

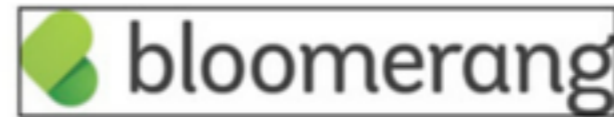
Motivate Monday

SEPTEMBER 19, 2016

About

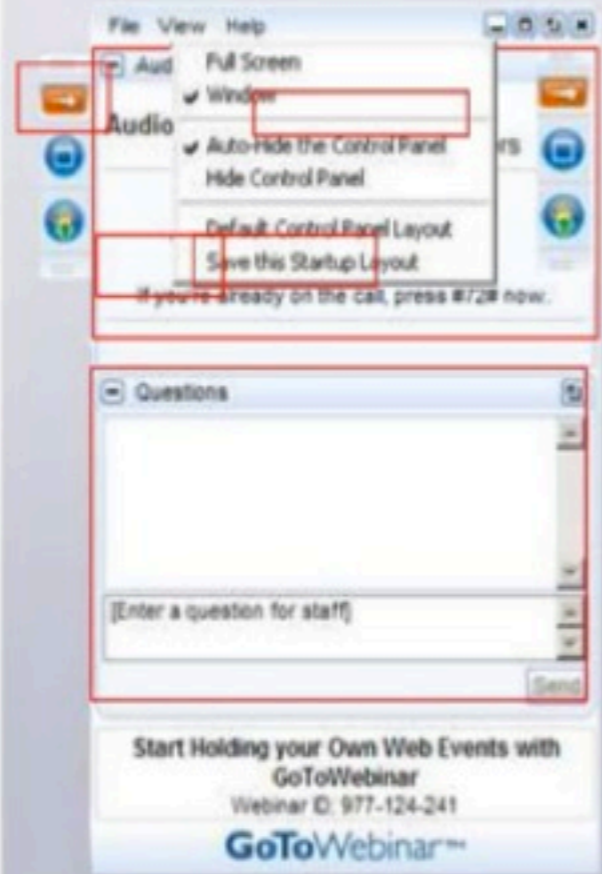


THE CHRONICLE OF
PHILANTHROPY



Motivate Monday

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Every Monday we'll...

- **Share a win**
- **Quick tip with download**
- **Q & A**

If you're on Twitter...



Use the hashtag #NPmotivatemonday

Win #1

Major donor engagement on a more personal level-- hosting a local wine tasting event for donors who gave \$500+ this last fiscal year and going to keep them with us by unveiling our annual report at that event to communicate the progress that **THEY helped make happen! The wine is being donated as an in-kind gift, of course! :)**

Katherine

Win #2

My latest win is securing donations for our next 3 events from a recreational equipment store. We will use the items for 2 raffles and one silent auction. They are also setting up a Camp demo for all 3 of the events at our facility.

Becky

Win #3

I just started a new job less than two weeks ago as executive director of the Jackson Symphony in Jackson TN. I have to give thanks to my board. While they were looking for a new ED, they had a group out renewing sponsorships for the new season that starts on September 17th. As a result, almost all the sponsorship spots are filled.

Cheri



Special Guest Chris Davenport

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CHRIS DAVENPORT,
FOUNDER OF MOVIE
MONDAYS AND THE
NONPROFIT
STORYTELLING
CONFERENCE!

Motivate Monday

USING A STORY STRUCTURE TO CREATE COMPELLING STORIES

Presenter: Chris Davenport
Host: Pamela Grow



Why Structure Matters

1. Checks to see if you have a story
2. Creates emotional build up
3. Eliminates bad story starts & endings

Four C's of Storytelling

CONNECTION

Identify with Donor

CHARACTERS

Main Character
Secondary Character

External Conflict
Internal Conflict

Conflict is resolved
or reduced

CONFLICT

CONQUEST

Story Structure



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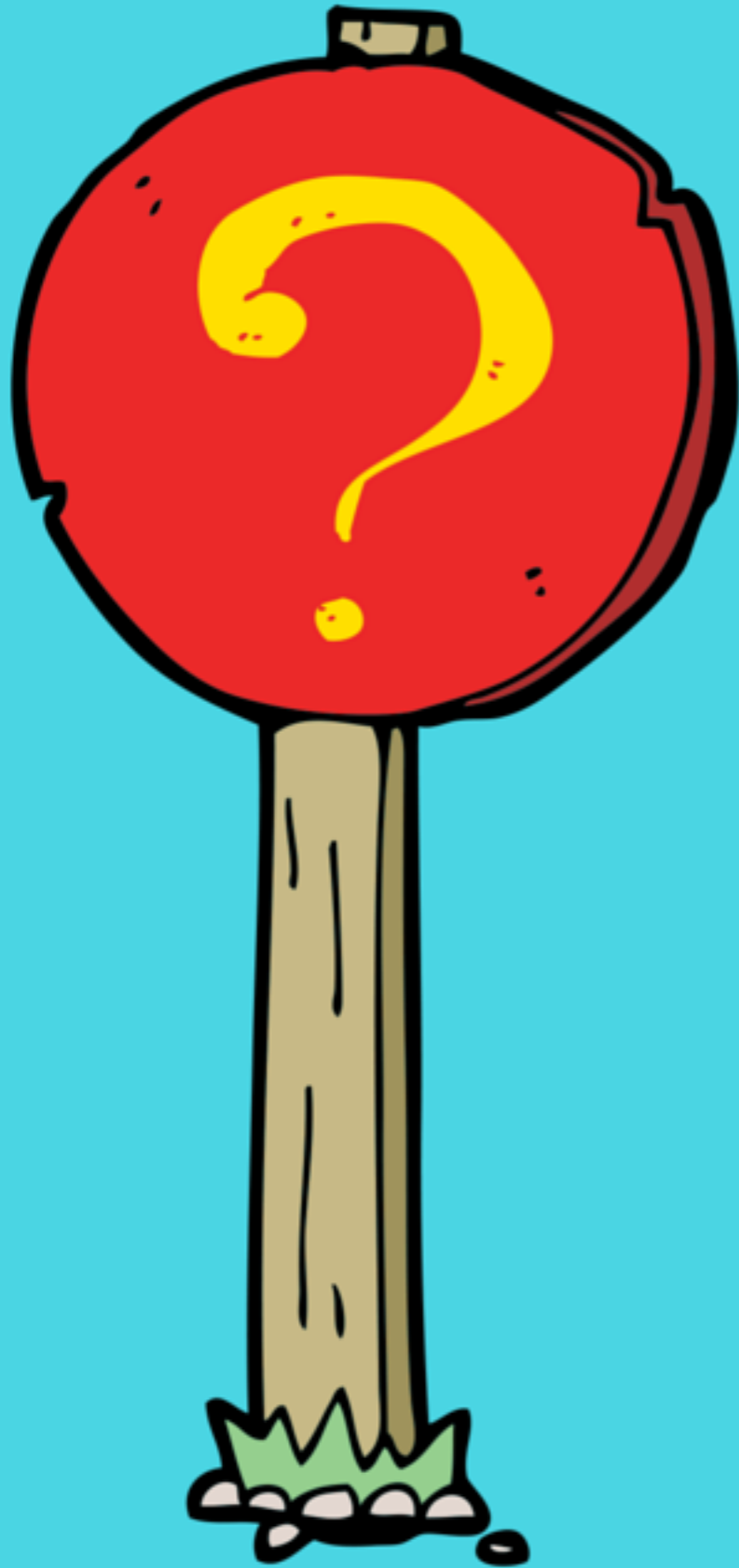
Nonprofit Storytelling Conference

November 10–11, 2016

Chicago Hilton, 720 South Michigan Ave, Chicago, IL 60605

Download a story structure diagram at:

NonprofitStorytellingConference.com/pg

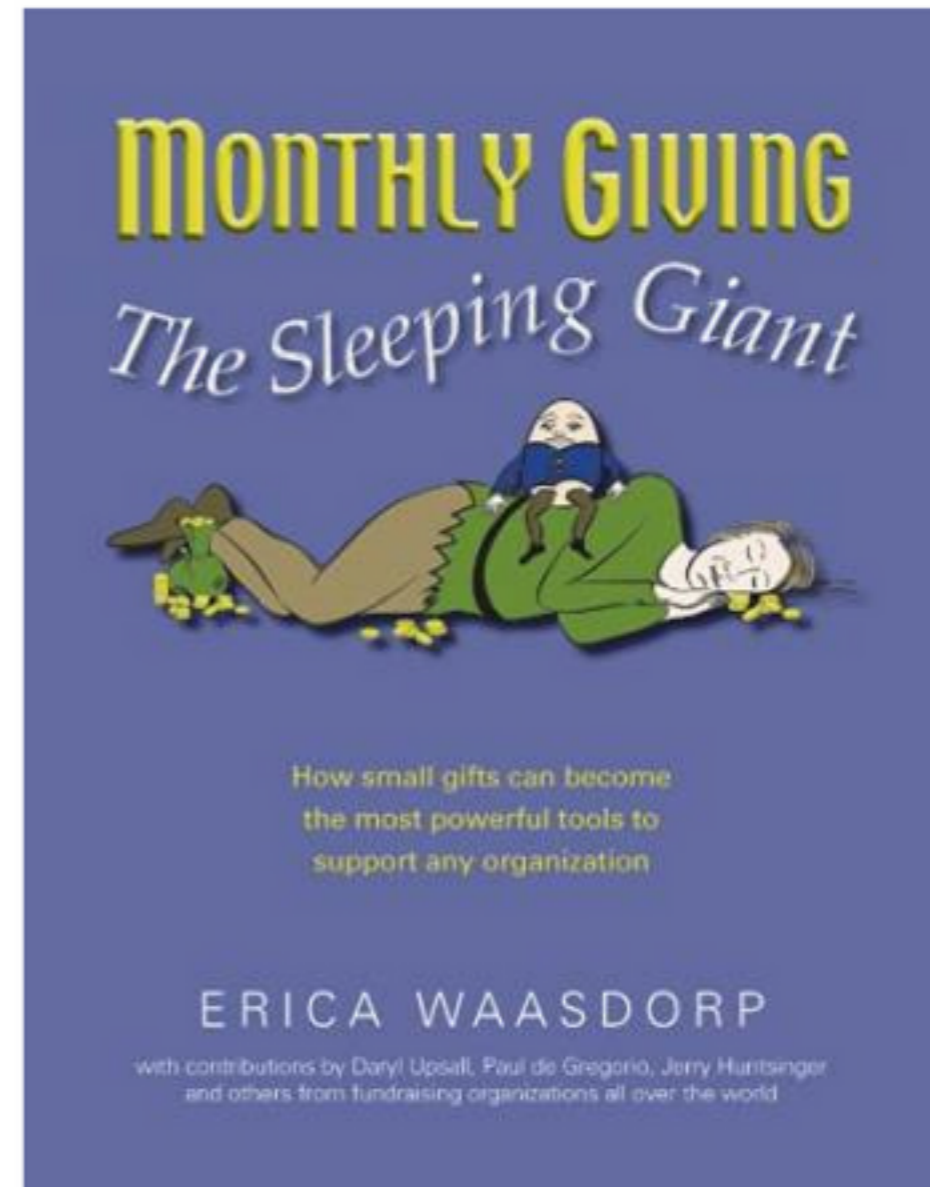


Questions?

Next Week



Erica Waasdorp



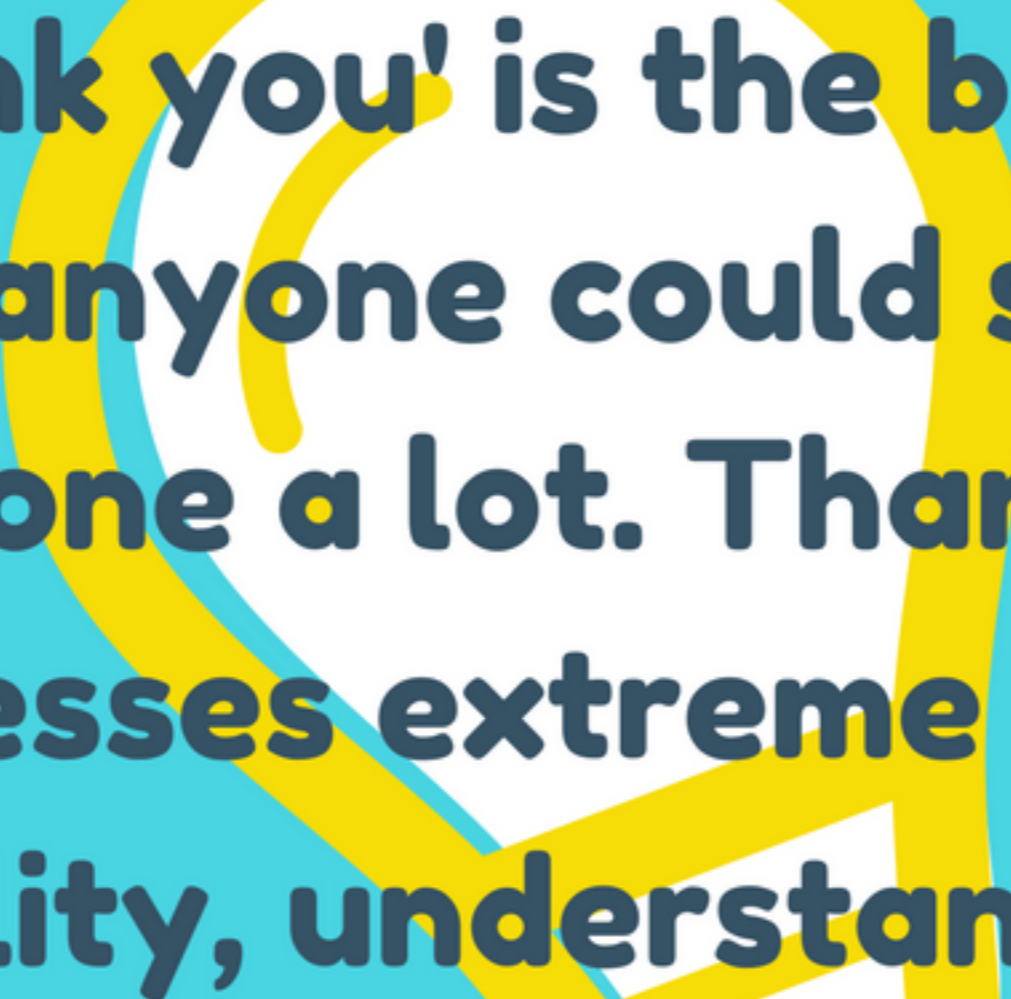
Early Bird pricing on this week...



Raise more from your
year-end appeal letter
than ever before!

**Your Appeal Letter
Review**

Motivate Monday



**'Thank you' is the best prayer
that anyone could say. I say
that one a lot. Thank you
expresses extreme gratitude,
humility, understanding.**

— ALICE WALKER



**AWESOME
JOB
AND
KEEP
IT UP**

Motivate Monday