

Communicating in an Age of Sound Bites: What's Your One-Minute Message?

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Funding Your Impact Summit

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Welcome!

Share your name.

Share the name of
your organization.

Say what your
organization does in
3-5 words.



3 Truths about Fundraising in 2019

1. Story-telling is critical.
2. We need to tell our stories quickly.
3. Everyone at your organization needs to be able to tell stories, not just the development team.

One-Minute Message

_____ believes _____.

Name of organization

value

Every day we _____

verb

object

for _____ because

constituents

_____.

problem statement

Mission minded

amplify the
good

Message Must Dos

- Make it brief.
- Make it simple.
- Use your full name.
- Never assume.
- Add benefits, subtract features.

Give feedback to your partner

- What worked in the message?
- What could be changed?
- What could be stronger?

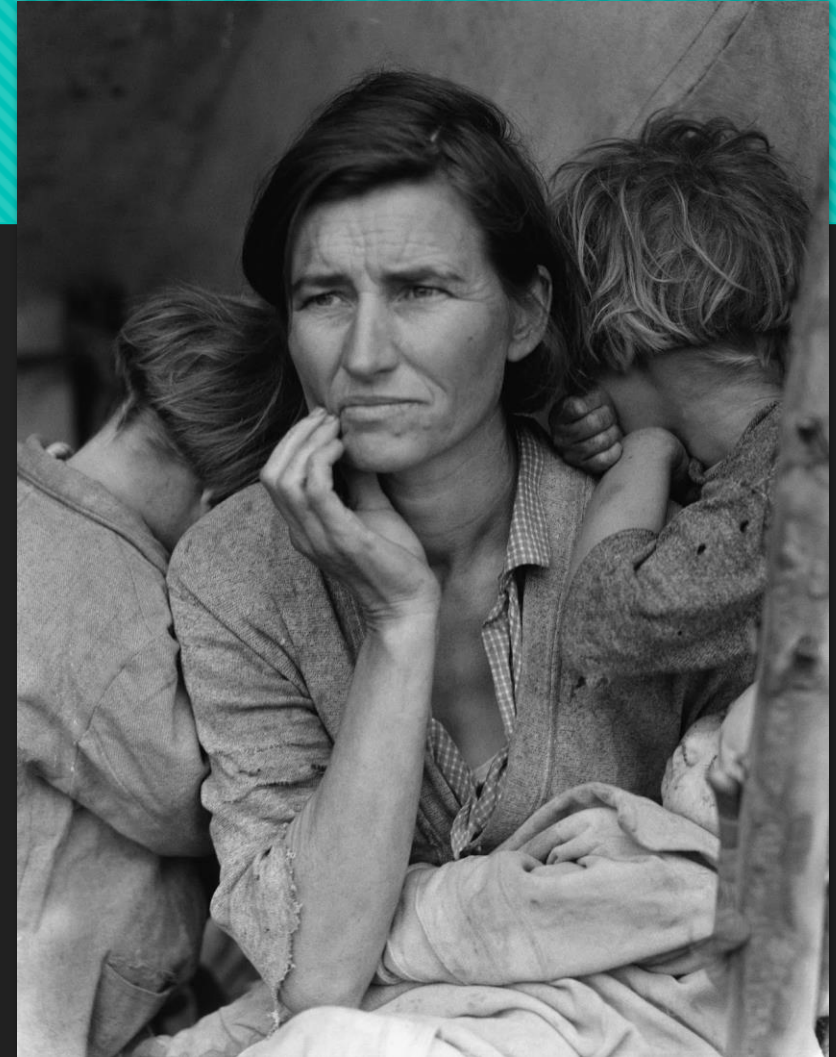
More time? Add a problem

- Ask: What is the problem that only my organization can solve?
- Demonstrate that your organization has the expertise to solve the problem.



More time? Add a story

- Show what happens when your organization does its best work.
- Tell a story, share an anecdote. Make it vivid.
- Describe the impact your organization has on the lives of real people.



What makes a good story?



- **Protagonist:** Who is your hero?
- **Challenges:** What is your hero facing? What barriers must they overcome?
- **Happy Ending:** What happens to your hero? How is your organization involved?

Reflect and write

- Who could be your **hero**?
- What **challenge** has he/she overcome, accomplished or surmounted?
- What does that **success** look like now?
- What difference did your organization make?

Resources

Whitney Morris, Coach & Trainer

Put your name and email on the sign in sheet and I will send you links to the Mission Minded Materials, my slides and handouts, and other resources.



Thank you!

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