Motivate Monday

SEPTEMBER 19, 2016
GoToWebinar

- You can open and close your control panel.
- View, change and test your audio.
- Submit text questions anytime and respond to questions I pose. (No one else can see your chat.)

GoToWebinar support phone number should you need it 1(800) 263-6317
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
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

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

<table>
<thead>
<tr>
<th>CONNECTION</th>
<th>CHARACTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify with Donor</td>
<td>Main Character</td>
</tr>
<tr>
<td>External Conflict</td>
<td>Secondary Character</td>
</tr>
<tr>
<td>Internal Conflict</td>
<td>Conflict is resolved or reduced</td>
</tr>
</tbody>
</table>

CONFLICT

CONQUEST

© 2016 Christopher Davenport
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

Monthly Giving
The Sleeping Giant

How small gifts can become the most powerful tools to support any organization

ERICA WAASDORP

with contributions by Daryl Ussall, Paul de Gregorio, Jerry Harrisinger and others from fundraising organizations all over the world

Motivate Monday
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