

Include a Charity Week 2022

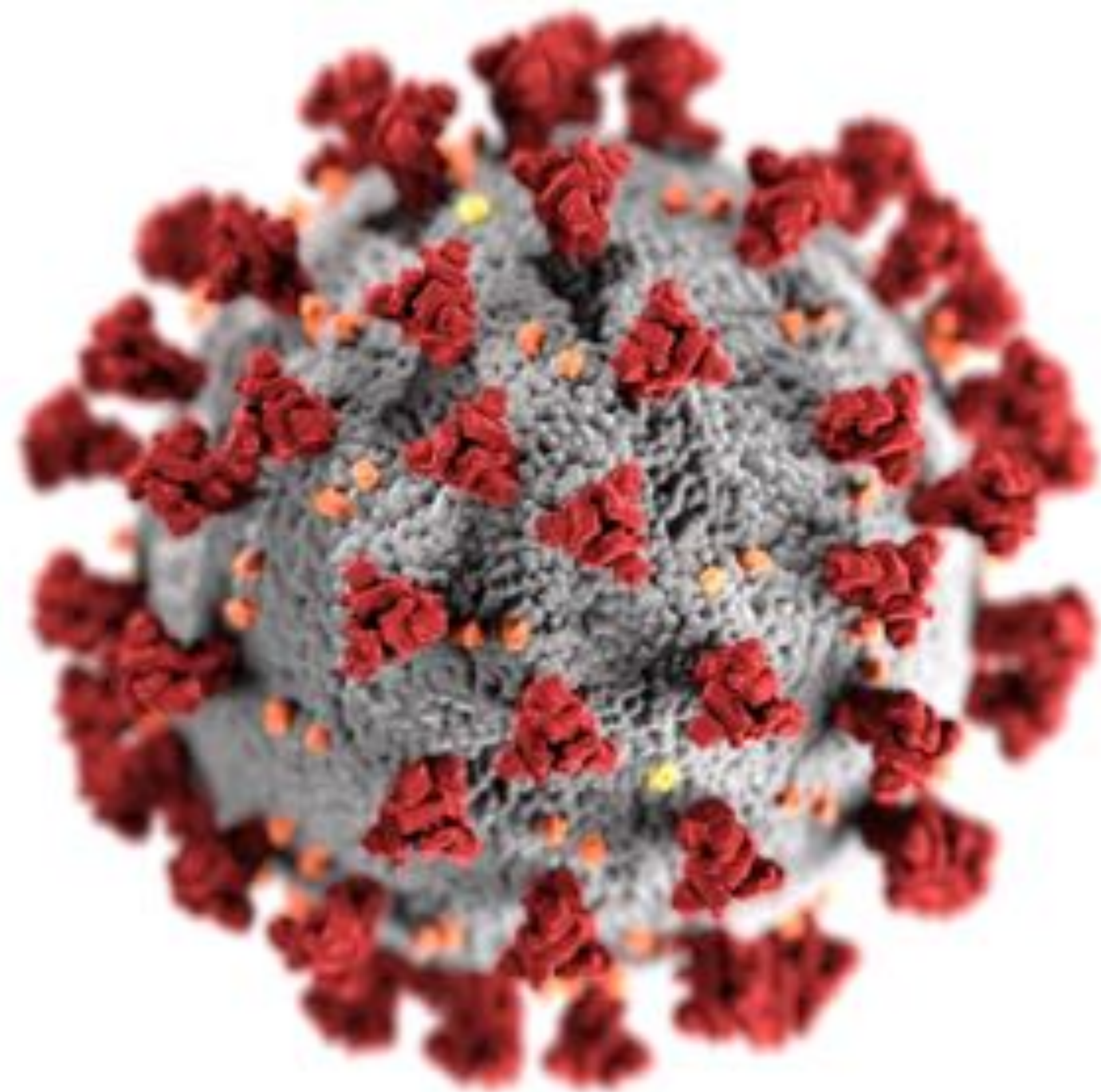
September 2022



**INCLUDE
A CHARITY**

FIA

Fundraising
Institute
Australia





**What is my personal
purpose, do I know myself,
do I have a story?**

What am I trying to achieve?

**Do I understand what needs
to be addressed in my
organisation?**

**What must I do to connect
with others to inspire &
lead? To position Legacies**

**What does success look
like?**

5

1

All about you



What's your story?

Your journey is your connector and confidence. If you can find and learn to tell your story and why it matters you can gain confidence, clarity and make better emotional connections



What's your connection?

Why do you work where you work? Why do you do what you do? What is your connection to the charity or cause and what does it mean and matter to you? What was the moment you made that key emotional connection?



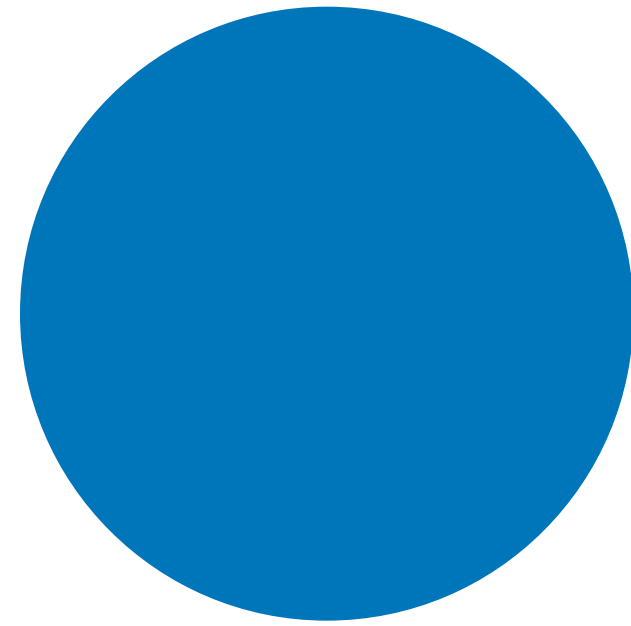


Link Supporters with **all staff**

Does the mere sight of a customer motivate you to do your job better? Researchers on transparency with HBR explored the relationship with customers and cooks. Customer satisfaction with the food shot up 10% when the cooks could see the customers, even though the customers couldn't see the cooks. In the opposite situation, there was no improvement in satisfaction from the baseline condition in which neither group could see the other. But even more striking, when customers and cooks both could see one another, satisfaction went up 17.3%, and service was 13.2% faster. Transparency between customers and providers seems to really improve service.

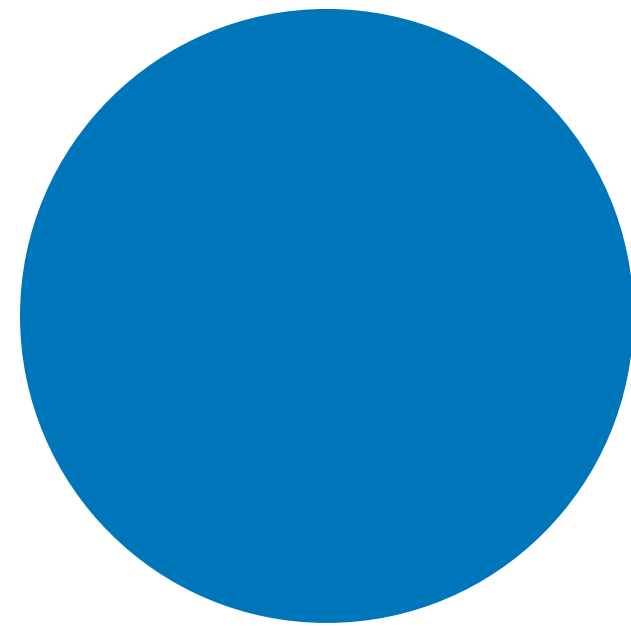
Cooks Make Tastier Food When They Can See Their Customers - HBR Nov 2014

Transactional Analysis



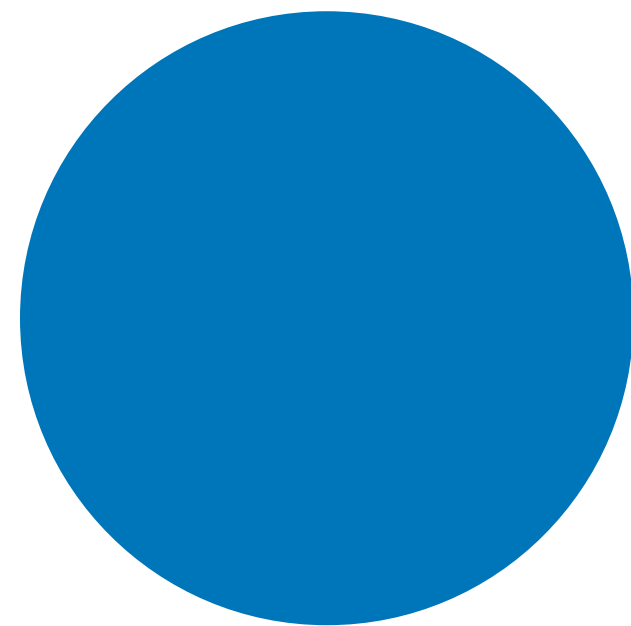
Parent

Parent is our 'taught' concept of life



Child

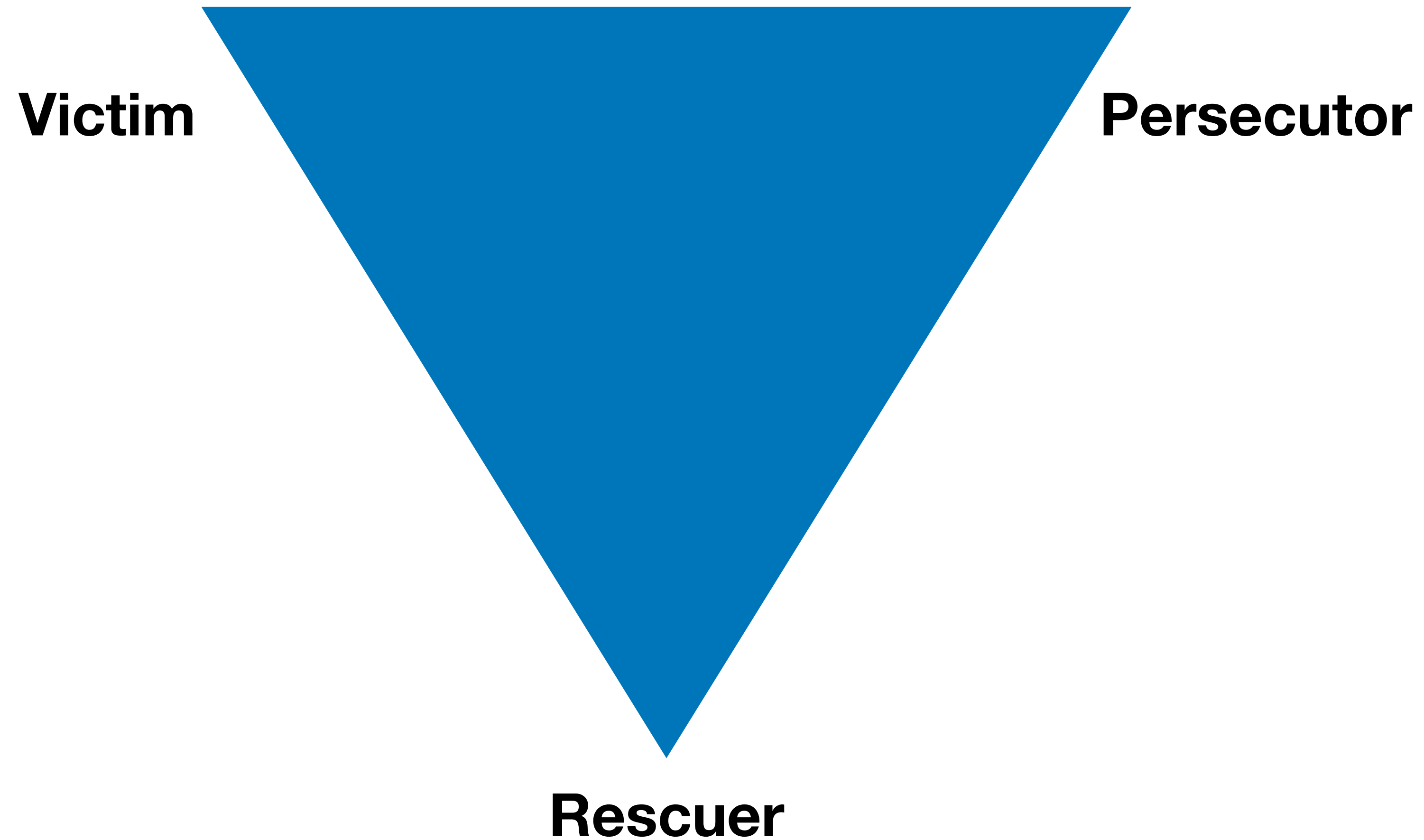
Child is our 'felt' concept of life



Adult

Adult is our 'thought' concept of life

The Karpman Drama Triangle



2

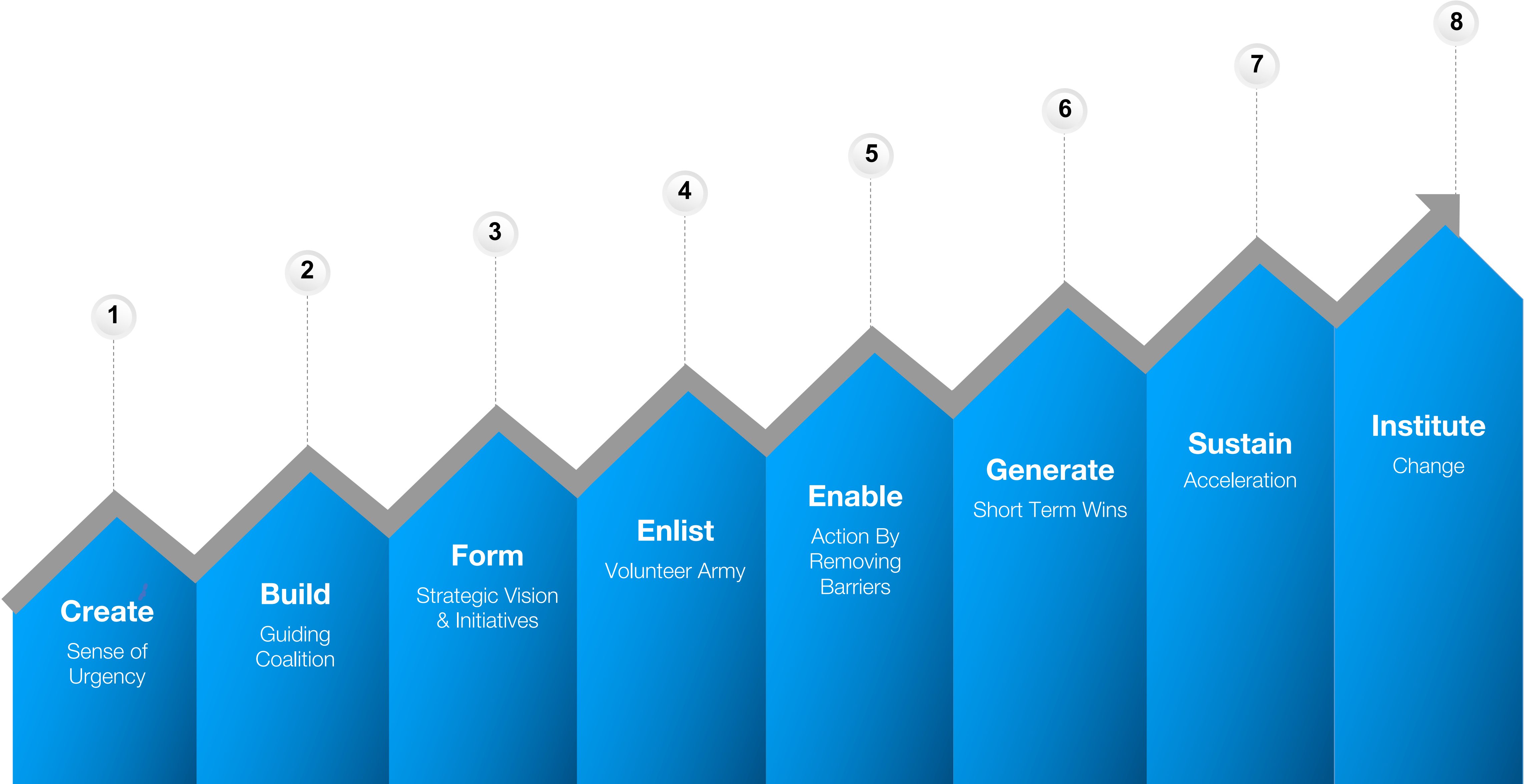
Journey or Destination?



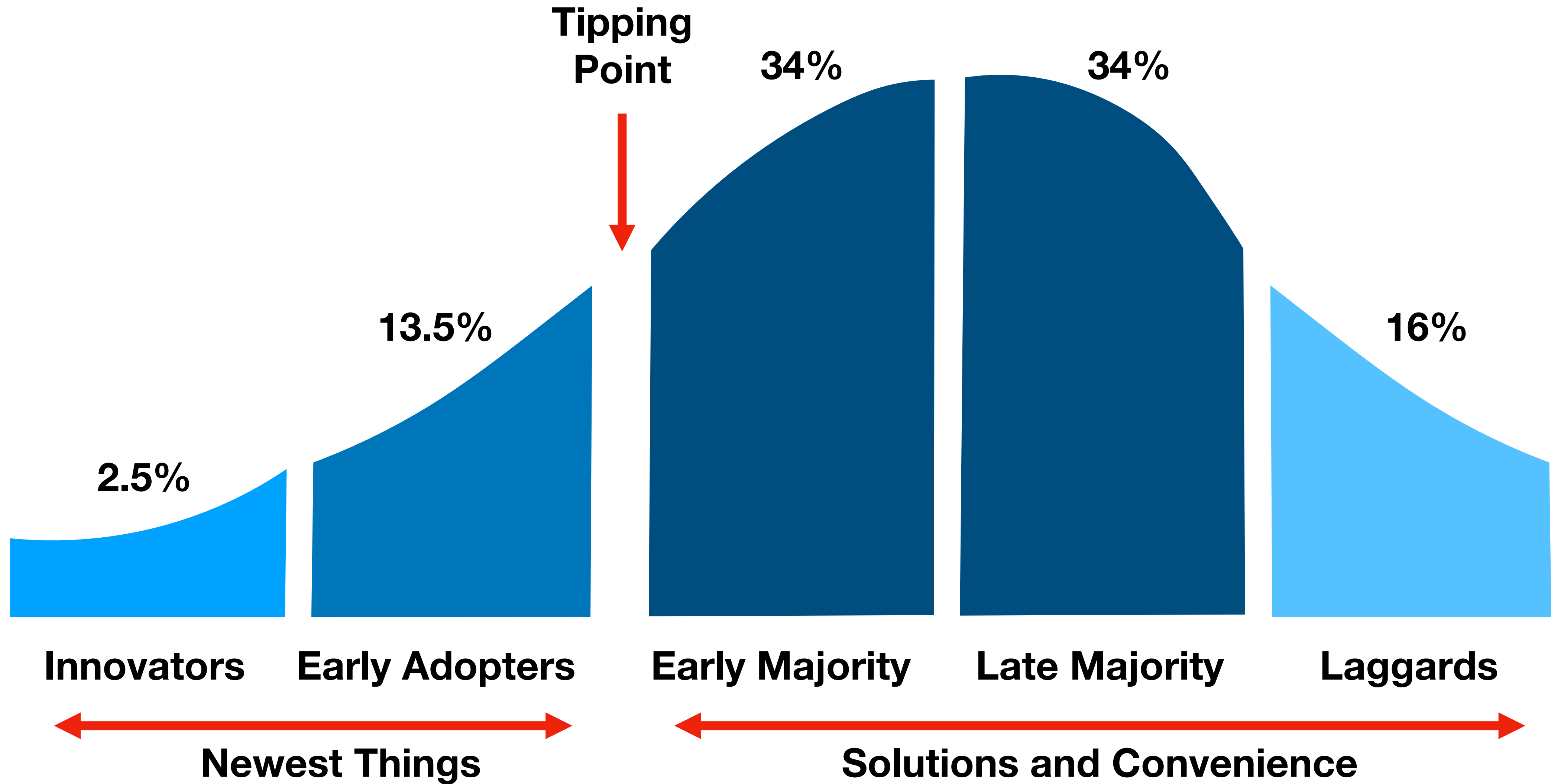
Question.

**What stops you in your
legacy programme?**

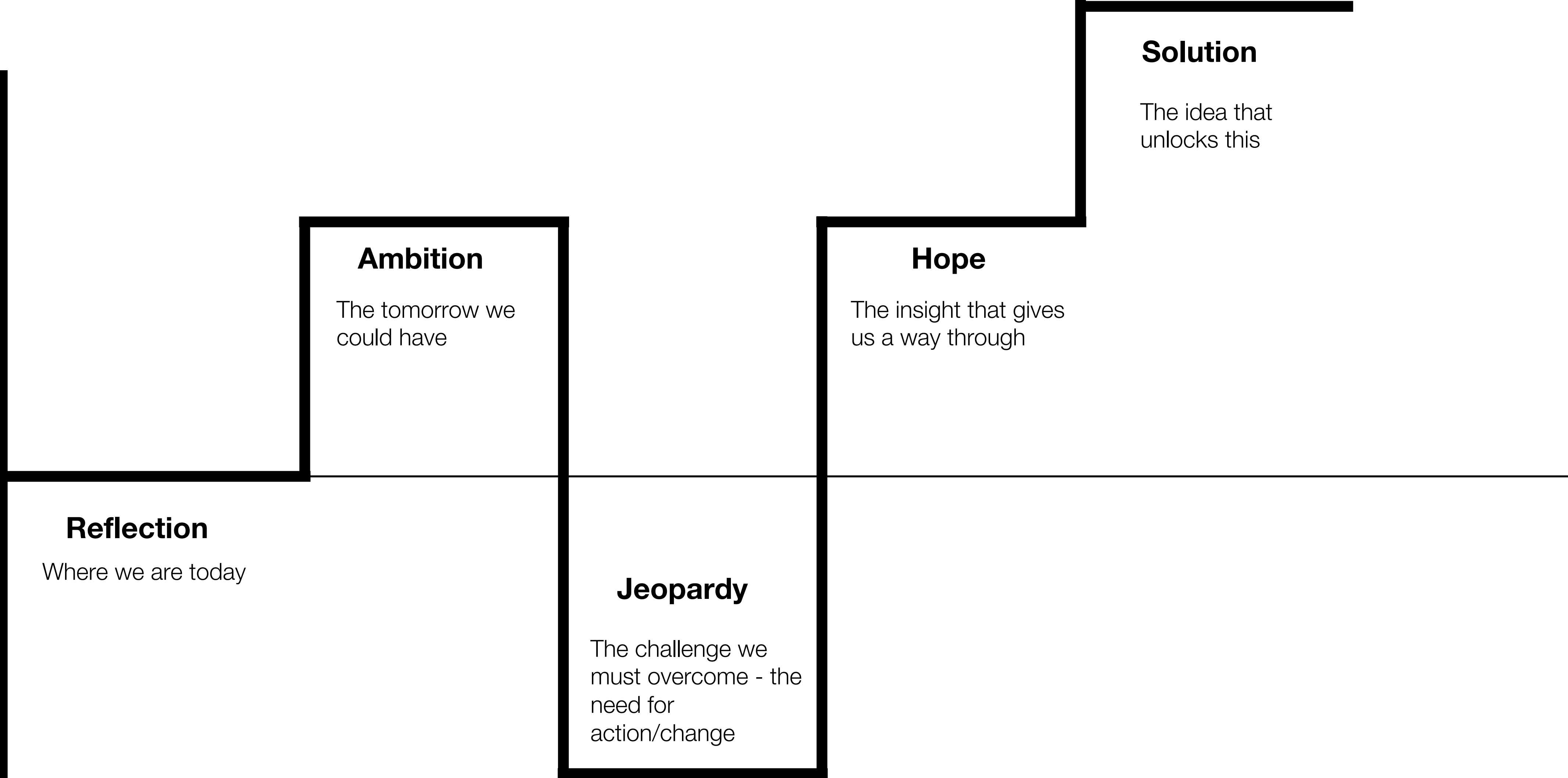
Kotter's 8 Step Change Model

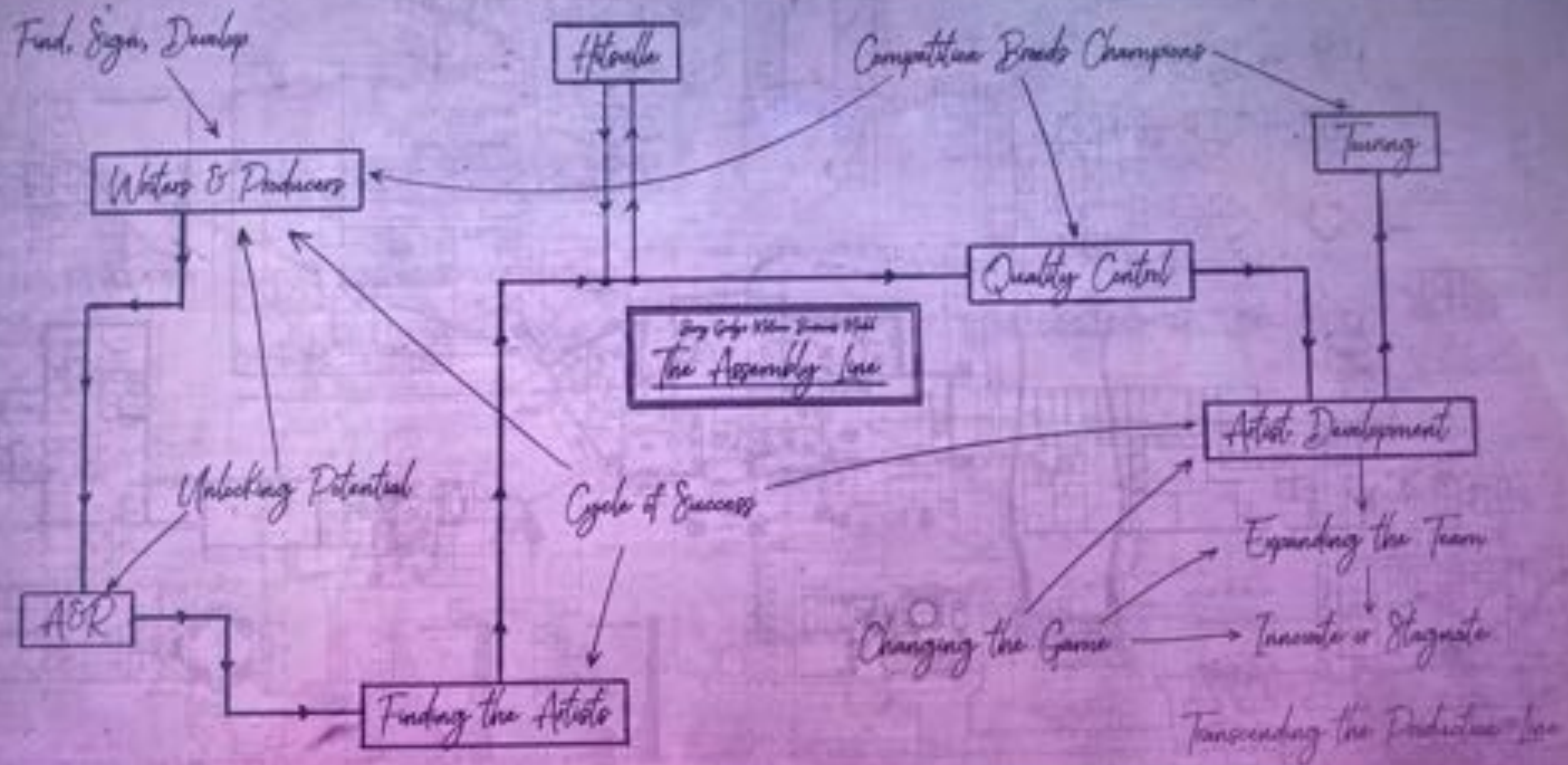


The Law of Diffusion

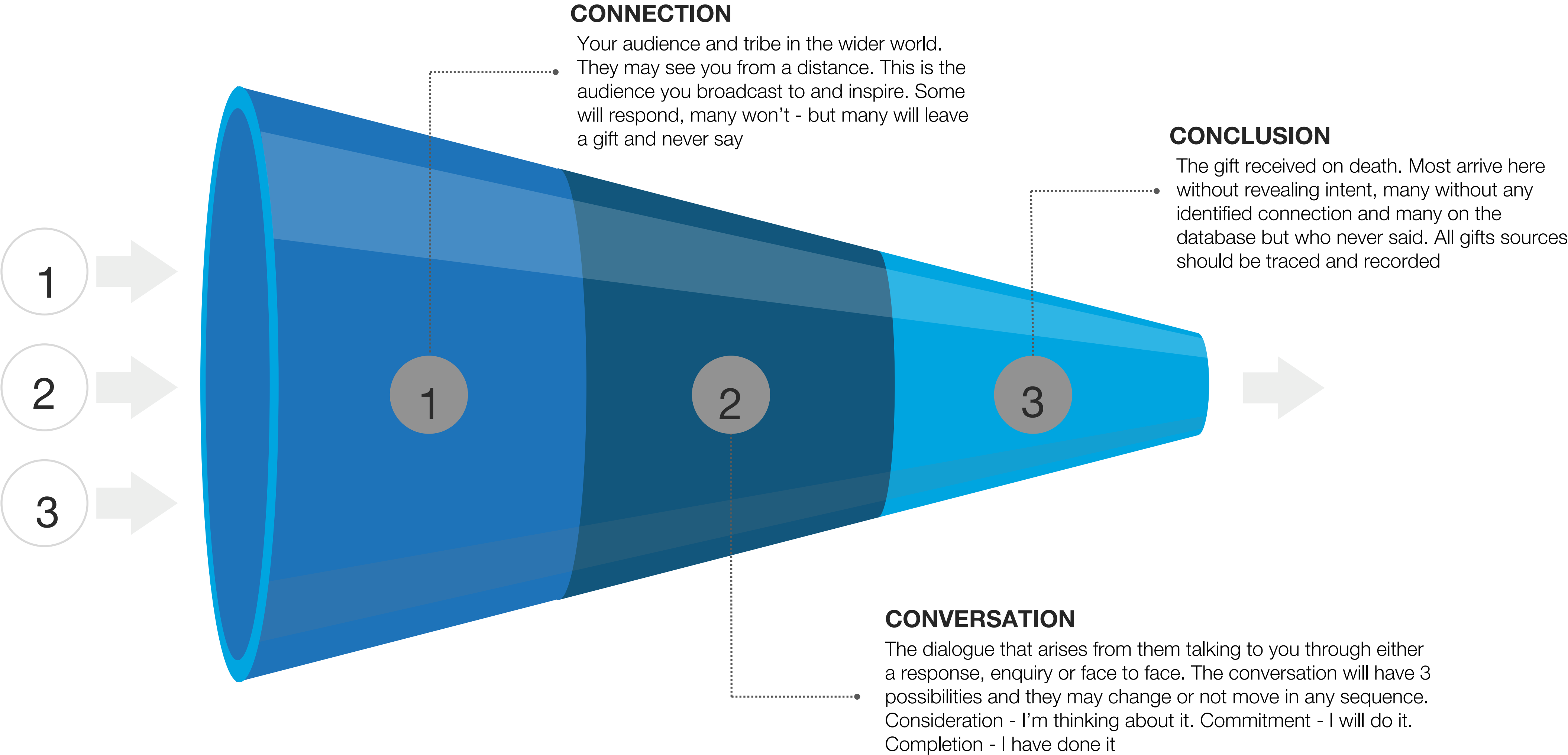


Change Narrative as a Basis for a **Shared Journey**

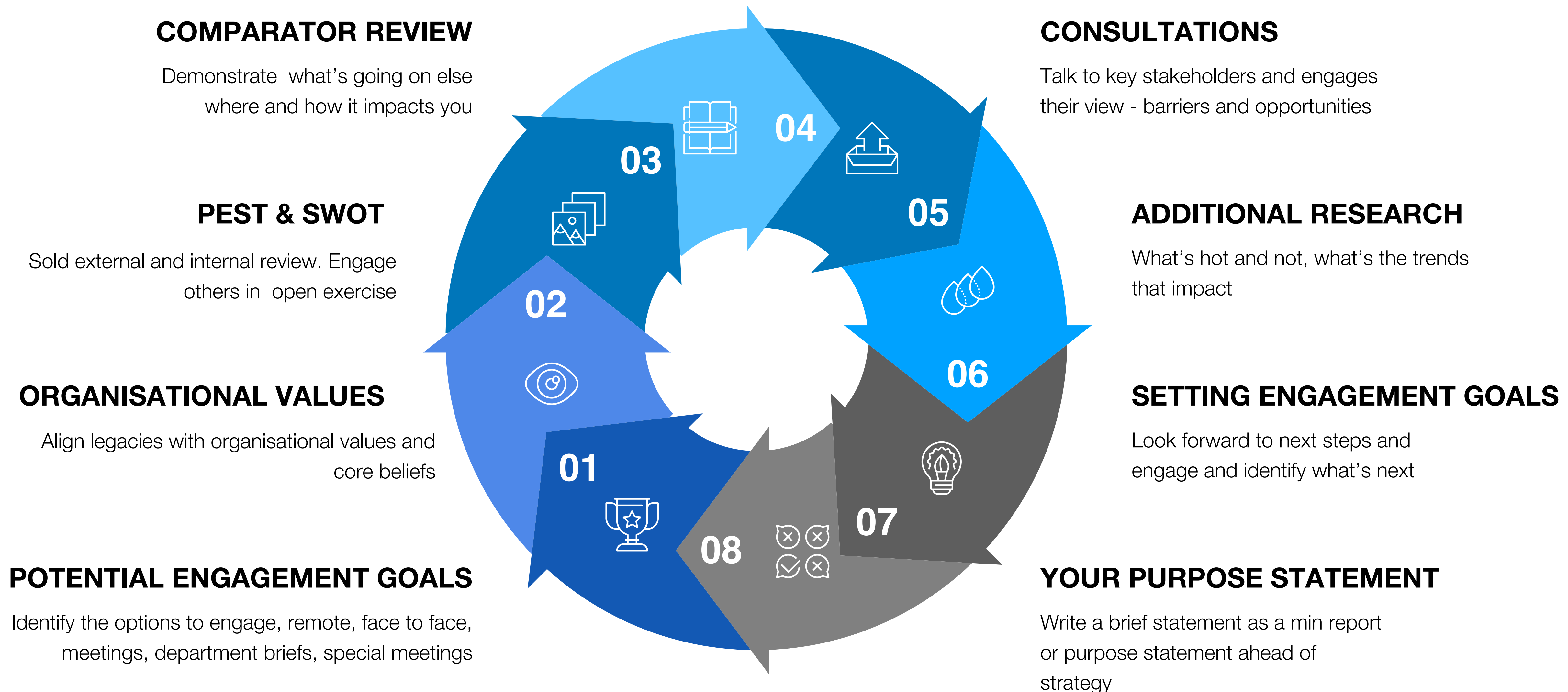




The Legacy 3 Stage Framework



Steps to Writing a Purpose Statement

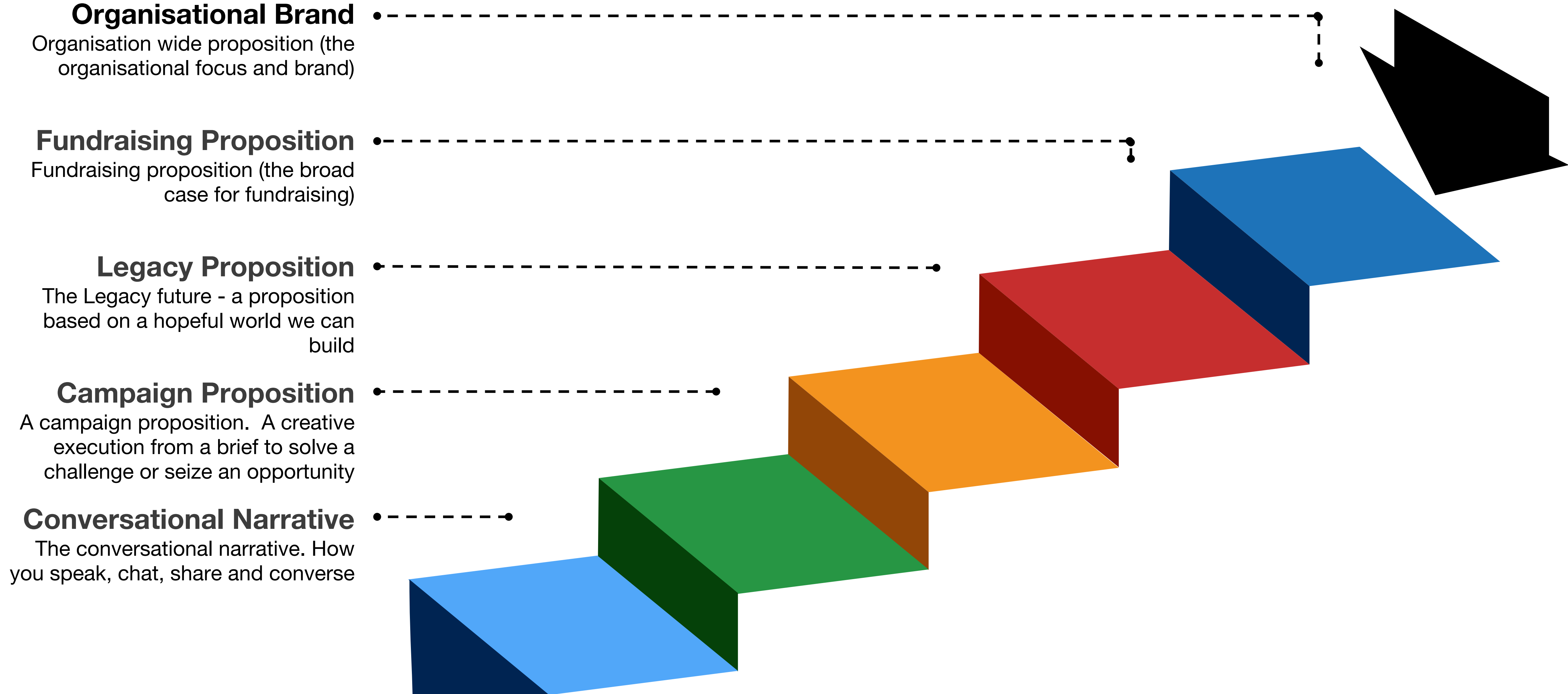


3

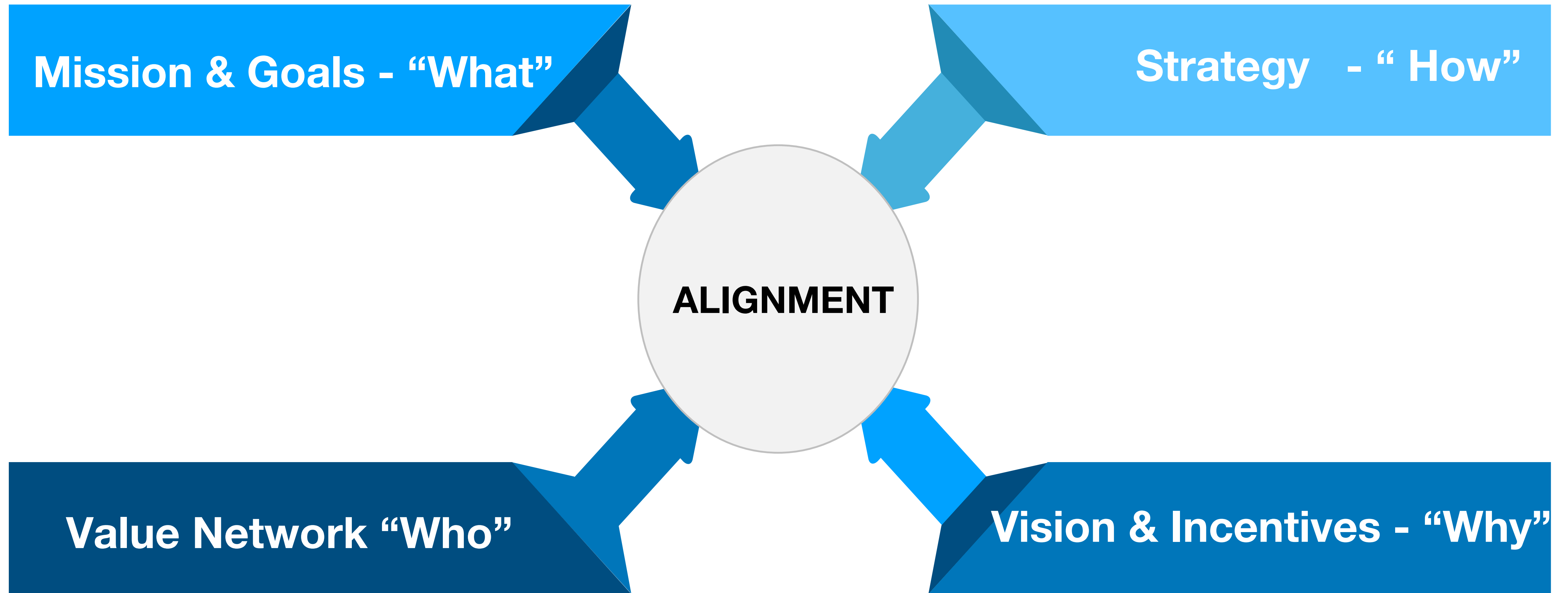
Your organisation



The Proposition Hierarchy



The What, Who, How and Why of **Strategy**

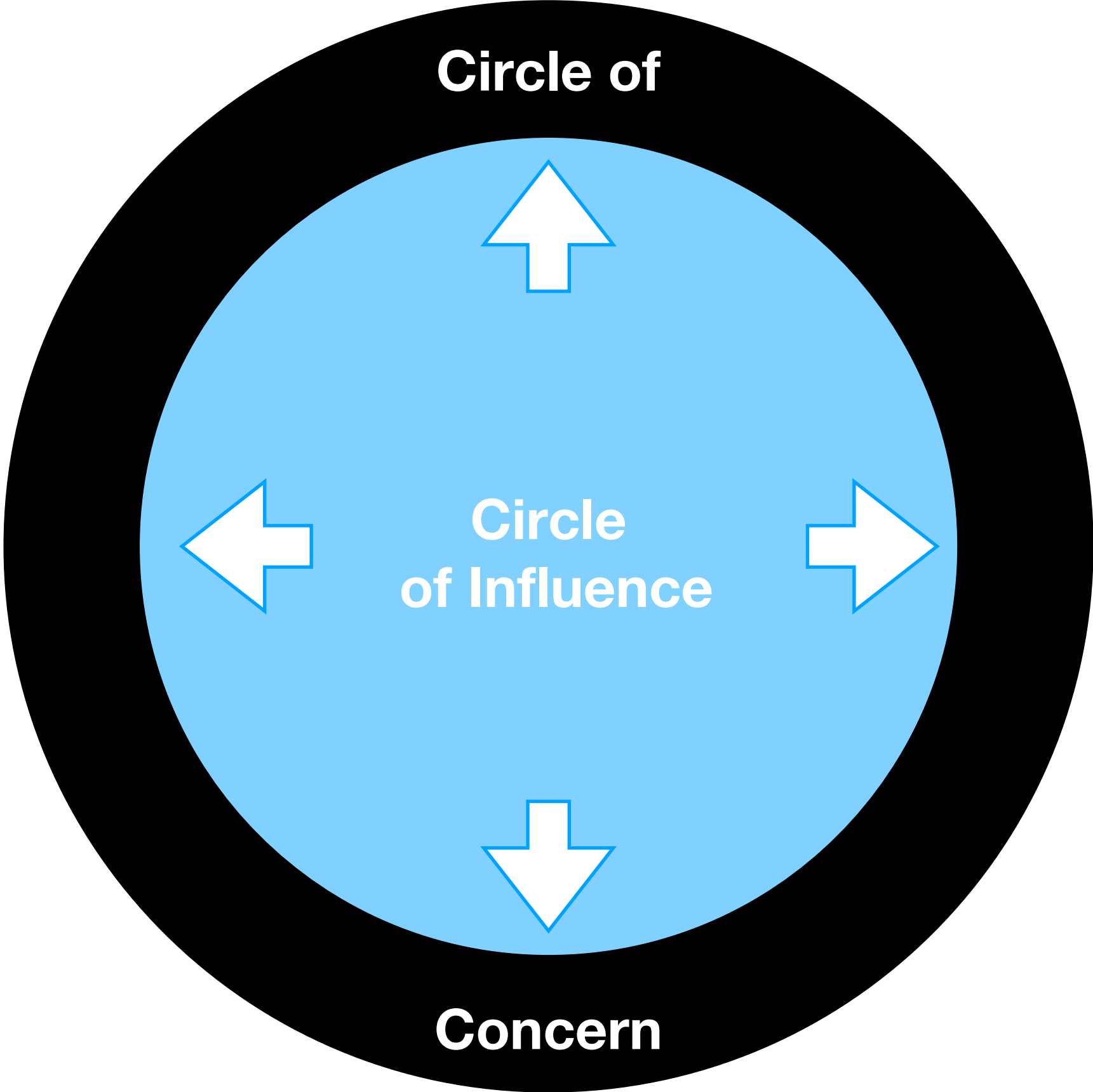


4

All about you (again)

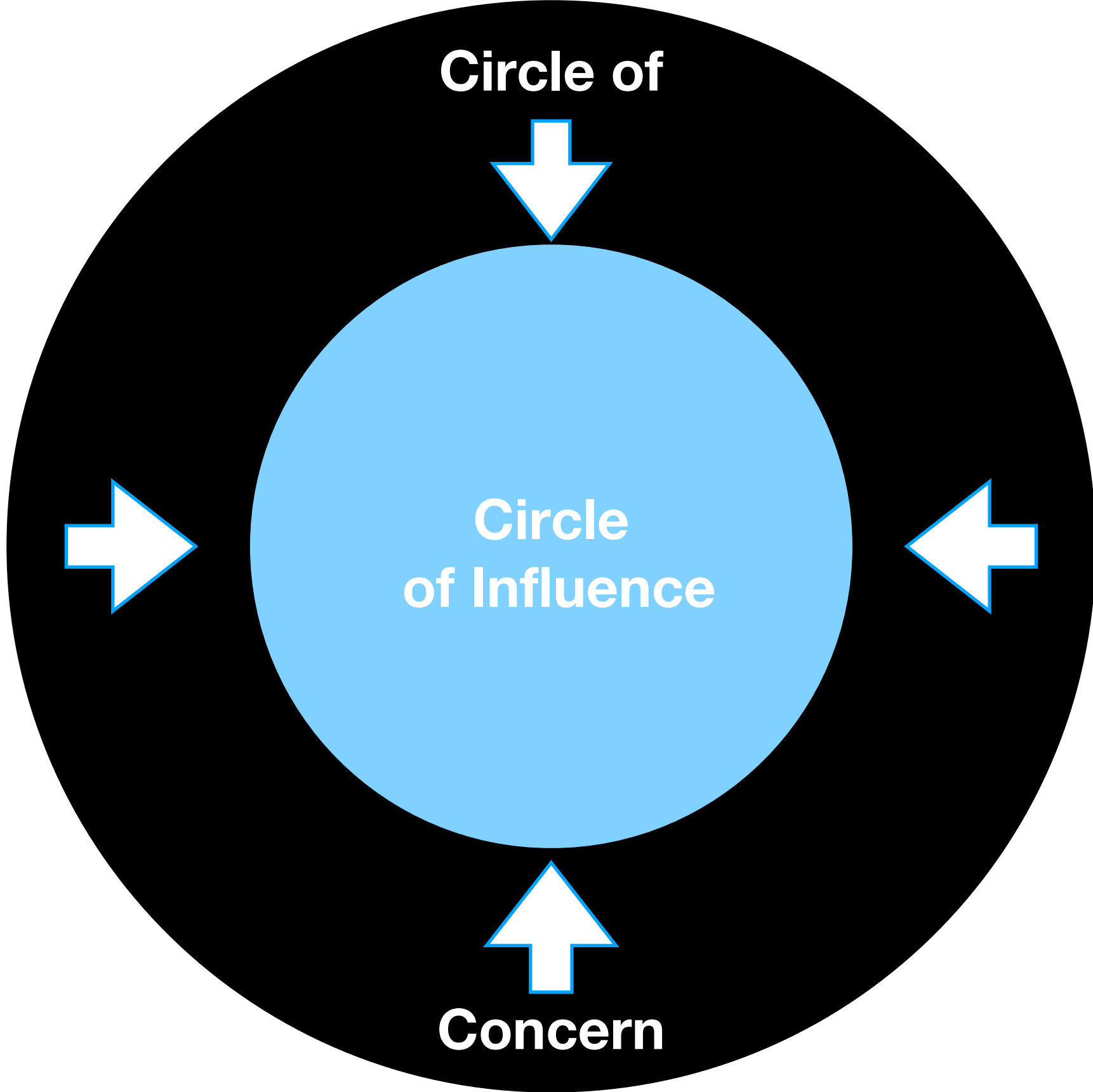


Work your Circle of Influence



Proactive Focus

Positive energy enlarges Circle of Influence



Reactive Focus

Negative energy reduces Circle of Influence



Define your Destination



Leverage your Points of Difference & impact

A person wearing a black hoodie and a white face mask is the central focus. They are standing in front of a large, curved, translucent structure that resembles a greenhouse or a tunnel. To the left, there is a building with a grid-like pattern on its facade. The background is bright and hazy, suggesting an outdoor setting during the day. The overall tone is somewhat somber due to the mask and the muted colors.

Develop a Narrative



Reintroduce Yourself



Prove your Worth

5

Where next?





Drive behaviour change in all our audiences, both internal and external

1

Engage, inspire and connect with our audiences through insight and understanding, a compelling proposition and emotional stories

2

A blue square containing the number 2, positioned in the lower center of the image. The background of the entire image is a blurred, warm-toned photograph of a group of people in a dimly lit setting, possibly a stage or a performance space, with silhouettes and soft lighting.



**Create a legacy culture where
everyone, everywhere delivers
legacies**

3

A top-down view of two people's hands holding coffee cups over a table. The person on the left is wearing a blue denim jacket and has a tattoo on their forearm. The person on the right is wearing a white t-shirt. The table is covered with a grey and white patterned cloth. The background is slightly blurred, showing a wooden cabinet and a window.

**Build long term relationships through
an inspiring and rewarding journey**

4



**Measure progress through
conversations & future value**

5



**Focus on integrating legacies in
all we do**

6

Include a Charity Week 2022

September 2022



**INCLUDE
A CHARITY**

FIA

Fundraising
Institute
Australia