



**To Raise More Money,
Tell the right story to the right
person at the right time**

Leaders Assembly 2018

March 18, 2018

2 Nisan 5778



Storytelling for Leaders

Finding Your Stories

- Actively seek out stories
 - send surveys to families and donors
 - create a share-your-story page on your web site
 - interview people throughout the camp
- Focus on how camp has made a difference, changed or saved lives
- Stories surpass statistics

Power of Stories

- Best way to connect people to your mission, vision and values
- Everyone can/should be a storyteller
 - board members
 - program staff
 - volunteers
 - donors
 - campers
- Storytellers as advocates in the community

Power of Stories

- Stories are game changers
- Do not focus upon camp's needs
- Tell how camp affects people's lives
- Three kind of stories
 - Thank You
 - Involvement
 - Impact

Impact Story

Let's create an impact story together...

Questions to Ask Yourself

- Who is your audience?
- What are you trying to accomplish?
- After you have shared your story, what do you want the audience to
 - ☐ think
 - ☐ feel
 - ☐ do

The Four C's of Storytelling

- Character

- ❑ At least two characters—the “beneficiary” and the camp

- Connection

- ❑ The bridge between the audience and the camp

- Conflict

- ❑ What restrains the beneficiary from achieving what s/he wants—external and internal

- Conquest

- ❑ The outcome—how the problem is resolved

Storytelling: Details to Include

- Be wary—too much can derail a story
- Only use details that move the story along
 - ☐ Tell more about the characters so audience can relate
 - ☐ Help audience better understand depth of conflict
 - ☐ Clarify how agency resolves conflict
- Facts v. Emotions
- Think about what details will be of interest to your audience

Ten Rules to Remember

1. Stories are about camp's impact
2. Have a personal connection to the story
3. Know why you are telling the story
4. Connect with your audience first—
shared values
5. Main character=client not camp

Ten Rules to Remember

6. Hero is camp and its donors
7. Use conflict to drive story
8. Only include details that move story
9. Practice, practice, practice
10. Tell story with passion

3 Phrases to Engage Audience: Getting to the Ask

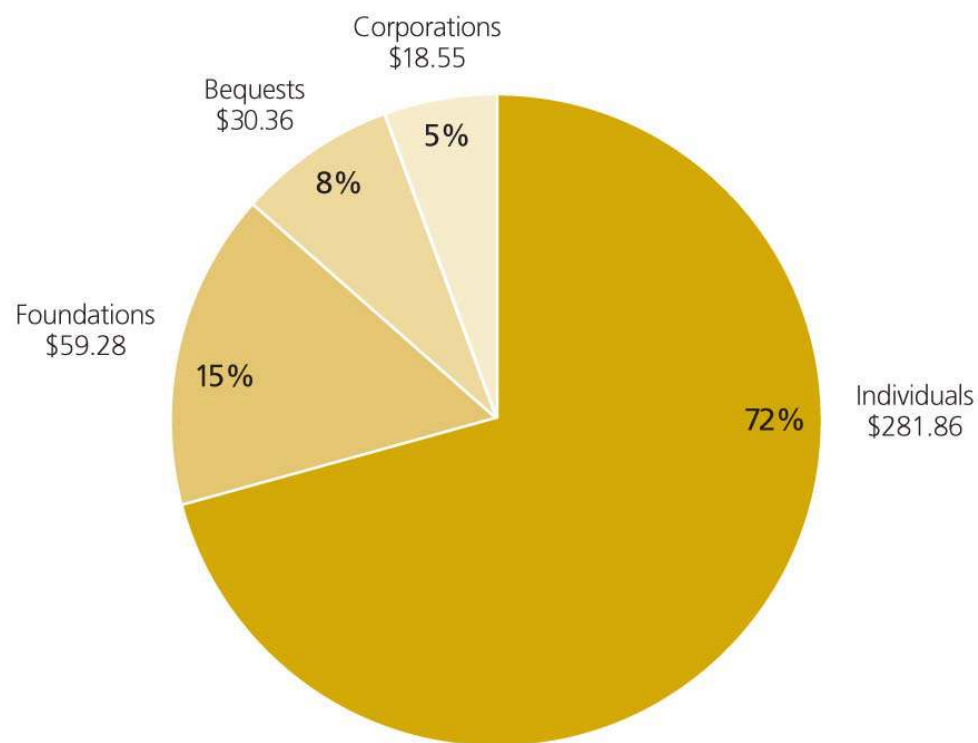
- Can you imagine...how that must have felt...
- Have you ever...experienced...
- Would you like to...know more

The State of Philanthropy in America Today: A View from the Field

2016 Contributions: \$390.05 billion



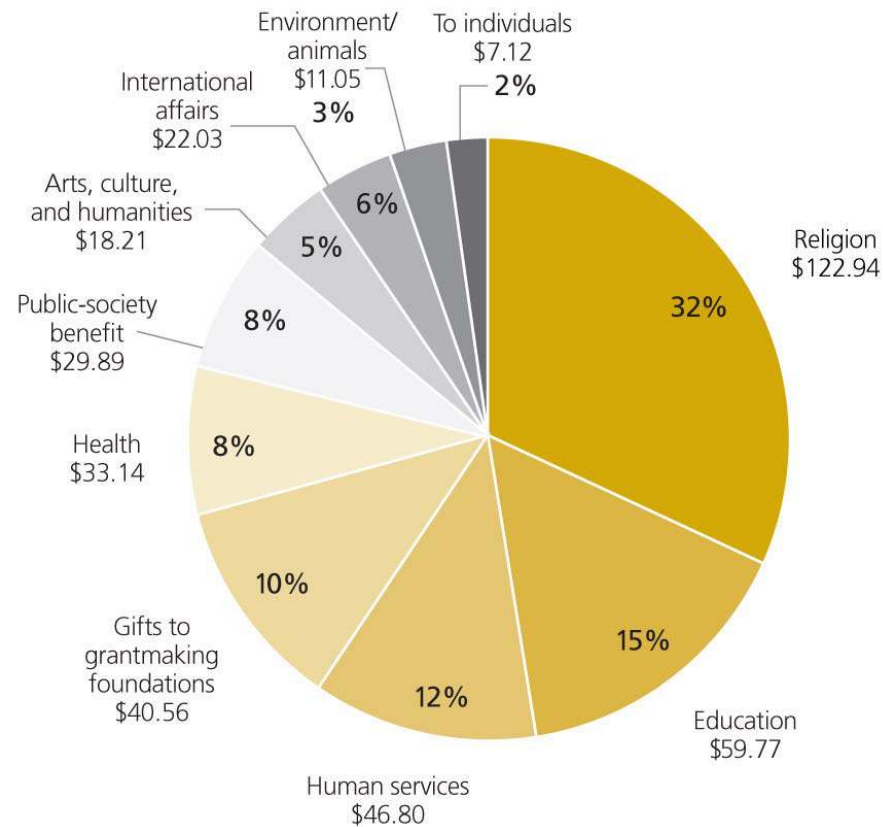
15



Who receives the \$390.05 billion?



16



Q:
How do you get your
piece of the pie?

A:

Creating Campaigns of One:
Systematize and Humanize

A man in a dark suit stands with his back to the camera, holding a black briefcase in his left hand. He is positioned in the center of the frame, standing on a bright blue circular glow on the floor. Above him, numerous bright blue light rays fan out from a single point at the top, creating a dramatic spotlight effect. The background is a deep, dark blue.

Campaign of One

Campaigns of One

1. Identify prospects
 - Collect research
 - Segment into concentric circles
 - Gather partners to provide information
 - Evaluate prospects
2. For each prospect, develop a
 - Strategy
 - Gift objective
 - Assignment
 - Tactical moves
3. Maintain accountability
4. Keep score

A photograph of three people (two men and one woman) peeking over a large white rectangular sign. The man on the left is wearing a white shirt and holding a blue pen. The woman in the middle has dark hair. The man on the right is wearing a maroon shirt. They are all looking directly at the camera with a slight mischievous expression. The background is a plain, light-colored wall.

Donor Readiness

Donor Readiness

- Answers your phone calls
- Initiates contacts with you
- Shares passion with others and recruits
- Hangs around longer
- Volunteers more
- Makes gifts-in-kind
- Thinks of self as member of the “family”
- Gives advice

People would rather say yes than no

- Your job as a solicitor is to ask people for that to which they can naturally say yes.
- Discover what people have in abundance –ask only for that.
- Not looking for sacrificial donors rather to provide positive experience of giving.
- ***PATIENCE***: donor eagerly anticipates contact as you deepen relationship further before asking or asking again



BENEFITS

Benefits

- Increased engagement
- Mission, vision and values ambassadors
- Develop more volunteer leadership
- Increased annual fund
- Potential for capital, endowment, and planned giving programs



Enduring Values

אלו דברים שאין להם שעור:
שאדם אוכל פרותיהם בעולם הזה
והקרן קימת לו לעולם הבא: ואלו הן--

These are the obligations without measure, whose reward, too, is without measure:

כבוד אב ואם
וגמילות חסדים
והשכמת בית המדרש שחרית וערבית
והכנסת אורחים
ובקור חולים
והכנסת כלה
ולוית המת
ועיון תפלה
והבאת שלום בין אדם לחברו

*To honor father and mother;
to perform acts of love and kindness;
to attend the house of study daily;
to welcome the stranger;
to visit the sick;
to rejoice with bride and groom;
to console the bereaved;
to pray with sincerity; and
to make peace when there is strife.*





ותלמוד תורה כנגד כלם

And the study of Torah is equal to them all,
because it leads to them all.”

--Shabbat, 127a



אמר רבי יוסי יהא חלקי מגבאי צדקה ולא ממחלקי צדקה

Rabbi Yossi said:

May my portion be with those who raise tzedakah and not with those only who distribute it.

--Shabbat 118b



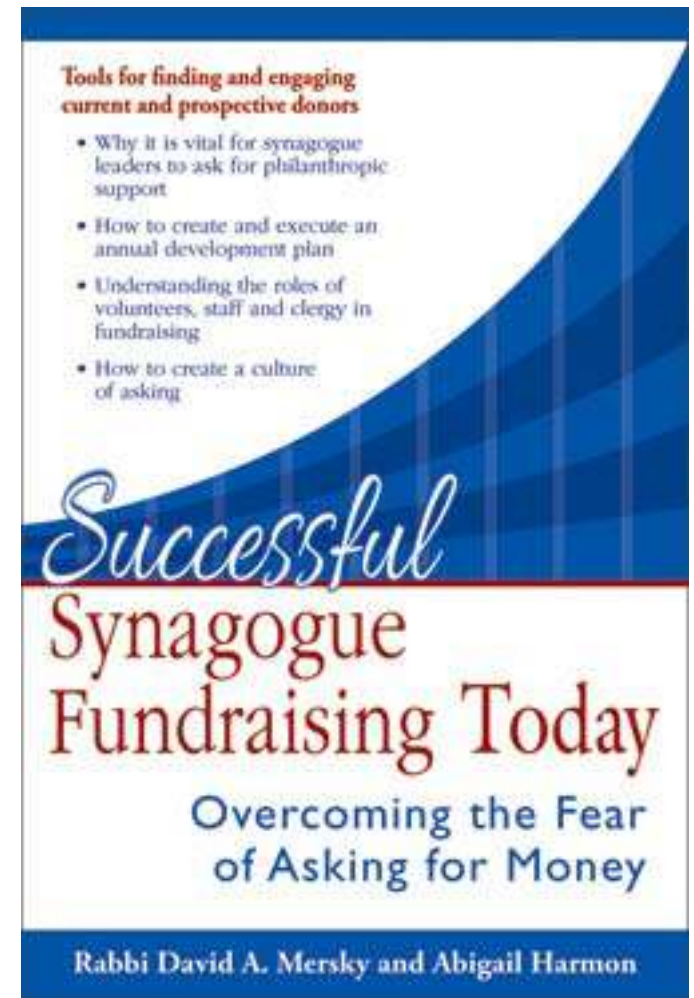
Leaders' Assembly Specials

- Give us your business card and receive....
 - The slide deck of this presentation
 - Free subscription to Resources—the weekly newsletter of Mersky, Jaffe & Associates
 - 30 minute free consultation

Strengthen Your Annual Fund

What do synagogues have to do with camp?

- Both are late to development
- Families=Members...both pay tuition
- Accept the value proposition
- It's about “Jüdische kinder”





Leaders' Assembly Specials

- *Successful Synagogue Fundraising Today*
 - Buy the book about annual fundraising...\$19.95
 - And get free electronic prospect research screening for 200 of your nearest and dearest

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