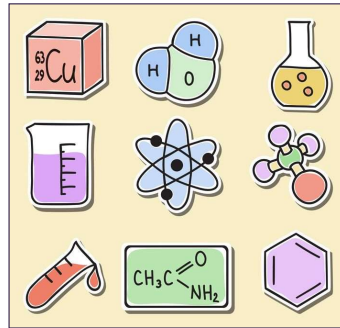


# Art or Science?

## Making an Effective Ask Using Mission Moment Stories



OR



## Download Slides +

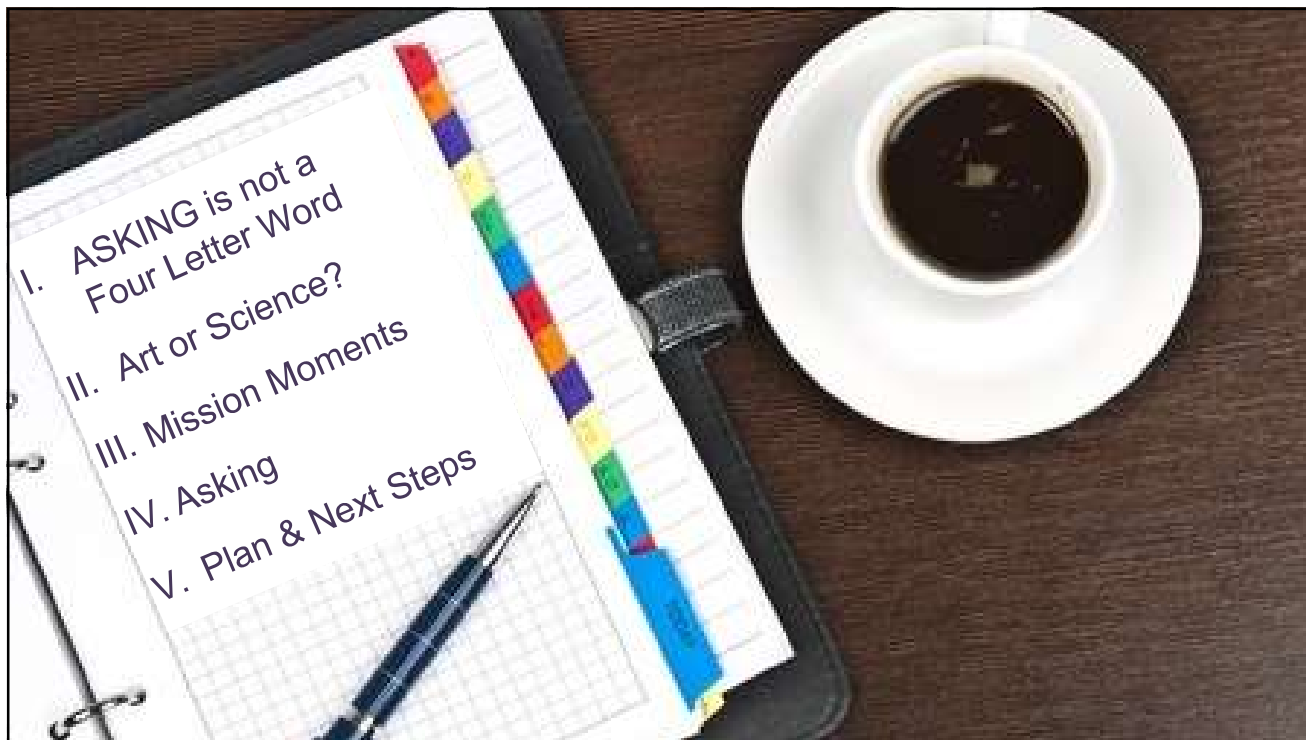
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<http://bit.ly/ignitedFRnpsc2018>

This IS a case sensitive link!

Icon made by Freepik from www.flaticon.com



# Asking is *NOT* a Four Letter Word

## Asking for Money in One Word

---



## Great Gaping Disconnect

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### What People Want When They Support A Cause:

- ✓ To make a difference
- ✓ To feel personally connected to something greater than themselves
- ✓ To feel useful
- ✓ To get a warm glow of giving



~ Katya Andresen, Formerly with Network for Good

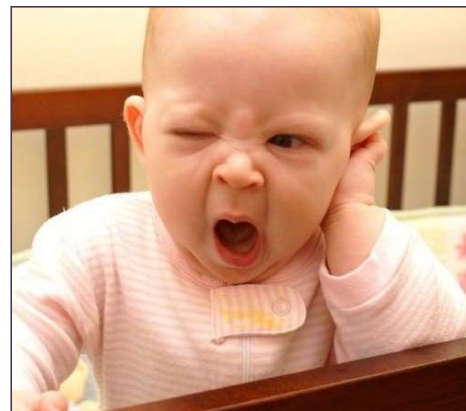
## Great Gaping Disconnect

---

### What People Often Get When They Support A Cause:

- ✓ A tax receipt
- ✓ Statistics, facts & figures
- ✓ A newsletter...sometimes
- ✓ Always an appeal to give more

***There MUST be more of what people want in their experience with us.***



~ Katya Andresen, Formerly with Network for Good

## Relationships

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Good Askers...

Great Askers...



## Ways to “Ask”

---

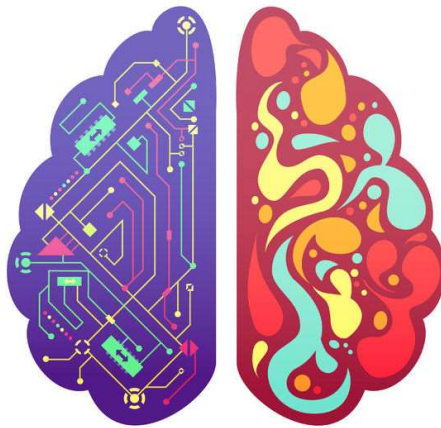
Let’s Make A List



# Art or Science

## Conventional Wisdom

---



## Uniting Both Minds

---



## Brain Tension



## Brain Tension

---

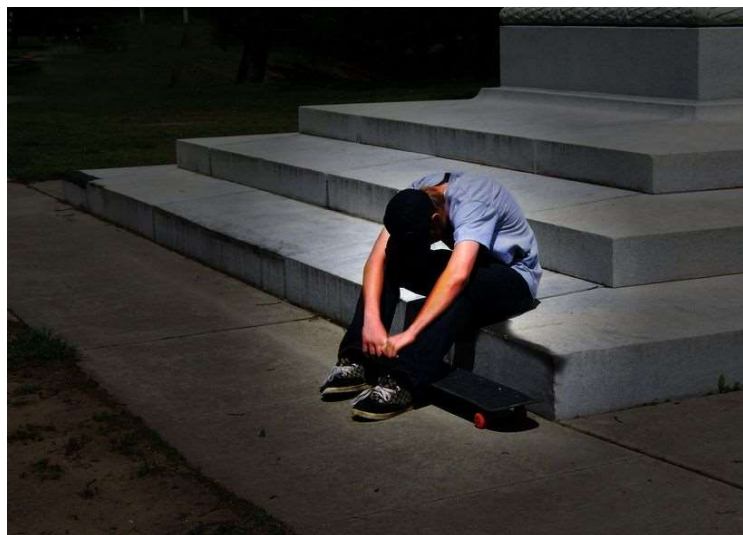


Story from SWITCH  
Source: *The Happiness Hypothesis*  
by Jonathan Haidt

## Sympathy

---

Creates Distance

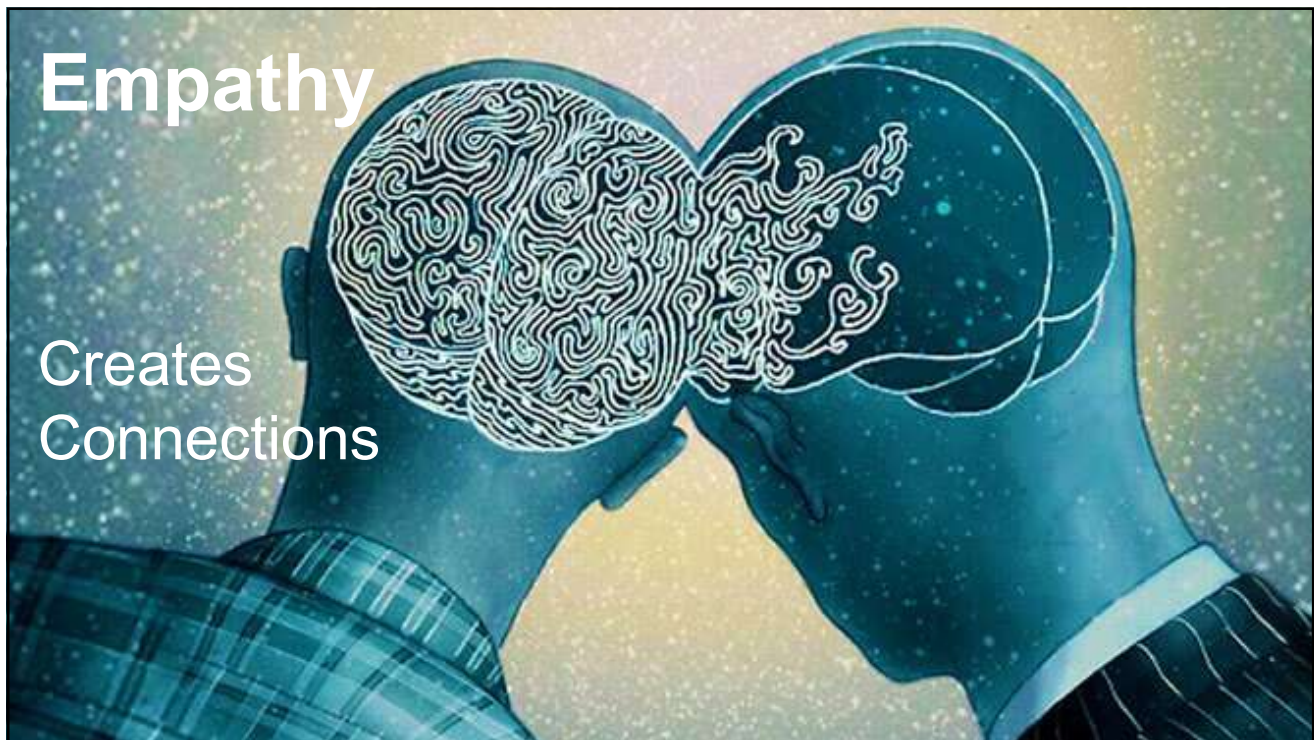


# Empathy

---



Creates Connections



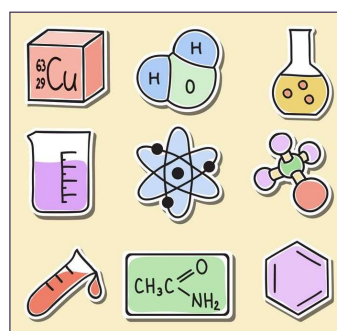


## Art or Science?

---



&



# Mission Moments

## Organizational Story

---





## Inspiring and Memorable

### Choose Your Story Category

---

- Founder
- Management or Leadership
- Founder Myths
- Hopeful
- Fearful
- Visionary
- Scarcity
- Money**
- Hero/Shero
- Villain

# Mission Moment

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## Lori's Definition:

*“A short, inspirational, example of how your organization is making an impact.”*

About a “real” person.

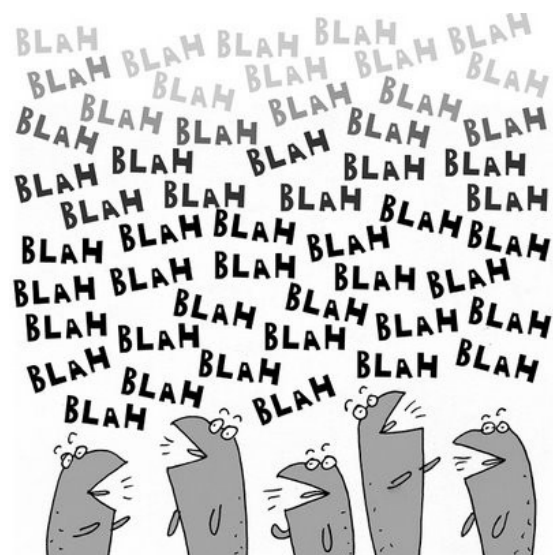
A donor, staff, volunteer, board member, client...anyone.



Image Source: Senior Community Services

# NOT A List of Facts

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## Impact

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Put a Face On What  
I Make Happen

AND Share *What it  
Takes* to Make That  
Impact



Image Source: Iowa Heartland HFH - Facebook

## Craft Your Mission Moment Story

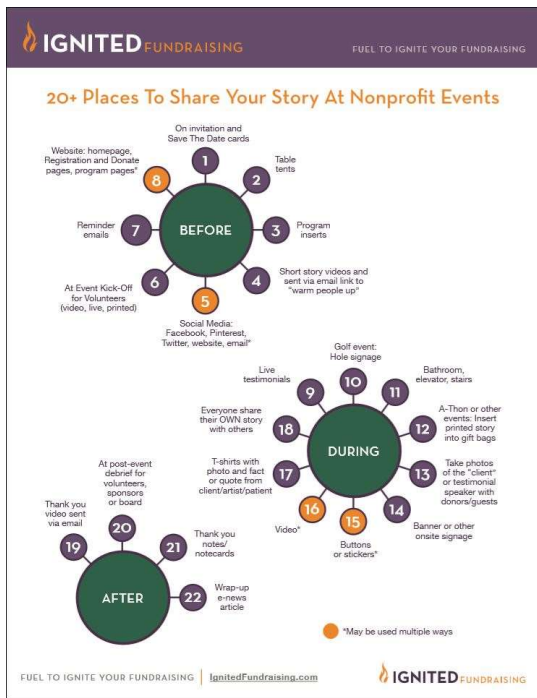
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1. Flesh out Details
2. Include Measurable Results
3. Don't Forget to Include Transformations
4. Thoughtfully Choose Your Words
5. Use the Framework
6. Practice
7. Share Same Mission Moment in Multiple Ways

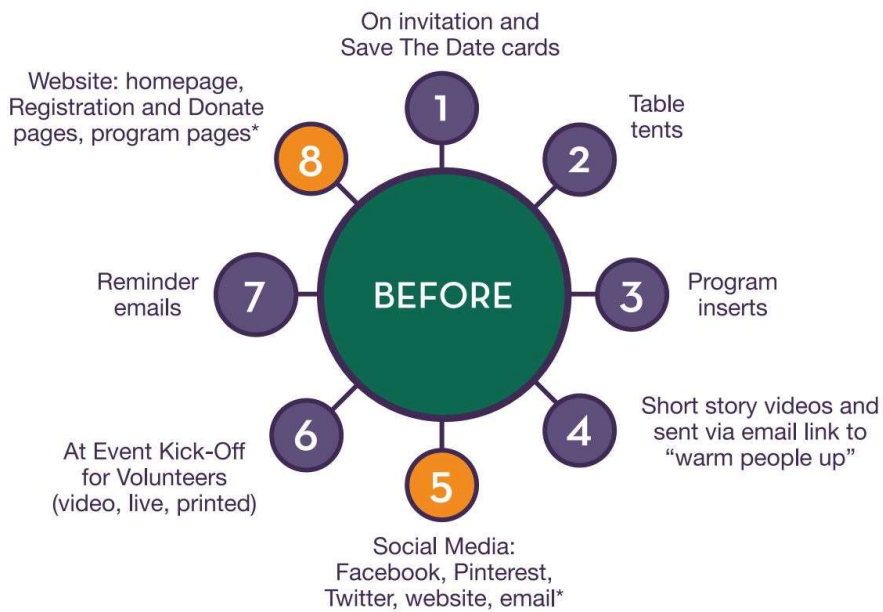


# Inspired Asking





<http://bit.ly/orgstorynpssc2018>



## Before & During

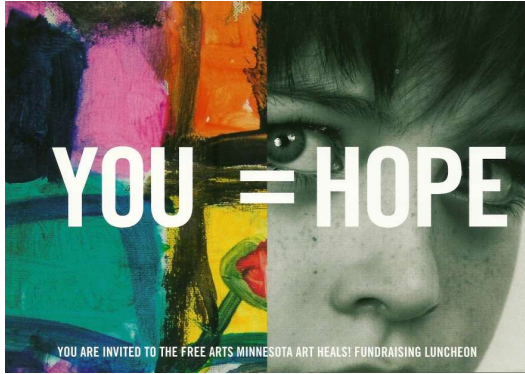


Image Source: Free Arts Minnesota



Image Source: Love Your Brain Yoga



## During

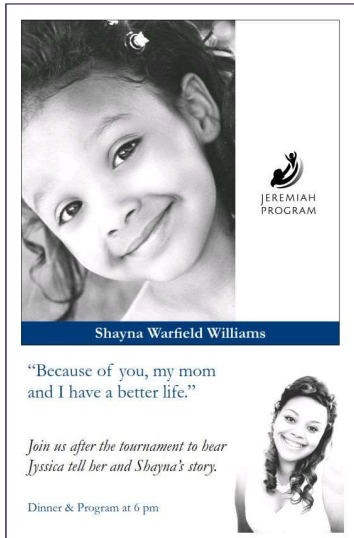


Image Source: Jeremiah Program

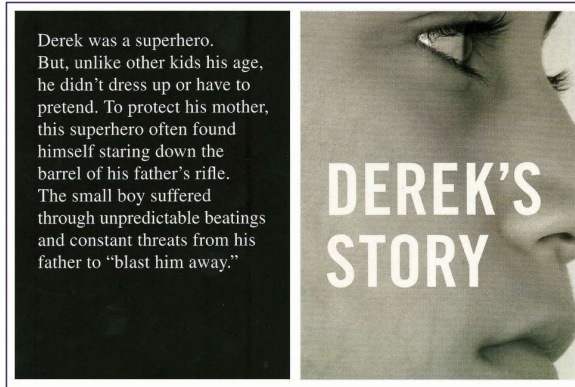
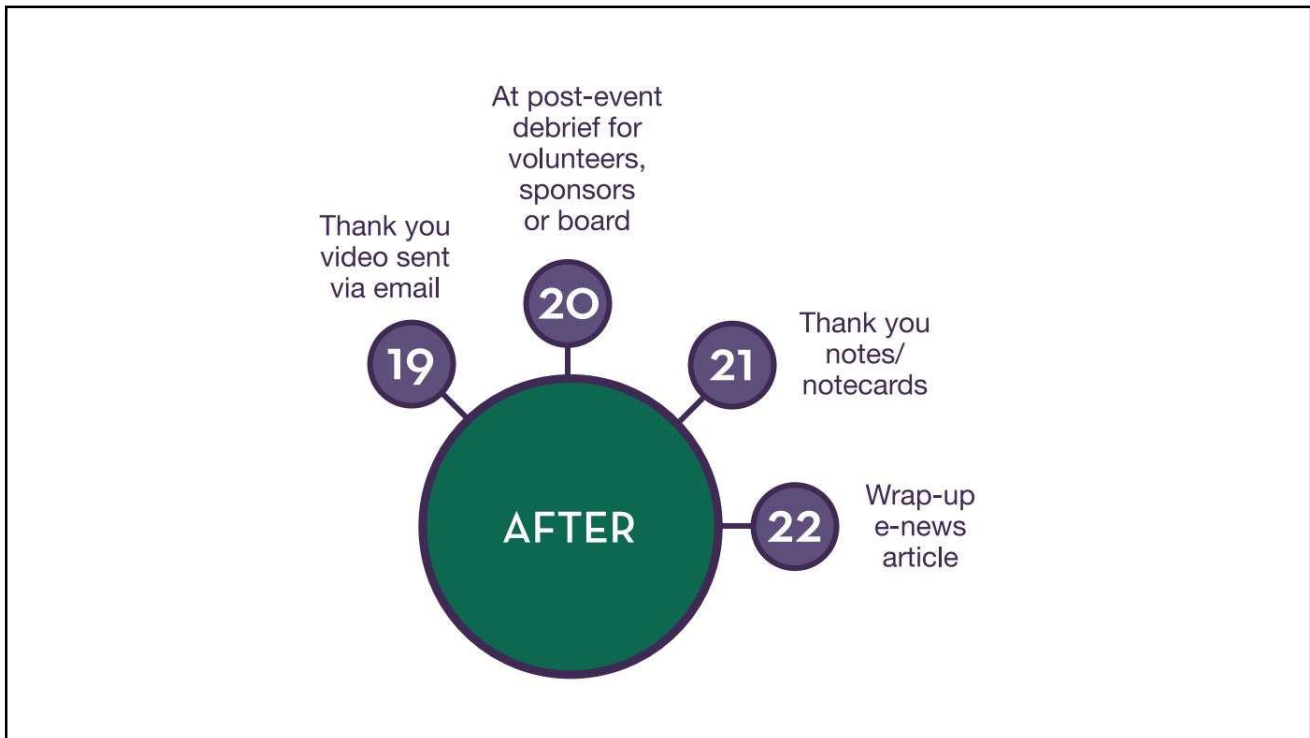


Image Source: Free Arts Minnesota

## During



Image Source: charity:water



## After

### 'I know I can change the world'



Chuck Meehan and Cortez Davis are thankful for each of you!

Cortez Davis stunned a roomful of people this morning with his story of tragedy and triumph.

"I have no memories of my mother," he began. "Only stories and limited pictures tell me about the two years we had together before she was brutally murdered in a drive-by shooting."

For some, this beginning could have led to a life of destruction. Through the support of his grandmother and the Light-House, Cortez is poised for success.

In a few days he will graduate from ULM with a degree in biology and plans to attend pharmacy school.

YOU made Cortez's story possible.

Image Source: Volunteers of America North Louisiana



<http://bit.ly/NPOthankyouvideo>

## Same Story – Multiple Ways

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## One-on-One Asking\*

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**10 - 15%** - Greet & Connect

**10 - 15%** - Org Updates

**50 to 55%** - Listen

**10%** - Wrap up & Next Steps



\*Source: Jerry Panas

## Where Does the Story Go?

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**10 - 15%** - Greet & Connect: Make This About *Them*

**10 - 15%** - Org Updates – Share a Mission Moment

**50 to 55%** - Listen: Ask Questions to Learn *Their* Story

**10%** - Wrap up & Next Steps:  
Inspire Them to *Tell Others* About Your Meeting

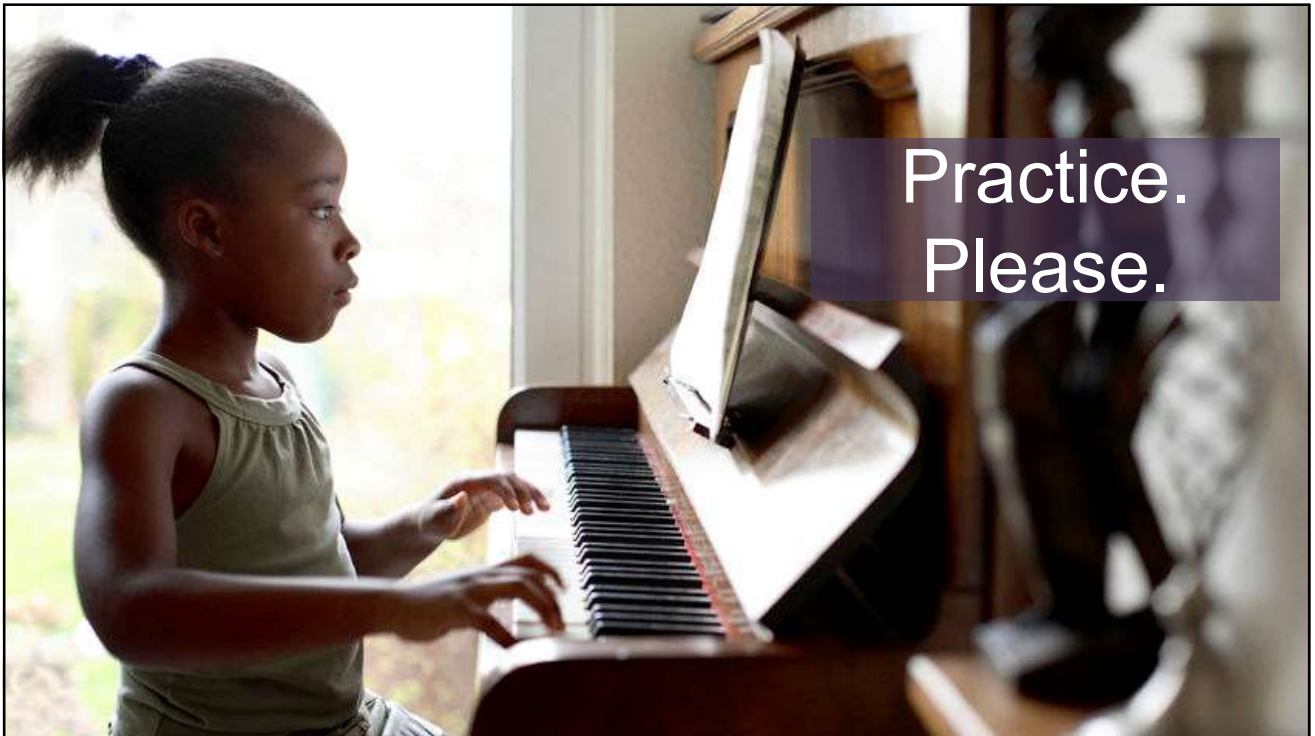
## After

---



# Let's Hear A Mission Moment Story

Where & How  
to Use it?



# Your Action Plan & Next Steps



Create **Healthy** Habits  
To Craft & Share  
Inspiring Action-  
Causing Stories

# Your Action Plan

**Strategic Goal Draft** (start with up to three actions/goals)

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

# Your Action Plan

1. Capture Inspiring Ideas
2. Choose up to 3 Areas of Focus
3. Make Certain You Can Measure the Results
4. Define Your Process
5. Identify Team Leaders...**YOU ARE** one of them!
6. Sorry. Time is *Not* a Barrier!

**Strategic Goal Draft** (start with up to three actions/goals)

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



## Resources & Staying Connected



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



Lori Jacobwith – Ignited Fundraising



@LJacobwith



Fire Starters Blog

Free Resources



To Talk With Me:

<http://bit.ly/StrategizeWithLori>

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

J.K Rowling



Download Slides +

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<http://bit.ly/IgnitedFRnpsc2018>

This IS a case *sensitive* link!

# Thank You!



OR

