

— Fundraise and Friendraise through “Story Listening”

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Boards on Fire!

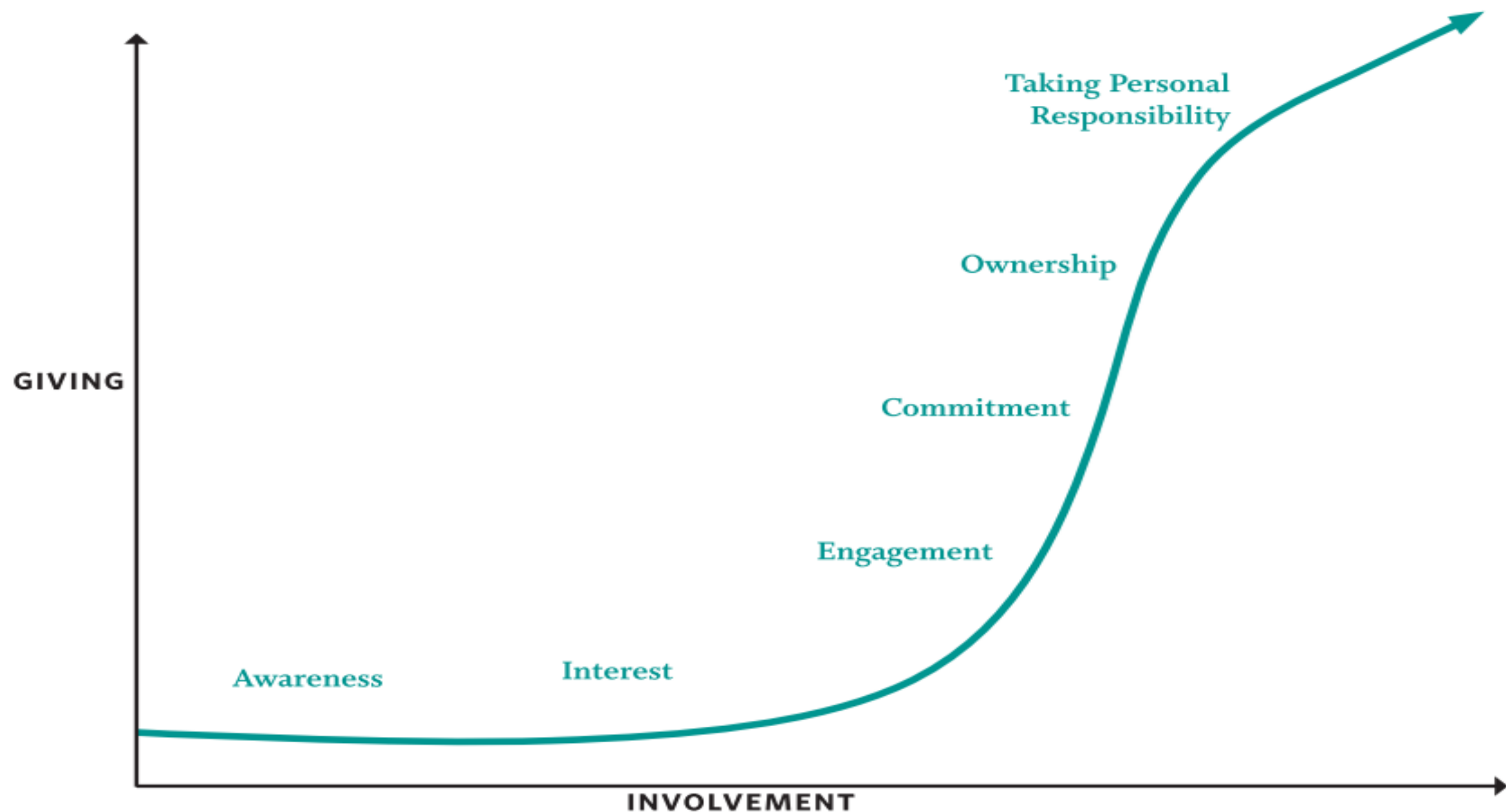
Inspiring Leaders to Raise Money Joyfully



Why Do We Struggle with
Asking for Support?

What was the Most
Joyful or Meaningful Gift
You've Made Recently

The Tarnside Curve of Involvement



Three Things People Are Longing For

- But Not Getting -

From the Organizations They Support

1) To feel seen, heard, known and valued

2) To know their gifts make a difference

3) To feel a sense of belonging
to something bigger
than themselves

What do you want to remember
about this content so far?

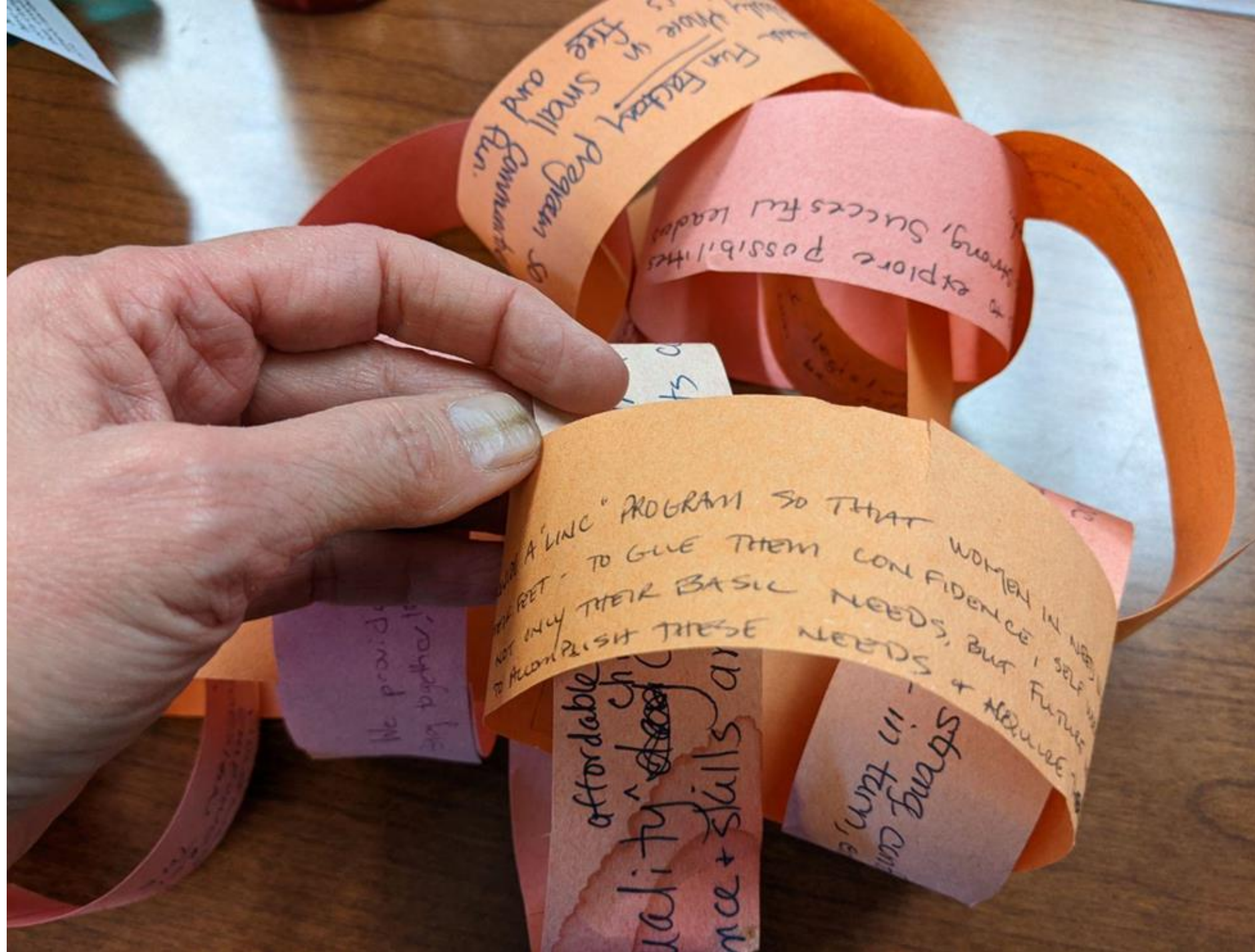
4 ways to elicit stories from people

Ways to elicit stories from people

- 1) Invite them to create something visual that can be displayed/witnessed







Fun Factory Program so
small and fun.
Share in
the

explore possibilities
strong, successful leaders

"A LINC" PROGRAM SO THAT
TO GIVE THEM CONFIDENCE
NOT ONLY THEIR BASIC NEEDS, BUT
TO ACCOMPLISH THESE NEEDS + NEEDS

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+ skills ar

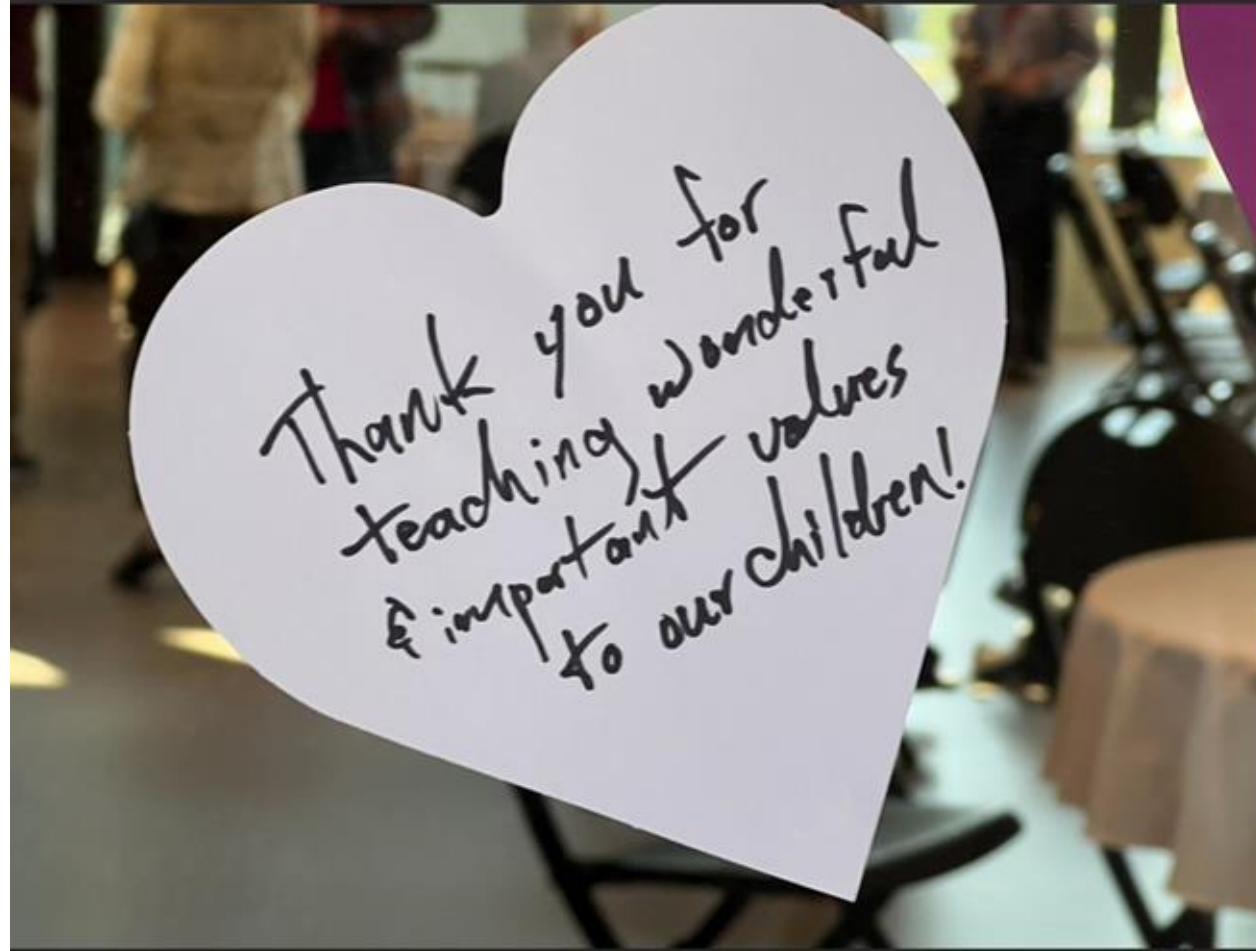
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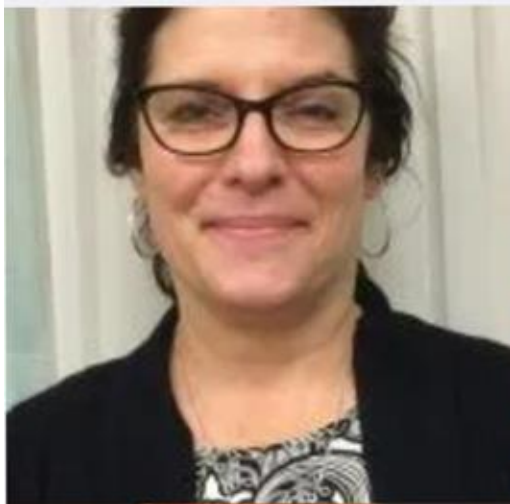


SOCIAL and
ENVIRONMENTAL
JUSTICE for
all



Ways to elicit stories from people

2) Create storytelling occasions







What are you already doing
to elicit stories?

How do you think story-listening
could happen organically in your orchestra?

Ways to elicit stories from people

3) Host Listening Circles



“How does OUUC nurture me?”



[illegible]

Ways to elicit stories from people

4) Invite testimonials

What we say when we're together

This organization is a community of ourselves.
Its energy and resources are our energy and resources.
Its wealth is what we share.
When we contribute to the life of this community,
we affirm our lives within it.

Mary Allen Walden

Recap

- Many people struggle with asking for money
- We give joyfully when we feel a sense of belonging
- Tarnside Curve of Involvement – invite people up the curve
- People want to feel seen, heard, known, and valued
- 4 ways to elicit their stories of transformation

How Does This Apply to Me?

Which idea feels like it might work in your world?

What issues do you foresee if you tried any of these suggestions on your own?

Who would you need to enlist as an ally or advocate?

And what will it take to convince them?

Reach out anytime

Susan Howlett

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Boards on Fire: Inspiring Leaders to Raise Money Joyfully

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