

LIFE & LEGACY

Create a Jewish Legacy Leadership Gathering

May 18, 2020

Storytelling
The Secret Sauce
of Fundraising Success

Lynn Malzone Ierardi, JD
Director of Gift Planning
University of Pennsylvania
and
Gift Planning Advisor
giftplanningadvisor.com





Photo by R. Kennedy for Visit Philadelphia





Congress Voting Independence

NPS Photo



Today's menu: a quick meal

- Why is storytelling so important?
- How is it relevant to fundraising?
- What are the ingredients of a good story?
- How can you use **impact** stories more effectively to secure and steward legacy commitments?





Why is storytelling so important?

Stories feel good for the same reason food tastes good – because without it we couldn't survive.

- Lisa Cron, *Wired for Story*



**Those
who tell
the stories
rule the world**

- Native American Proverb

Dr. Russell James



- When people were asked why they included gifts in their wills, they talked about their life stories.
- In a range of messages tested to encourage such gifts, stories worked best.
- The best way to speak to a donor is with stories that connect them back to the organization, and deepen their connections.

Tony Malzone



**The stories that
people share about
you are the legacy
you leave behind.**

**Stories,
unlike people,
can live forever.**

Dr. Paul Zak – aka Dr. Love

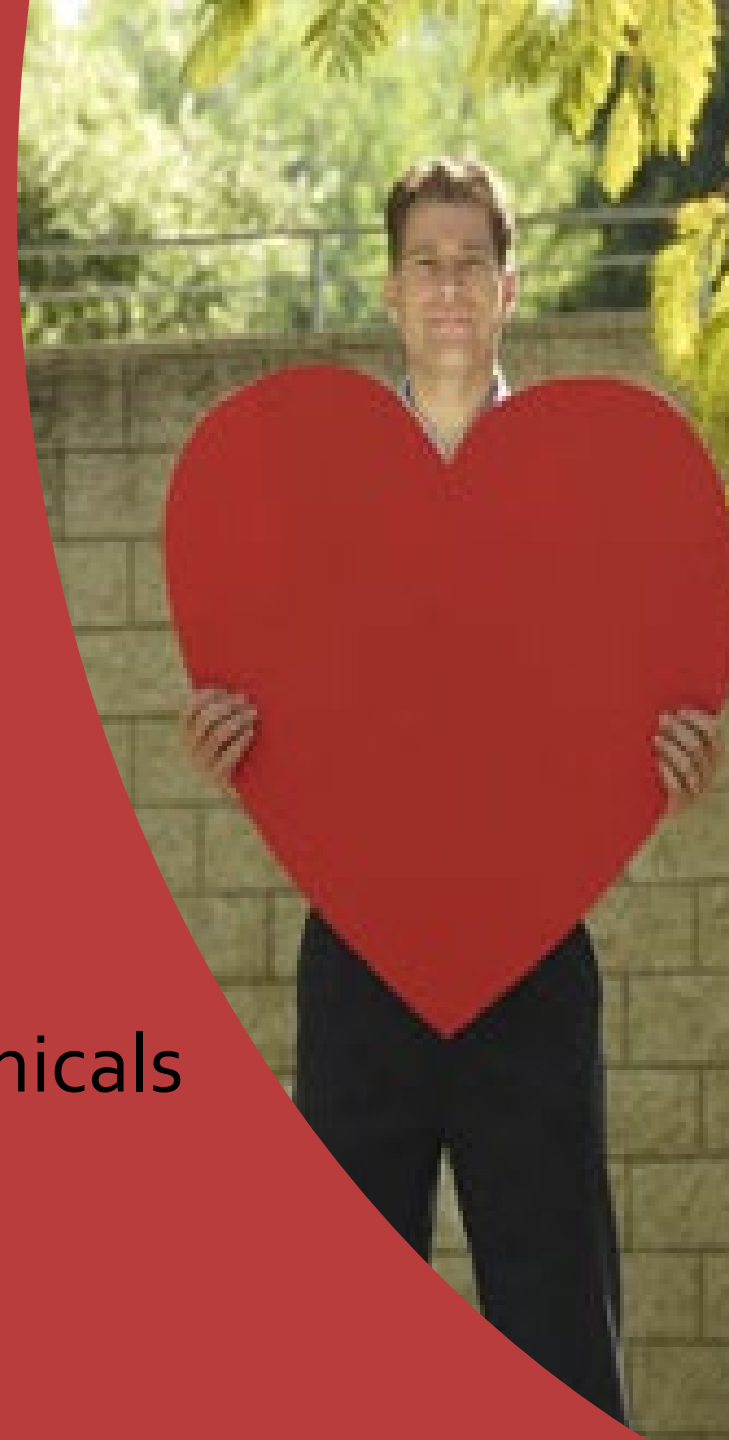
The brain responds
to a good story by
releasing two chemicals:

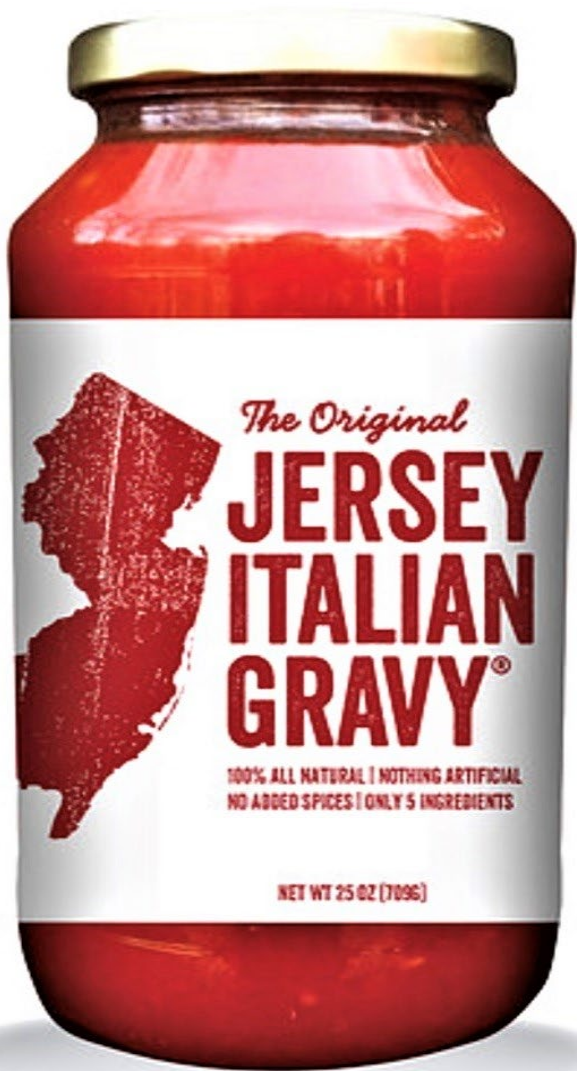
Cortisol – focuses attention

Oxytocin – triggers emotion

Paul's studies show these chemicals
influence behavior...

including charitable giving





The fine print:

Your experience with stories may vary.
Not all stories will require the same ingredients.
There is no single story that will satisfy all tastes.
Some people prefer more spices.
Every storyteller will add their own special ingredients.
You should share stories that resonate for your own audience.



Two
most important things
a story must trigger:
Attention
and
Emotion

A top-down view of a light-colored wooden cutting board. The board is surrounded by various fresh ingredients: several bright red cherry tomatoes, a whole head of purple garlic, fresh green and purple basil leaves, chunks of yellow cheese, and several pieces of yellow farfalle (butterfly) pasta. A red and white checkered cloth is visible in the bottom-left corner. The central text is in a bold, black, sans-serif font.

**What are the ingredients
of a good story?**



1. A hook – to grab attention
2. One person, place or thing
3. Specific, rich details and when possible, images
4. A struggle or hurdle
5. Resolution
6. A call to action





Story Prompt

Once upon a time...

(set up time & place, introduce main character)

He/she usually...

(the everyday, normal situation is explored)

But then...

(the drama begins - with a conflict to resolve)

At some point...

(the character starts to solve the problem)

And then...

(but there are obstacles or challenges)

Until finally...

(the character successfully finds a resolution)

The Main Entrée: **your organization's story**

- Why/How do you exist?
- What problem are you solving?
- Why should anybody care?
- How can others be part of the solution?

It's NOT about:

Look how great we are!

So, you should give us money





IMPACT:

Reporting versus Storytelling

- Impact reporting matters more than ever
- Donors demand more information
- Nonprofits must be more transparent
- But data, statistics and financials don't do it – especially for legacy gifts!
- Too many annual reports or impact reports FAIL to effectively communicate



The young boy whose parents don't know enough to teach him about Judaism. You helped him celebrate his first Shabbat.

The teenager who just became a bar mitzvah.
You ensured his Jewish education isn't over.

The sun-kissed nine year old selecting her bunk at summer camp.
You helped her find her best friend.





Because of you,
Meyer and Malka are more than surviving.

After surviving the Holocaust having lost his family, Meyer never expected to find warmth and joy again – until the redheaded Malka caught his eye and they fell in love and married.

Their savings diminished as Malka began to lose her eyesight and memory. His greatest fear was that his wife, a concentration camp survivor who became anxious in institutional settings, would have to live out her last years in one. He became overwhelmed with daily life, feeling helpless, alone and without hope.

Their doctor urged Meyer to seek help from Jewish Family Services. Though fearing his wife or his choices would be taken from him, Meyer reached out in desperation – and found a tremendous source of comfort, stability, resources and practical help to enable them to thrive in their own home.



Donor Stories

Sanford “Sandy” Hollander



“Jewish responsibility”

“Keeping an eye on
the Future”

“Passionate about
endowing his gift”



Dessert... 3 quick tips for using storytelling in the work you do:





1. Listen!

Gather stories by shopping in several places -
and in all the aisles




2. Create a **storytelling culture**

at your organization –
make it a team effort





**3. Share stories
in a variety of
formats, channels
and places
(serve and reheat)**

A portrait of Maya Angelou, an elderly woman with short, curly white hair, wearing a dark blue top. She is smiling slightly and looking towards the camera. The background is dark and out of focus.

**I'VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID, BUT
PEOPLE WILL NEVER
FORGET HOW YOU
MADE THEM FEEL.**

-Maya Angelou

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