

# Making Your Case for Giving – Facilitators Guide

Reproduced from DFI: The Darrell D. Friedman Institute & The Ringel Group

**Read the quotes to the group and ask participants to select a quote that resonates with them. Have the group share what it means to them and how it relates to Making Your Case for Giving:**

Just as a person lights one candle from another and the original flame is not diminished, so too, we are never lessened when we pass on our internal "flame" to another person.

- Numbers Rabbah 13:19

The universe is made up of stories, not atoms.

- Muriel Rukeyser

There are two ways of spreading light; to be the candle or the mirror that reflects it.

- Edith Wharton

There is no agony like bearing an untold story inside of you.

- Maya Angelou

It is not the voice that commands the story: it is the ear.

- Italo Calvina

People have forgotten how to tell a story. Stories don't have middle or an end anymore. They usually have a beginning that never stops beginning.

- Steven Spielberg

Stories are the single most powerful weapon in a leader's arsenal.

- Howard Gardner, Harvard University

If you don't know the trees you may be lost in the forest, but if you don't know the stories you may be lost in life.

- Siberian Elder

Life itself is the most wonderful fairytale of all.

- Hans Christian Andersen

God made man because he loves stories.

- Rabbi Nachman of Bratzlev (as quoted by Steve Sanfield)

In the end all we have...are stories and methods of finding and using those stories.

- Roger C. Shank, from 'Tell Me A Story

People become the stories they hear and the stories they tell.

- Elie Wiesel

Since storytelling is a dialogue, shared stories create more understanding; bring people closer together as a community; and serve as a string that binds one heart to another. And I believe that the universe is made up of string.

- Peninnah Schram

### **ORGANIZATIONAL LANGUAGE**

The following exercise will help you to think more creatively and expansively about what your organization does, what purposes it serves, and how it connects with various people in the community.

#### **STEP ONE:**

The Case for Support – (use page 2 from “Making your Case for Giving” module, created by DFI and the Ringel Group). What is the purpose of your organization? Why is it relevant to your potential donor?

- Write 3-4 sentences that describe your organization
- What words or phrases emerge? What one word describes your organization?
- List five ways your organization helps people.

**STEP TWO:** Describe your organization more fully and describe the work that you do. (use the chart on page 3 from the module on “Making your Case for Giving” module, created by DFI and the Ringel Group). By using the chart of nouns, adjective and verbs you will be able to circle three words that best describes your organization. Using the words that you circled and the answers you gave in Step I, write a paragraph of no more than 100 words that describe the organization.

**STEP THREE:** Although facts are important, nothing is as meaningful as the "story of one". Pick one person or family whose life was changed by your organization. (Here is where you can use your own family story or one you've heard...) It is a great opportunity for the facilitator to share their story as an example for the group. Request that the group write their story down (by using page 4 of the “Making your Case for Giving” module, created by DFI and the Ringel Group.)

**STEP FOUR:** What is your intention? The A, B, C's (Affective, Behavioral, & Cognitive) will guide you to your anticipated outcome. Request that the group re-read the paragraphs above to themselves using the A, B, C's

- Affective: How do you want people to feel? Concerned? Powerful?
- Behavioral: What do you want people to do? Put items on the agenda? Allocate more funds?
- Cognitive: What do you want people to know now? The success of your institution?

Some real examples to use relating to the A,B,Cs:

Affective: The donor should feel great about what they are doing

Behavioral: Give people the opportunity to do a mitzvah and have a meaningful experience.

Cognitive: We want people to learn about the volunteering opportunities or services provided through your organization

**STEP FIVE:** Share your story with a partner or small group (use page 6 of the “Making Your Case for Giving” module, created by DFI and the Ringel Group.

*It's not what you say, it's what they hear. Ask a few people the following questions:*

1. What they heard: Were there any compelling threads? ex.) no gift touches more lives; the good we do is up to you
2. What they felt: ex.) Were they inspired or motivated to tears?
3. What they thought: ex.) I learned something new; I am thinking differently about your organization
4. What they might do differently because of your story: ex.) Hearing about the power of one, enables me to act

**CONCLUSION:** Making Your Case for Giving is about one Jew, asking another Jew to help a third Jew.

Summary Worksheet: The Case for Giving

1. What is the purpose of your organization? What is your compelling story? Why is it relevant to your potential donor?
2. What is your intention/anticipated outcome? What do you want people to think, feel do?
  - a. Use the ABC's to focus on how you want people to feel, behave and understand.
3. What is your specific request?
  - a. Prepare your request and feel confident with the request before making the ask.