

WELCOME!

Motivate Monday

WITH PAMELA GROW

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Jumpstart your week
Get inspired!

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GUIDESTAR®



Montana Nonprofit Association

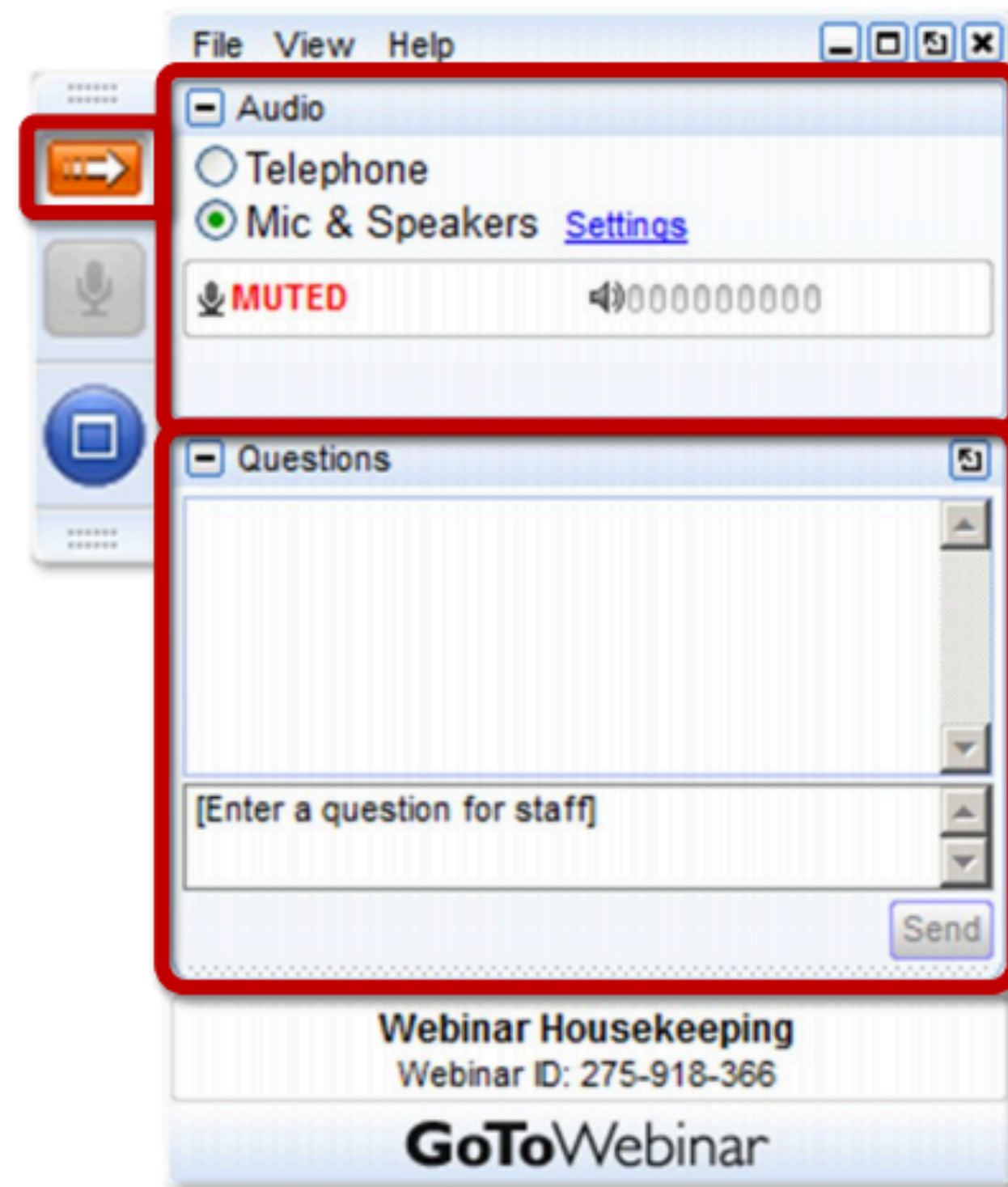


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Miss a Motivate Monday?



basicsandmorefundraising.com/motivate-monday/webinars/

Every Monday...

- Share our wins
- Get a quick tip (sometimes with a free download)
- Q & A
- Celebrate you!



If you're on Twitter...

**Please tweet this presentation using
the hashtag #NPMotivateMonday**



“

“You have within you the strength,
the patience and the passion to
reach for the stars and change the
world.”

Harriet Tubman

”

Win #1

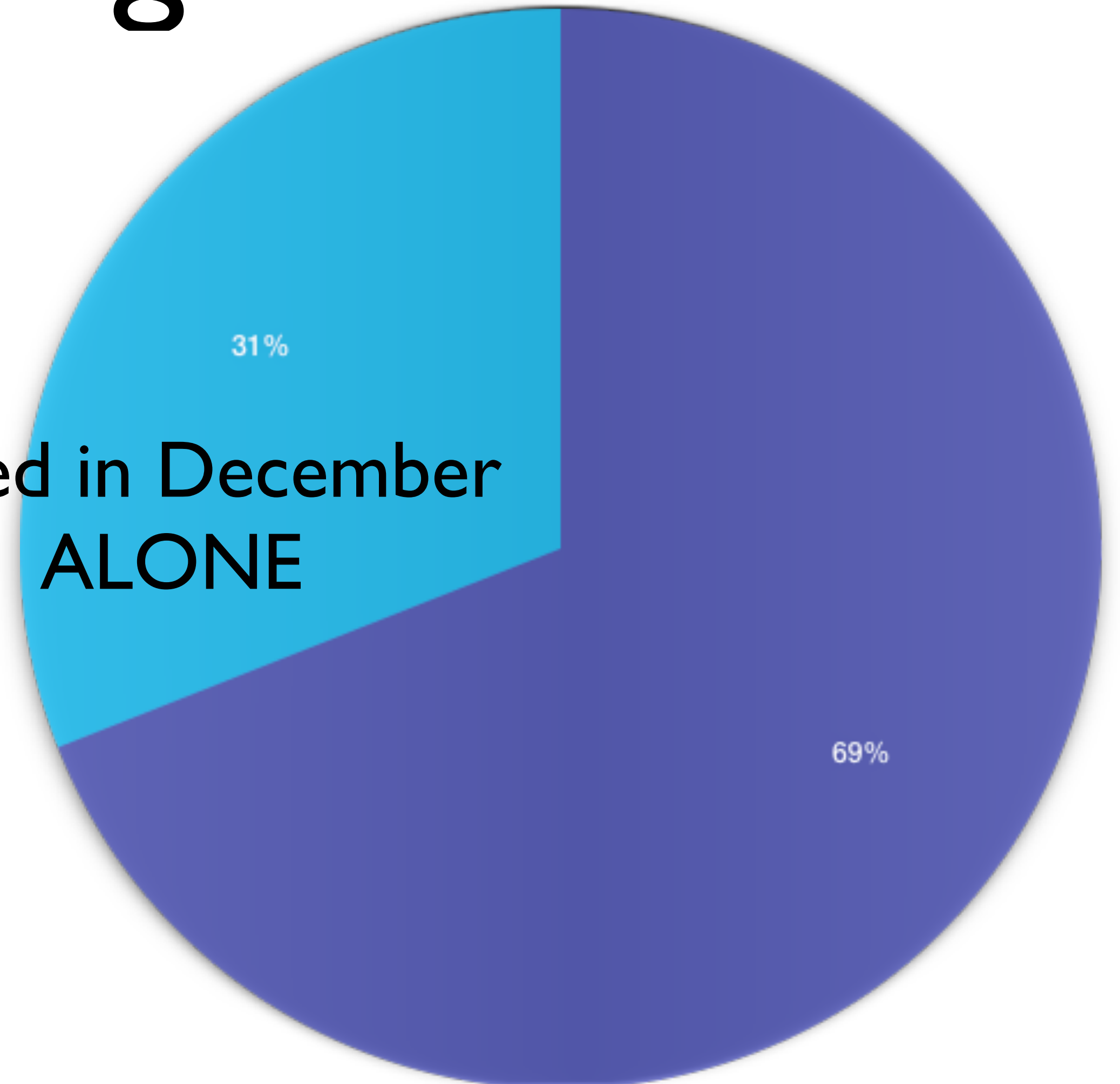
A regular \$500 gift turned into a \$15,000 gift simply because we began placing more value on creating a culture of thankfulness and sent a handwritten thank you letter. Making amends for previous years of neglect.

DIANE

Do you have a plan for year-end fundraising?

12% of ALL donations are raised in the **last** day of December.

Raised in December
ALONE



YOUR EXPERT GUIDES

YOUR BEST EVER YEAR-END CAMPAIGN



JEFF BROOKS
COPYWRITER



BEATE SØRUM
DONATE PAGE



MARY CAHALANE
COPYWRITER



SHEENA GREER
COPYWRITER



JULIA CAMPBELL
STORYTELLING



ERICA WAASDORP
MONTHLY GIVING



SIMON SCRIVER
PHONE



ROBIN CABRAL
GIFT STRING



JOHN HAYDON
SOCIAL MEDIA



YOURS TRULY
YOUR GUIDE



Want feedback?

Ask the Expert: Year-End Copywriting Cure

Jeff Brooks, Sheena Greer, Mary Cahalane

Tuesday, September 26, 2017 at 1:00 pm EDT

Feedback? Yes, please! If you'd like an opportunity to get feedback on your email, direct mail, or campaign design – before it goes out – plan to join Jeff Brooks, Sheena Greer, and Mary Cahalane, for our Ask the Expert: Year-End Copywriting Cure session. You'll get all your questions answered, along with direct feedback and suggestions for strengthening your fundraising appeal.

Vanessa Chase Lockshin

Vanessa Chase Lockshin is an international non-profit consultant, thought leader, speaker, and author of *The Storytelling Non-Profit: A practical guide to telling stories that raise money and awareness*. She's part of the next generation of professionals bringing change to the non-profit sector and challenging conventions.



Storytelling on the News Cycle

*Presented by:
Vanessa Chase Lockshin*

Question for You



What kinds of stories does your non-profit typically tell?

Storytelling

Definition: A series of facts told with details and emotions.

But even more important. . . Stories have the ability to tap into a shared set of values and beliefs to inspire action

Storytelling

- ☛ Taking a current, relevant news cycle story and connecting it to the work of your non-profit
- ☛ Tapping into the emotions/beliefs/values latent within that news story
- ☛ Requires some rapid response to strike while the iron is hot

Emergency Water Alert

Dear Friend,

"Summer here is like fire. If you walk, you need water."

That's how 8-year-old Ahmed describes life in Za'atari refugee camp in Jordan. After more than four years of heartbreaking loss and displacement, Syrian refugees like Ahmed face another scorching summer and worry: *Will we have enough water?*

Jordan is already the third-driest country in the world. Severe water shortages are magnified by the needs of refugees crowded into the dry desert. The reality is harsh: **There simply isn't enough water to go around.**

And the scorching summer sun turns the chronic shortage into a daily crisis.

That's why a group of dedicated supporters has stepped forward to MATCH every gift to our Humanitarian Response Fund — if we can raise \$150,000 in the next 24 hours. Will you help them?

Temperatures in crowded camps and stifling shelters are unbearable. Hot desert winds whip through the air until dust and sand permeate everything. The sun is relentless, the heat inescapable, the thirst constant.

Mercy Corps teams are on the ground working to bring clean water to people in need — building wells in the camps, connecting shelters to taps, and repairing huge underground networks to make sure there is more water running for years to come. But we know there are more people to reach every day.

You can help. Please make a gift before MIDNIGHT TONIGHT and it will be matched dollar-for-dollar, up to \$150,000, to help Syrian refugees and families around the world survive this summer and beyond.

With every day that passes, the summer water shortage becomes more and more dangerous. They depend on the safe, clean water that you can help deliver.

Please make an urgent gift today.

Thank you for your compassion,




Dan O'Neill
Mercy Corps Founder

lifesaving relief

**How can your non-profit tell
stories on the news cycle?**

Tips for You

- 🍄 **Identify news cycle stories that are related to your work**
- 🍄 **Develop a response to them or some kind of opinion**
- 🍄 **Create a strong theory of change**
- 🍄 **Act quickly. Timing is part of what makes this work**



Dear Vanessa,

In 2016 **Judge Robin Camp** asked a sexual assault survivor "Why (she) couldn't just keep (her) legs **together**" to avoid being raped. Later in the year, [an inquiry was held](#) to investigate whether or not **Judge Camp** should be removed from the bench.

Today, the Canadian Judicial Council recommended his removal.

[Soon after, Judge Camp resigned!](#)

This is a huge victory for women in Canada.

[Thank you for making your voice heard by participating in WAVAW's petition to the Canadian Judicial Council!](#) Today proves that together we are powerful. **Together, we can change the justice system.**

WAVAW participated in the inquiry into Judge Camp's behaviour by acting as an intervener in the case. We submitted documents that highlighted the negative impacts of his words on women's confidence in the justice system.

We want continue to be at the forefront of justice system change in Canada. To do that, however, we will need your support.

Will you support WAVAW in speaking out against sexist behaviour?

[Please make a donation of \\$25 today.](#)



Hi Vanessa,

When I heard the terrible news about the not-guilty Ghomeshi verdict I was sad and I was angry – but my eternal feminist optimism was not quashed.

The Ghomeshi trial showed the blatant failure of our justice system to support women. Their voices were stifled and marginalized. Women were disbelieved.

The justice system may not support women, but WAVAW does and so can you.

WAVAW supports thousands of women through our Crisis Line every year – but we only have one line. Women who call may receive a busy signal. This makes one fact abundantly clear:

One line is no longer enough.

Vanessa, you can do something about this.

[Join us at the 2016 Scotiabank Half-Marathon & 5K to ensure no crisis line call goes unanswered.](#)

The publicity surrounding the Ghomeshi trial gave many women the courage and platform to speak out about the sexual assaults they experienced. It also encouraged many survivors to break their silence and reach out for support through our 24-Hour Crisis Line.

On June 26th, WAVAW will be participating in the 2016 Scotiabank Half-Marathon & 5K to ensure that every woman who calls our crisis line hears a support worker's voice.

[You can show your support of survivors by joining us. Register today to ensure no call goes unanswered.](#)

Thank you for supporting women.

Yours in Feminist Optimism,



Dear Vanessa,

This time last year, **Jian Ghomeshi** was acquitted of sexual assault charges in a very public trial.

While many were saddened by the verdict, there was a sense that the case would bring about a turning point for sexual assault survivors in Canada. **This has inspired me to reflect on what has happened for both WAVAW and the women we serve in the twelve months since the verdict.**

This year WAVAW worked with the Schlifer Clinic in Toronto to advocate for the removal of Justice Robin Camp from the bench. You, our community, stepped up by signing our petition calling for his removal. **Our voices were heard and Judge Camp has resigned.**

In September, WAVAW organized Vancouver's first ever Feminist Frosh Week to combat rape culture on campus.

WAVAW has continued shift society by providing workshops and trainings to high school students, teachers, and service providers, because **we know that minds must change before society can.**



A year ago a conversation was started, and WAVAW has taken that conversation and turned it into action.

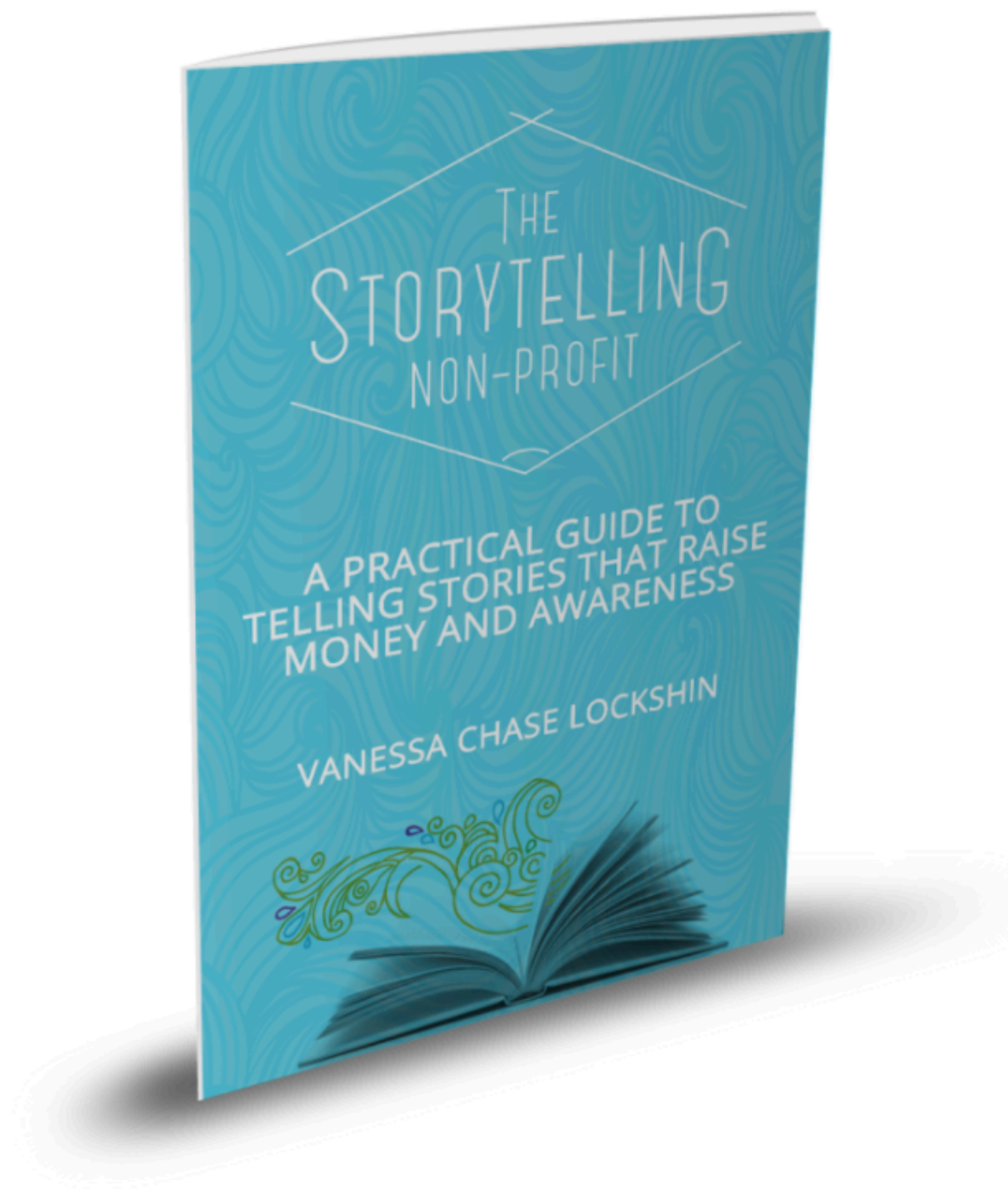
We will continue to fight for women's justice, safety, rights, and equality. [We need your help to do it.](#)

[Your donation of \\$25 will ensure that WAVAW can continue to be advocates for a better future.](#)

Will you join us and be a part of shifting society?

The background is a solid blue color with a repeating white pattern of stylized, swirling waves or ripples. The pattern is dense and covers the entire area.

QUESTIONS?



Get a Free Chapter From my Book

A full chapter with tips to help you find and collect
non-profit stories

bit.ly/tsnpbook



THE
STORYTELLING
NON-PROFIT

Let's Stay In Touch!

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[storytellingnp/](https://www.pinterest.com/storytellingnp/)

MOTIVATE MONDAY

*Thank you for
being here.*

MAKE IT A GREAT WEEK!

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