



# Strategic Storytelling: A Sure Path to Major and Planned Gifts



Date: April 24, 2014  
Time: 1:00 – 2:30 Eastern Time  
Presenter: Karen Osborne  
President  
The Osborne Group  
@kareneosborne



# Welcome!

- 90 minutes to the second!
- Three Q and A opportunities sprinkled throughout the webinar; please participate. Your question will help you and others
- Press 7# on your telephone pad and send us your questions at any time



# Agenda

1. Story telling starts with your “why”
2. It’s a strategic conversation
  - Questioning and listening for intent
3. Story telling best practices

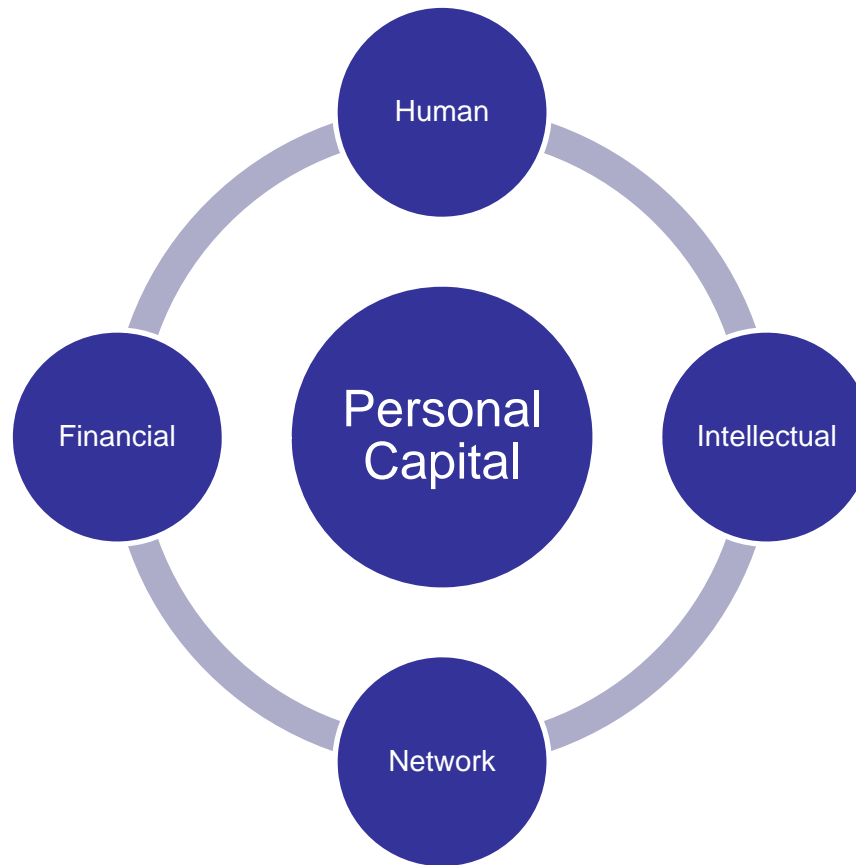


# Inspired, Joyful, Generous Investing



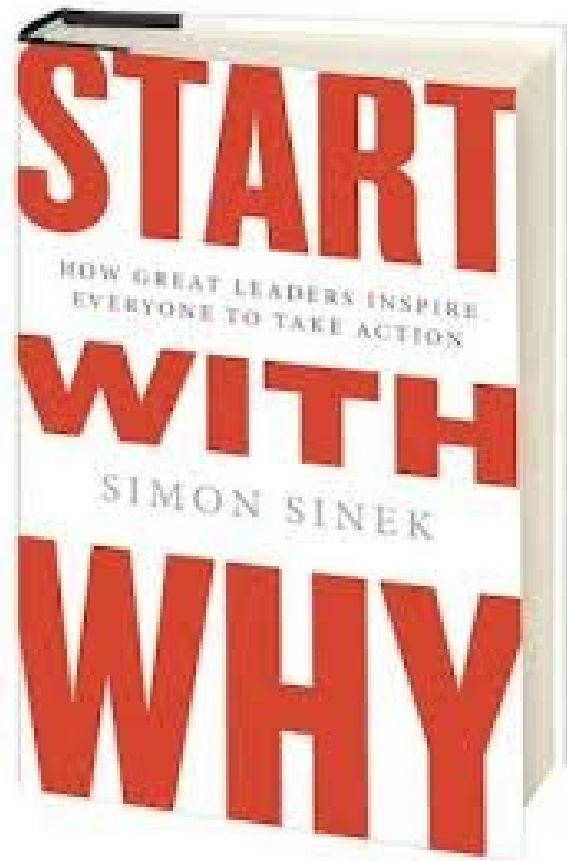


# Being “All In”\* \*Ernie Ludy, Founder Medstat





# Start with Impact, Your “Why”





# What Problems are You Solving?



# BIG IDEAS AND IMPACT







***“No one ever bought anything on an elevator”***

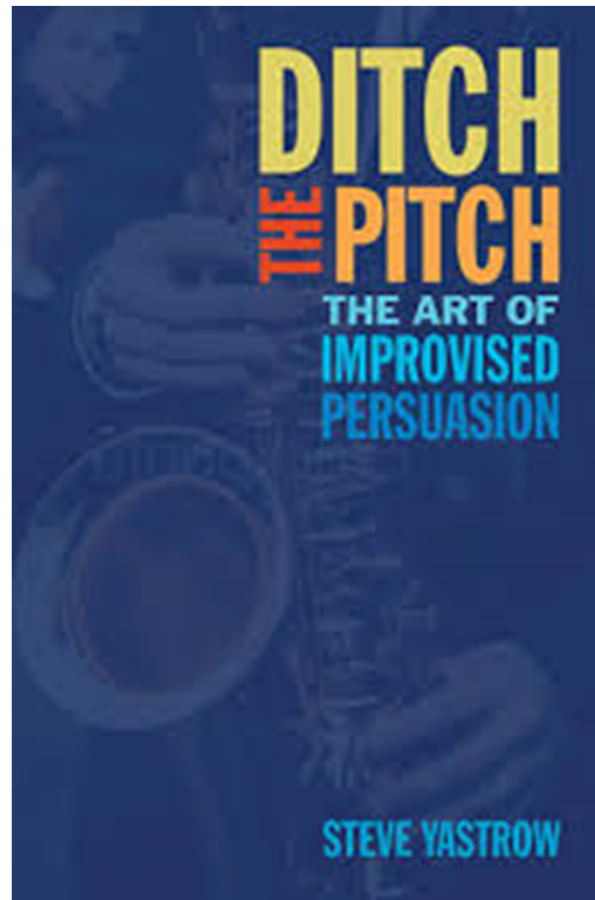
***Seth Godin***

(click on my head)



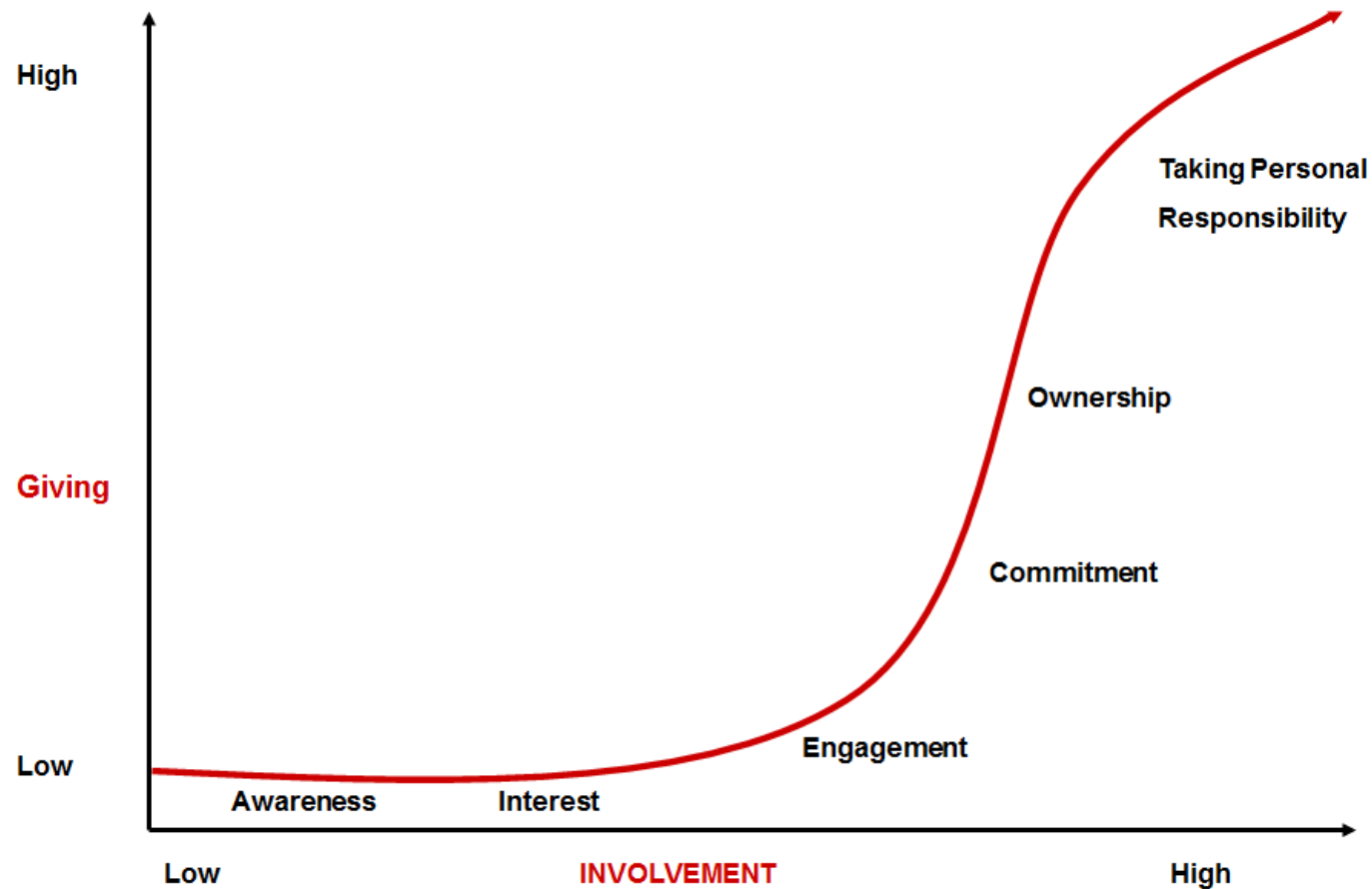


# The Pitch is Dead





# The Tarnside Curve of Involvement\* \*Tarnside Consultancy, UK





# Sticky Messages

*\* Made to Stick, by Chip Heath & Dan Heath*

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories



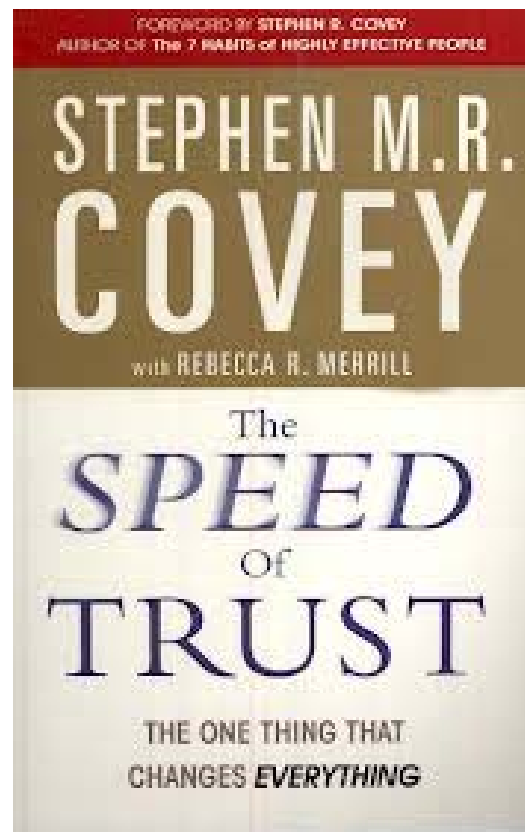


## What Are We Promising Our Donors?

- Transparency and Integrity
- Longevity
- Adherence to our values
- Impact
- Communications
- Prudence
- Trustworthiness



# Trusted and Trustworthy





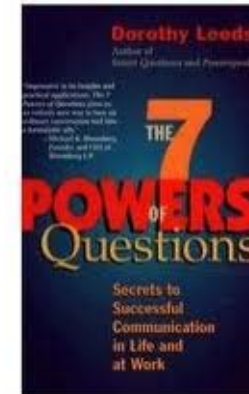
# To Be Strategic, You Need a Plan!





# The Seven Powers of Questions\* \*Dorothy Leeds

1. Demand answers
2. Stimulate thinking
3. Provide needed and invaluable information
4. Put you in control
5. Get people to open up
6. Lead to quality listening
7. Get people to persuade themselves

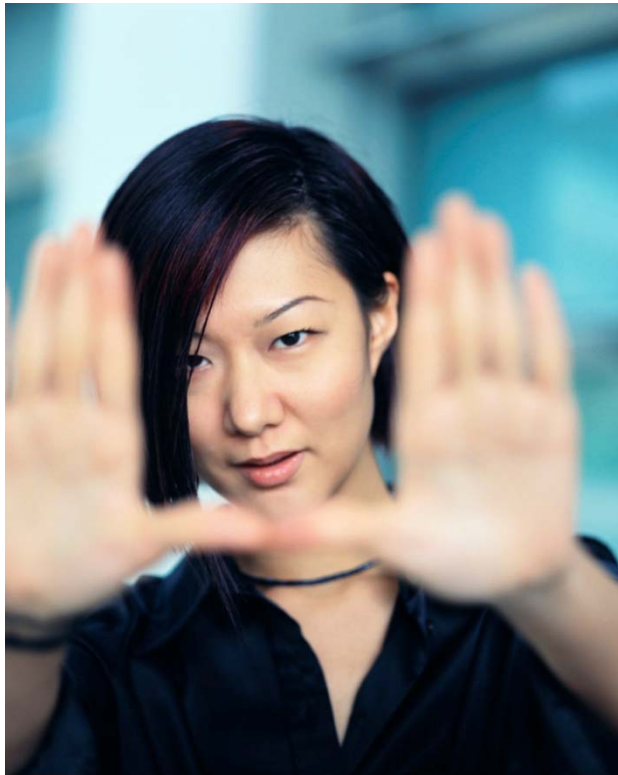






# How You Ask Matters

## Frame



## Ask Permission





# Some Questions Have More Power\* \*Neil Rackman

- Open ended and closed
- New Information
- Clarification
- Confirmation
- **Attitude and Values**
- **Implication**
- **Commitment**



# Listening for Intent





## What Type of Listener Are You?

- Mind reader
- Sentence finisher
- Interrupter/gap filler
- Filterer
- Dreamer
- Rehearser
- Identifier
- Placater
- Derailer
- Talker



# It's a 30/70 Conversation





# Questions and Answers





# *Storytelling as Best Practice by Andy Goodman.*



***Stories should speak  
the audience's  
language.***



## Ten Immutable Laws of Storytelling

2. Stories are about people.
3. The people in your story have to want something.
4. **Let your characters speak for themselves.**





## Laws 5-7



5. Stories need to be fixed in time and space.
6. Audiences **bore** easily.
7. Stories don't tell: they show.



# Ten Immutable Laws



8. Stories stir up emotions.
9. Stories have at least one “moment of truth.”
10. Stories have clear meaning.



# Stories Answer Donors' Questions





## Making the Case

- Micro-documentaries
- Testimonials
- Website
- iPad, smart phone
- Social media
- Info graphics



# Info Graphic Example

The number of animals, on average, that the Sanctuary takes in each year: **1,000**



### Number of Caregivers

Cats	35
Dogs	42
Horses	8
Birds	5
Rabbits	9
Wildlife	4



**15,000**

Approximate number of clinic visits by sanctuary animals each year



**228** animals have received hydrotherapy since mid-2005 - including one cat, one horse and one pig

### Number of visitors/volunteers in 2011



**7,243**  
Sanctuary  
Volunteers



**4,165**  
Community  
Volunteers



**26,000**  
Sanctuary  
Visitors



## Making the Case in (Draft) Writing

- Opening hook
- “Make your verbs sweat” (Jerry Panas)
- Punchy, varied
- Third party endorsements
- Data, graphs, pictures
- **Stories**
- Call to action



# Questions and Answers





## Always Start with the Stewardship Story

- Long time donors are **YOUR BEST FRIEND**
- Start with thank you
- Impact and outcomes already achieved
- Collaborate with annual giving, major gifts, and donor relations
- You need them to retain donors!





## Still Have a Question?

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