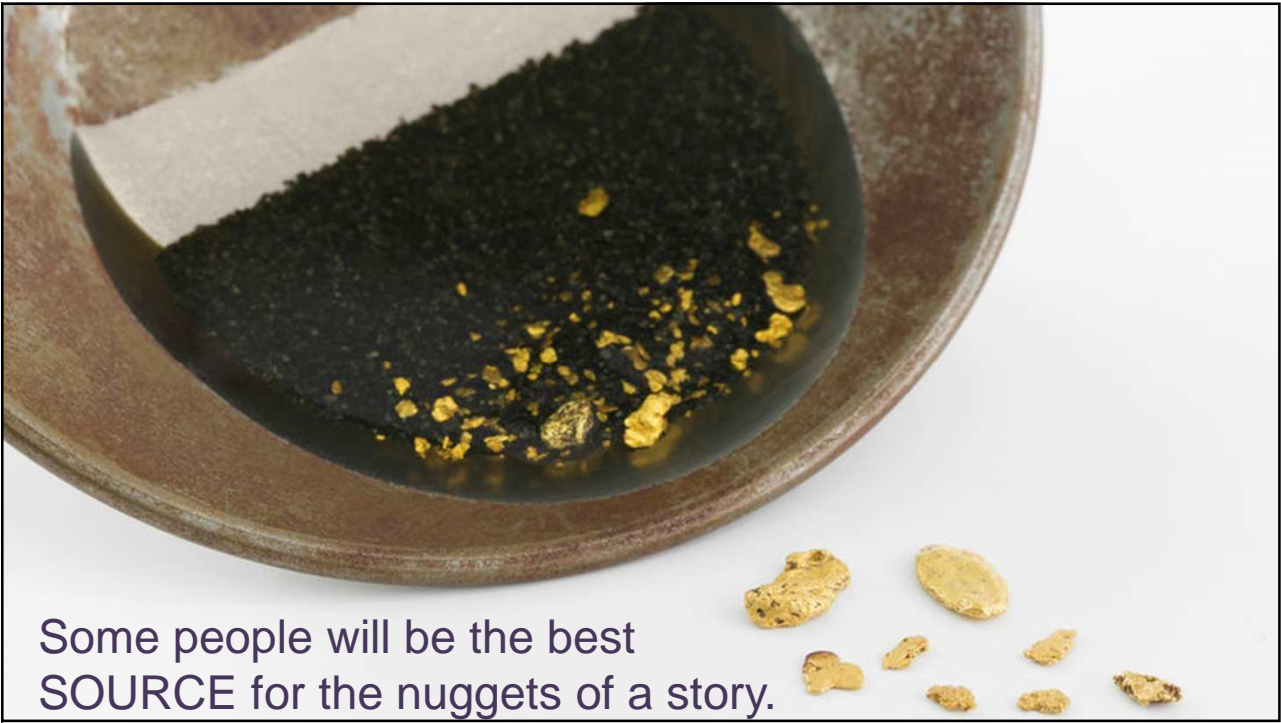
← Previous Lesson

Next Lesson →

# Training Others

1. Not everyone /S a storyteller






# Training Others

- 2. It is up to **YOU** to help them craft an emotionally engaging story




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

Let me tell you about:

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*(Fill in their name, age, and a few descriptive details about them.)*

His/her life was:

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*(Share specific details about how they felt about their choices, unasked for situation, health issues. You get the idea.) Special note: Stay away from jargon and "grant-writer" speak.*

[NAME] \_\_\_\_\_ made his/her way to us


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*(Share how the person found you or your programs. Be specific. A helicopter didn't drop them off. Maybe ten other homeless shelters turned them down or their doctor or landlord referred them to us.)*



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## Simple Template for Moving Your Story from Boring 2 Brilliant (continued)

Here's how our organization helped:

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*(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: \_\_\_\_\_

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*(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:

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*(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?



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# Use a Template

# Training Others

3. No matter **who**  
you will teach/train  
they **WILL** be nervous





## Training Others

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4. Always have people work in pairs



Image Source: United Way Storytelling Training 2015

## Training Others

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5. Allow *yourself* to be coached by the people you are teaching/training



## Questions To Generate Feedback

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- What inspired you about what you just heard?
- What did you want to know more of? Less of?
- Did what you heard keep your attention the entire time?
- Where did your mind wander? Why?



## Training Others

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### 6. Use a timer



## Don't Let People Drone On

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## Training Others

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7. Takes time to build a storytelling muscle



# Overcome Objections



# Training Others

- 8. Track what people are doing according to what you agreed

FEEL TO IGNITE YOUR FUNDRAISING | [bankoffundraising.com](http://bankoffundraising.com)

ORGANIZATION: \_\_\_\_\_

VOLUNTEER/STAFF NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

Mission Moments Identified From:			
	First Name	Last Name	Date
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Two-Minute Mission Moments Shared with:			
	First Name	Last Name	Date
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

NOTE: Use this tracking document with board members, staff, clients, volunteers, and key supportive community members. Place this document online, or share it electronically. Review the activity regularly. Create a dashboard from this activity.

WORKSHEET 8.1

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Storytelling Tracker

## It's a Marathon – Not a Sprint



## Training Others

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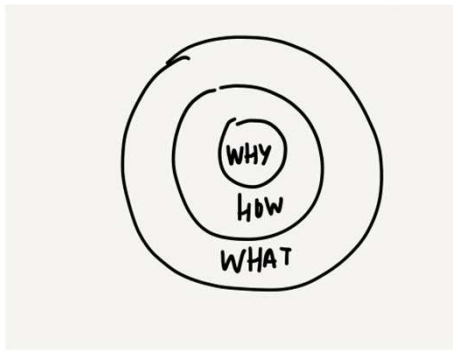
### 9. Set specific goals



# Explain the Impact of Why



# The WHY: Simon Sinek



<http://bit.ly/SimonSinekVideoWt>





## Training Others

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### 10. Practice



## Now What?

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1. What will you do next?
2. By when will you do it?



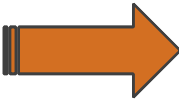
# The Future

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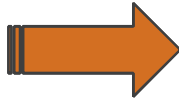


# The Future

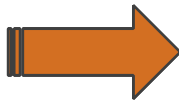
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Ignite Your Fundraising  
Results Program – 8 weeks



Group Coaching  
Packages: 4 or 8 sessions



Annual Live Workshop  
**Sept 14-16, 2016**  
VIP Partial or Full Day Training

## Your June Webinar

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### Engaging Your Board, Expanding Your Reach

11 am Central

Thursday, June 30

## Best Part of This Session?

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Share your candid feedback  
in the survey that will pop up  
on your screen shortly!



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Thank You!