

Dynamic Storytelling

Presenter:

Lani Starkey, JD, LLM, CPA

Principal

www.fiftyrockconsulting.com



**FIFTY
ROCK
CONSULTING**

DONORS NONPROFITS ADVISORS

Speaking/Training 2017

Fifty Rock Consulting presents and trains all across the country for conferences and private clients. We hope you enjoyed today's session! Thank you for attending!

- February St. Louis Featured Presenter (2 topics)
- March New York City Breakout Session
- April Waimea Featured Presenter (2 topics)
- April Boston Breakout Session (2 topics)
- May San Francisco Breakout Session
- June Los Angeles Breakout Session (2 topics)
- June Atlanta Chief Instructor (4 hours)
- June Phoenix Keynote Presenter (2 topics)
- June Phoenix Chief Instructor (6 hours)
- June Prescott Chief Instructor (6 hours)
- August Denver Keynote Presenter (2 topics)
- September Boston Breakout Session
- September Boston Chief Instructor (4 hours)
- September Memphis Breakout Session (2 topics)
- September San Diego Breakout Session
- September Los Angeles Chief Instructor (6 hours)
- December Seattle Featured Presenter

Dynamic Storytelling

*How to Create and Deliver
Presentations that Inspire
Your Donors and Clients*

Today's Roadmap

- **1. What are the goals of presentations**
- **2. Why great presentations are magical**
- **3. What elements it should have**
- **4. How to design events**
- **5. How to deliver excellence**

Giving & Training

- Donor presentations / 250+
- Advisor presentations / 250+
- UH business school / 100+
- Staff skill development / 50+
- Attentive attendee / 1000+

MOST IMPORTANT GOAL

- **A) Motivate**
- **B) Education**
- **C) Entertain**
- **D) Sell**
- **E) Competency**
- **F) Comfortable**

Building Trust

- **Be honest**
- **Be transparent**
- **Be authentic**

President's Ballroom Address

CASE STUDY

CEO – can you hear me now

CASE STUDY

The Magic of Presentations

- When presentations are done effectively, there is no faster or more powerful marketing tool to discover new prospects/clients or to close new major/planned gifts.
- Presentations have the amazing ability to accelerate time and the normal process of relationship-building, which gives it a unique advantage over print and electronic marketing, special events, networking, volunteering, and even donor visits.

Family Succession Planning

CASE STUDY

CEOs: 2 for 1

CASE STUDY

How to Create/Elements

- **Opening**
- **Get their attention**
- **Donor/Client stories**
- **Humor, quotes, videos**
- **Big finish**
- **Call to action**

Three Observations

- **The title and/or your innovative idea**
- **People read 3x's faster than you can speak.
Animation!**
- **Limit the use of industry jargon and terminology**

Forty-four...thirty-four

CASE STUDY

Hawaii Tax Institute

CASE STUDY

Creating the Event

- **RSVPs and donor base**
- **Headline act**
- **Other speakers, venue, food, entertainment**
- **Event/topic title, program, budget**
- **Targeted PG topic events**

Sample Partnerships

- **Basketball, Volleyball, Football, Baseball games**
- **Theater, Musical, Backstage Tours, Cinema/Music Studios**
- **Aquarium, Glass-Blowing, Art Museum**
- **Medical School Symposium, Cancer Research Symposium**
- **Architecture, Business, Law, Astronomy**
- **New Building/Facilities Tour, Research Ship Tour**

Example Presentation Events

CASE STUDY

How to Deliver Excellence

- **1. Energy, Energy, Energy**
- **2. Smile**
- **3. Passion**

How to Deliver Excellence

- **4. Form/delivery**
- **5. Making mistakes**
- **6. Use campfire stories**

How to Deliver Excellence

- **7. Conversational style**
- **8. Practice and Present. Often.**

Today's Roadmap

- **1. What are the goals of presentations**
- **2. Why great presentations are magical**
- **3. What elements it should have**
- **4. How to design events**
- **5. How to deliver excellence**

THANK YOU!!!



**FIFTY
ROCK
CONSULTING**

DONORS NONPROFITS ADVISORS

**Lani Starkey, JD, LLM, CPA
Principal**

lanistarkey@fiftyrockconsulting.com

(808) 367-5399

www.fiftyrockconsulting.com