

Leading Breakthrough Fundraising

Jesse Lane

Founder, Branches Mission Lab



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**WHAT YOU'LL
GET TODAY:**



WHAT YOU'LL GET TODAY:

 5 Leadership Levers











WHAT YOU'LL GET TODAY:

 5 Leadership Levers

 4 Hidden Growth Blockers



WHAT YOU'LL GET TODAY:

- 📍 5 Leadership Levers
- 📍 4 Hidden Growth Blockers
- 📍 Time to Learn from One Another
- 📍
- 📍



WHAT YOU'LL GET TODAY:

- 📍 5 Leadership Levers
- 📍 4 Hidden Growth Blockers
- 📍 Time to Learn from One Another
- 📍 Practical Next Steps



WHAT YOU'LL GET TODAY:

- 📍 5 Leadership Levers
- 📍 4 Hidden Growth Blockers
- 📍 Time to Learn from One Another
- 📍 Practical Next Steps
- 📍 Access to Free Tools





**GET OUR
BREAKTHROUGH
STARTER KIT:**

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HOLD YOUR FINGERS HIGH!

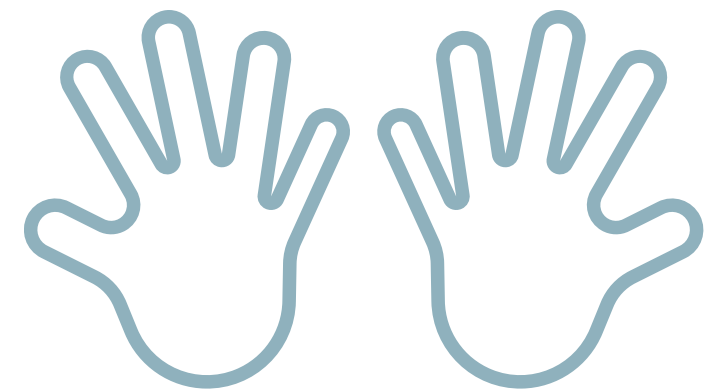
**ON A SCALE OF 1-10, HOW
PASSIONATE ARE YOU ABOUT
YOUR CAUSE?**



0



10





THANK YOU
goodmakers

**I HAVE A
CONFESSION
TO MAKE.**

ABOUT ME:

- Husband
- Girl Dad x 3
- Founder of Branches Mission Lab & goodmakerU
- Claim to Fame: Partner in the CMM / SRS Rebranding to "Via"



#GIRLDAD



**I HAVE A
CONFESSION
TO MAKE.**

**I HAVE A
CONFESSION
TO MAKE.**

*I hate asking people
for money.*

THE DAY IT HIT ME.



THE DAY IT HIT ME.



I HATED FUNDRAISING.

I FEARED...



Criticism.



Rejection.



Failure.



WEEK ONE & I ALREADY FELT...



Too busy.



Distracted.

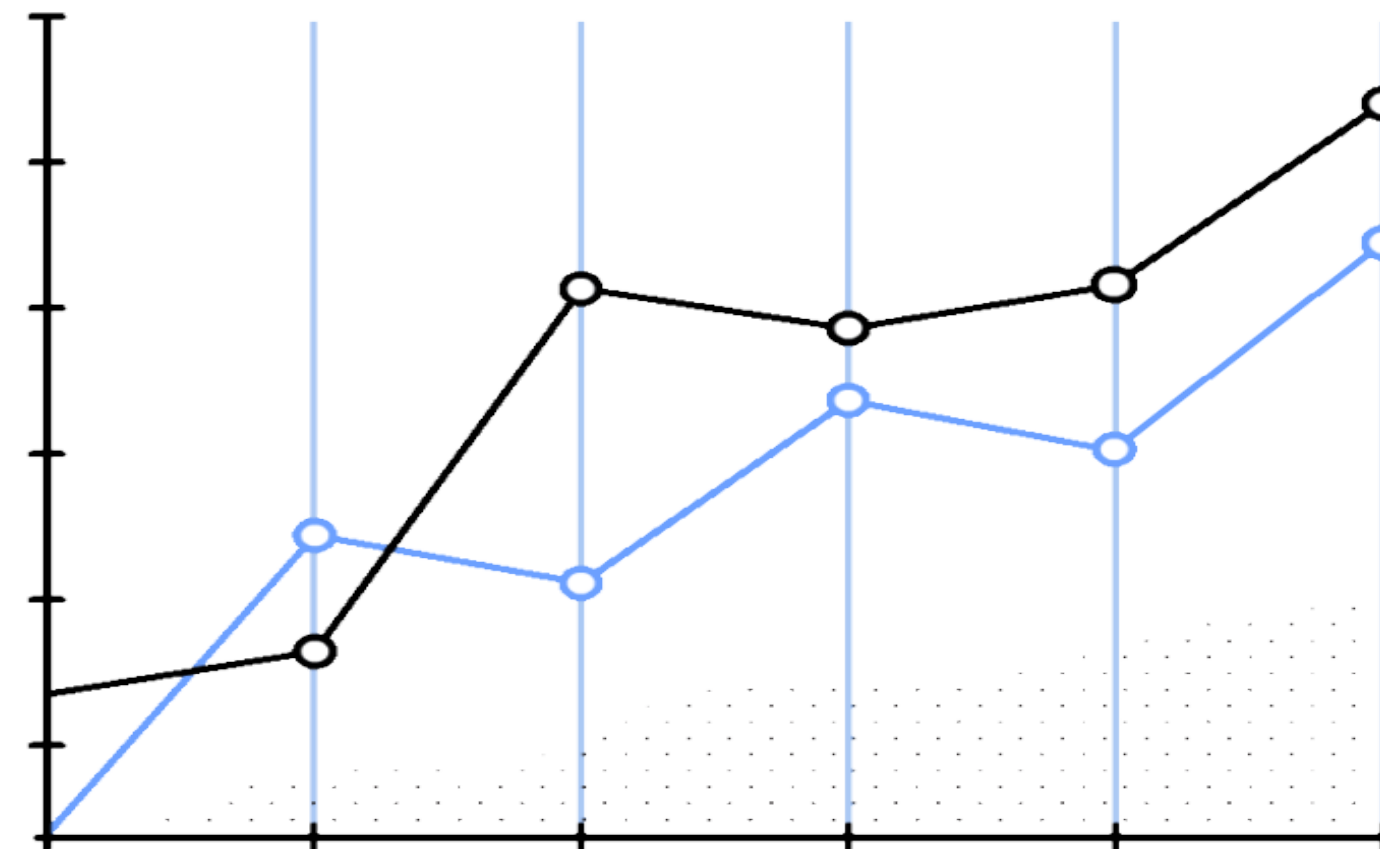


Overwhelmed.



fast forward a decade

In the next 4 years I got to help this organization grow to \$40 million in annual fundraising revenue.



In the next 10 years I've had the chance to...

- Lead 30+ fundraising campaigns
- Teach 5,000+ nonprofit leaders
- Help raise over \$100 million

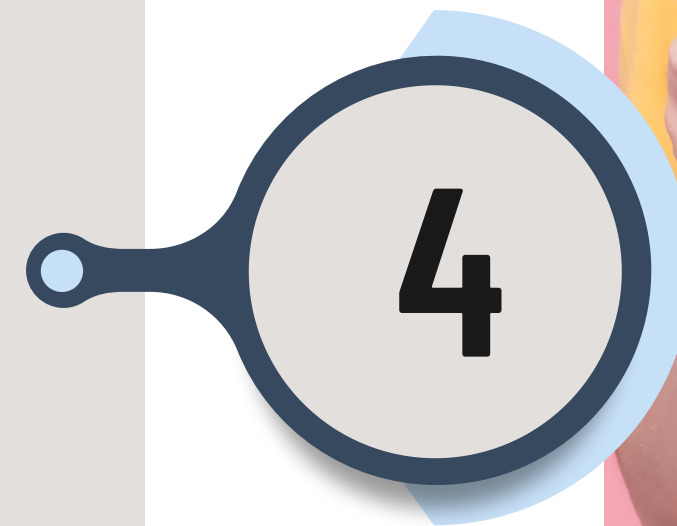
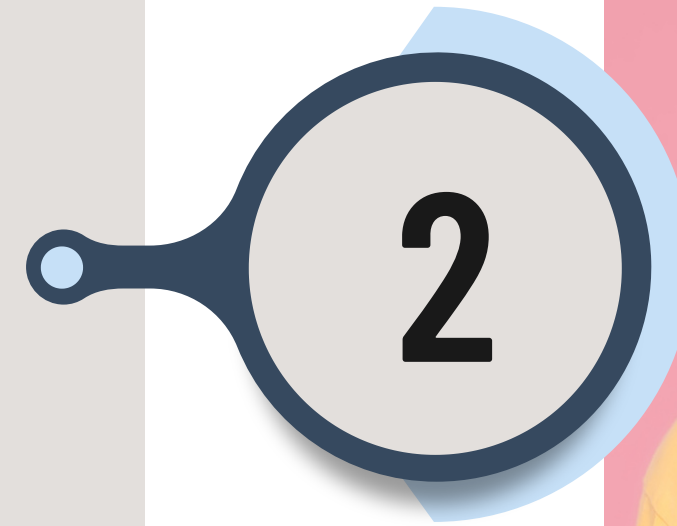
Experiment, fail, learn, scale — on repeat — for 10 years.



**BEFORE WE
GET TO THE**

5

**LEADERSHIP
LEVERS**



RAPID ASSESSMENT

1. WRITE YOUR ORG NAME
ON A POST-IT NOTE
2. WRITE THESE WORDS
ALONG THE LEFT SIDE

ABC Mission Inc

Findable? _____

First Impression? _____

Website? _____

Donation Experience? _____

RAPID ASSESSMENT

1. WRITE YOUR ORG NAME
ON A POST-IT NOTE
2. WRITE THESE WORDS
ALONG THE LEFT SIDE
3. PUT YOUR POST-IT IN THE
CENTER OF THE TABLE

ABC Mission Inc

Findable? _____

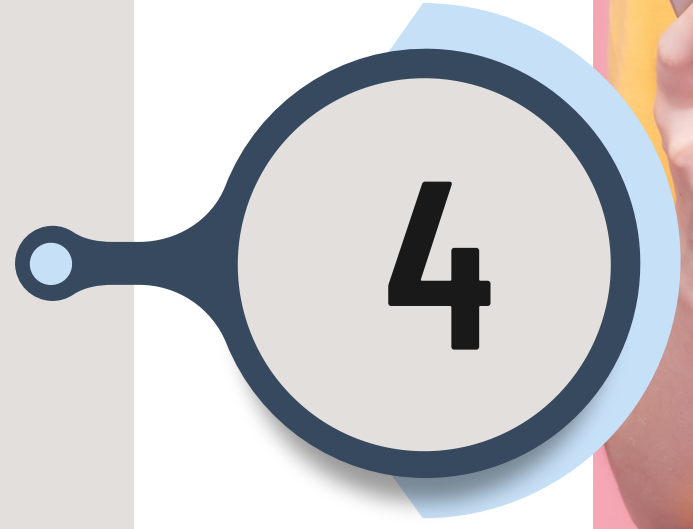
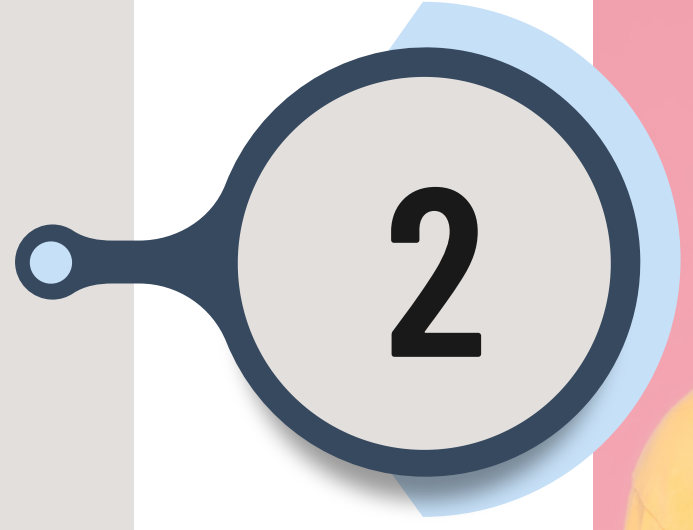
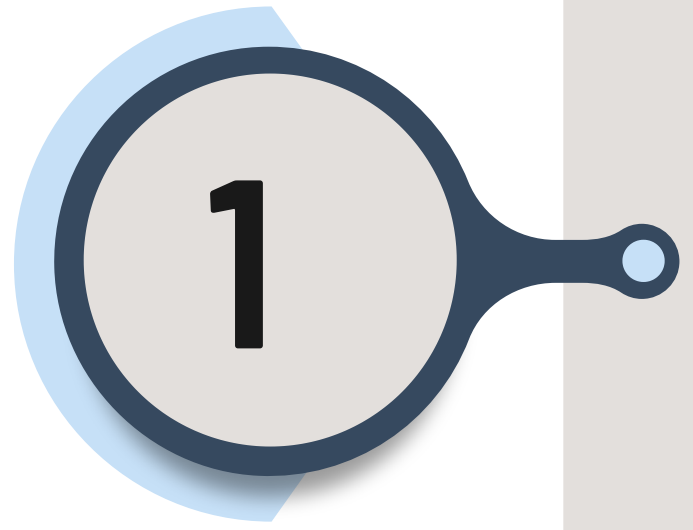
First Impression? _____

Website? _____

Donation Experience? _____

5

LEADERSHIP LEVERS



SOULS

**A LEADERSHIP FRAMEWORK FOR
BREAKTHROUGH GROWTH**



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Story

unbound

Story

- BRAND VALUE
- MESSAGE CLARITY
- IMPACT STORIES

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*“That sounds like marketing stuff.
What does this have to do with
fundraising”?*

Story

BRAND VALUE

MESSAGE CLARITY

IMPACT STORIES



FUNDRAISING FOUNDATION

FUNDRAISING EFFECTIVENESS

FUNDRAISING RETENTION

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Story

BRAND VALUE

MESSAGE CLARITY

IMPACT STORIES



"I DIDN'T NOTICE YOU"

"I DIDN'T UNDERSTAND YOU"

"I DIDN'T BELIEVE YOU"

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Things donors will
rarely ever say,
but often feel.



" I DIDN'T NOTICE YOU "

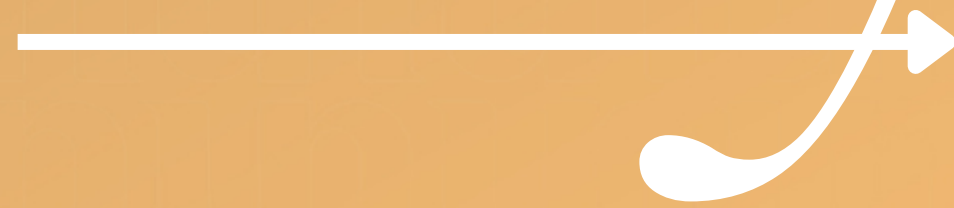
" I DIDN'T UNDERSTAND YOU "

" I DIDN'T BELIEVE YOU "

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Story

BRAND VALUE



FUNDRAISING FOUNDATION

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Your brand value is the
result of the *total experience*
they have with your
organization.

Story

| BRAND VALUE

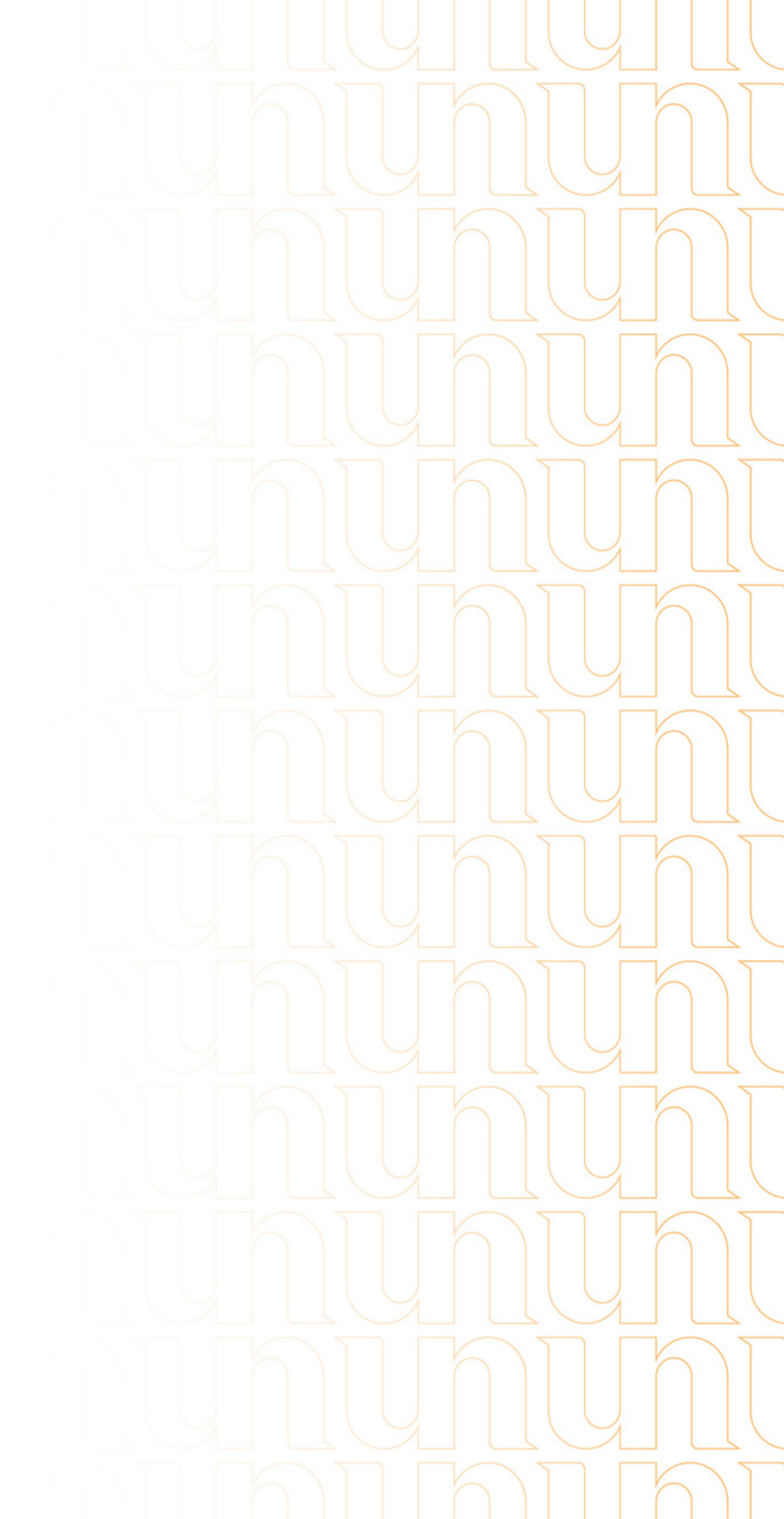
LOGO

COLORS

FONTS



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Story

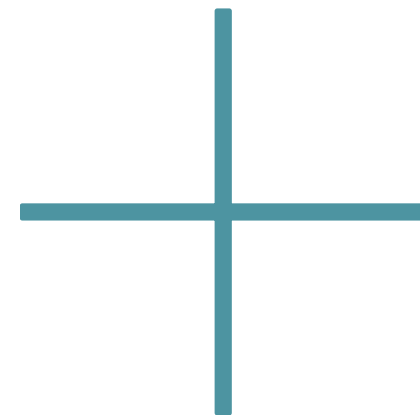
| BRAND VALUE

total experience

LOGO

COLORS

FONTS



PEOPLE

MOMENTS

FEELINGS



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Story | BRAND VALUE



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Story | BRAND VALUE



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Story | BRAND VALUE



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Story | BRAND VALUE



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Story

| BRAND VALUE



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YOUR *vibes*
ATTRACTS
YOUR *tribe*

YOUR BRAND IS ...

- Your name, logo, design AND...



YOUR BRAND IS ...

- Your name, logo, design AND...
- Your writing
- Your people
- Your personality
- The feelings you give
- The moments you make



YOUR BRAND IS EXPRESSED...

- On your website
- On social media
- At events
- Through receipt emails
- With your office
- Through volunteers
- On Zoom calls
- In Board Meetings
- In thank you cards



*A weak, sloppy, or inconsistent brand is a **non-starter** for many donors.*



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Don't live in denial.



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Story

MESSAGE CLARITY



FUNDRAISING EFFECTIVENESS

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GROWTH BLOCKER #1

confusion



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*The confused mind
always says "no".*



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CASE STUDY: **TRADING CONFUSION FOR CLARITY**



CASE STUDY: TRADING CONFUSION FOR CLARITY



weave

CASE STUDY: TRADING CONFUSION FOR CLARITY



IF YOU CAN'T TALK ABOUT WHAT YOU DO, YOU CAN'T:

- create awareness
- grow your audience
- fundraise online



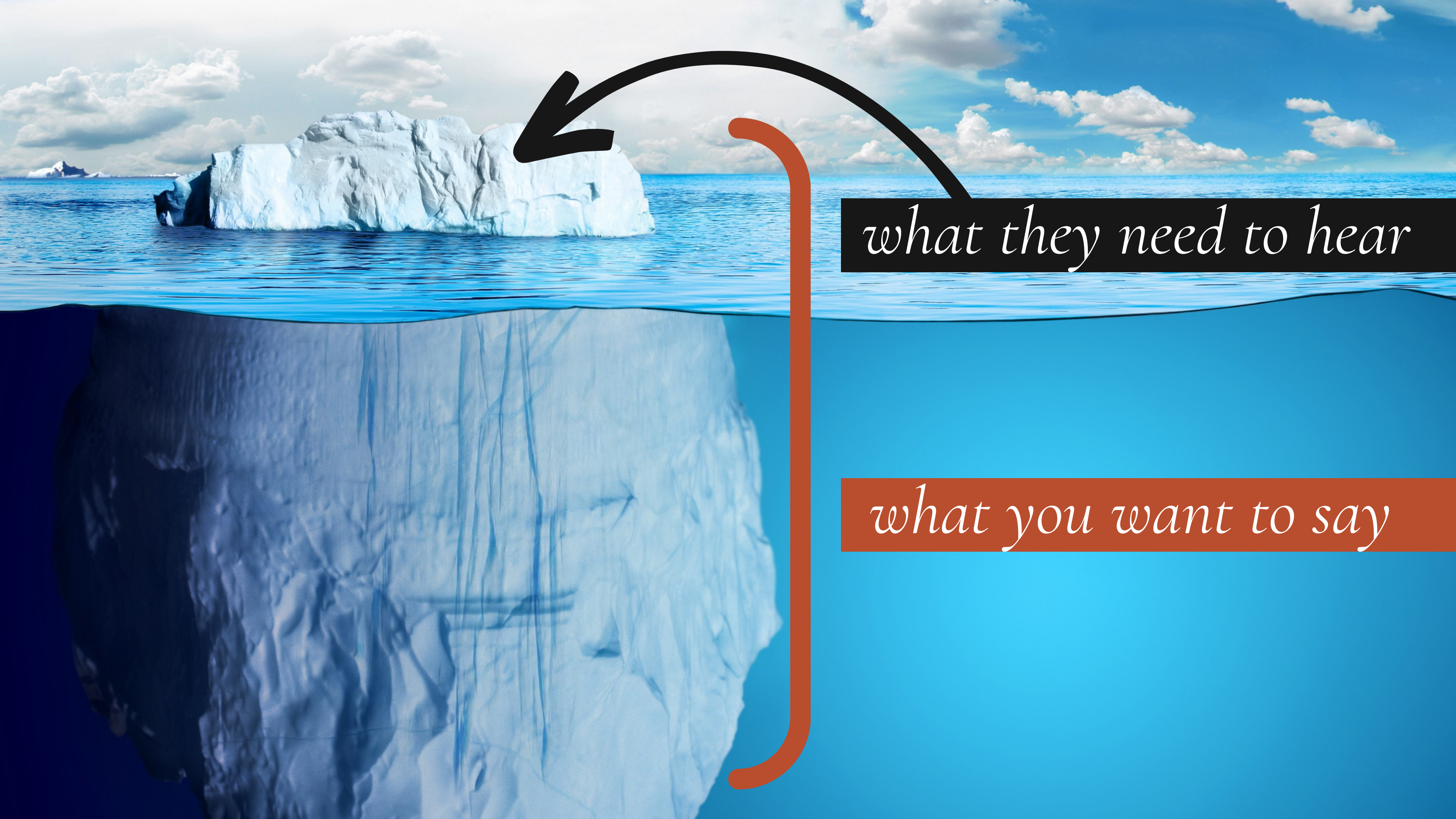


YOU HAVE THE
curse
OF KNOWLEDGE





what you want to say



what they need to hear

what you want to say

HOW TO CRAFT A CLEAR CORE MESSAGE:

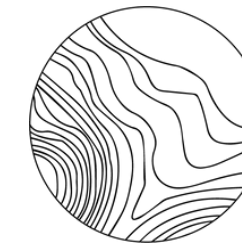
- know your target audience
- cut out the jargon
- simplify the language
- test it with your audience



YOUR CORE MESSAGE MUST BE:

1. Clear
2. Concrete
3. Concise





HOLD UP YOUR #

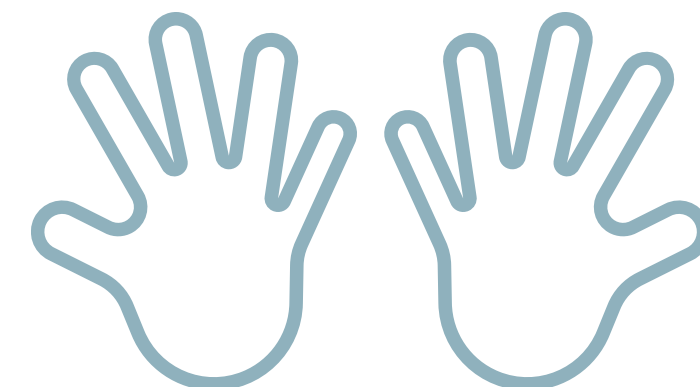
**ON A SCALE OF 1-10, HOW
CLEAR IS YOUR MESSAGE?**

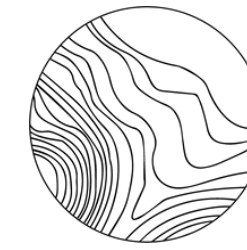


1



10





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HOLD UP YOUR #

ON A SCALE OF 1-10, HOW
CLEAR IS YOUR MESSAGE?



1



10



CLEAR MESSAGE CHALLENGE

00:59

USE THESE TO COMMUNICATE MORE CLEARLY:

- Stories
- "You" language
- Relational tone
- Proof of impact
- Clear + concrete invitations
- More stories



HOW TO DRAFT A "CORE MESSAGE":

THE 4 OWS



Pow!

GRABS ATTENTION W/ *RELATABLE* PROBLEM, QUESTION OR FACT.



How?

CONCRETE WAY(S) YOU SOLVE THE PROBLEM. DIFFERENTIATORS.



Wow.

IMPACT OF SOLVING PROBLEM. THE "WHY" VISION.



Now...

SIMPLE NEXT STEP THEY CAN TAKE IMMEDIATELY.



CORE MESSAGE
The confused mind says "no"

goodmaker U

THE 4 OWS

 **Pow!**

GRABS ATTENTION W/ RELATABLE PROBLEM, QUESTION OR FACT.

 **How?**

CONCRETE WAY(S) YOU SOLVE THE PROBLEM. DIFFERENTIATORS.

 **Wow.**

IMPACT OF SOLVING PROBLEM. THE "WHY" VISION.

 **Now...**

SIMPLE NEXT STEP THEY CAN TAKE IMMEDIATELY.

**USE OUR CANVA
WORKSHEET IN OUR FREE
BREAKTHROUGH KIT:**



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Story | BRAND VALUE

- The confused mind always says “no”.
 - Clarity is essential.
 - Concrete is clear.
 - Stories are concrete.



Story | BRAND VALUE

- The confused mind always says “no”.
 - Clarity is essential.
 - Concrete is clear.
 - Stories are concrete.
 - Tell more stories.



Story

- BRAND VALUE
- MESSAGE CLARITY
- IMPACT STORIES

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Story

IMPACT STORIES



FUNDRAISING RETENTION

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*Your ministry is doing
remarkable things.*



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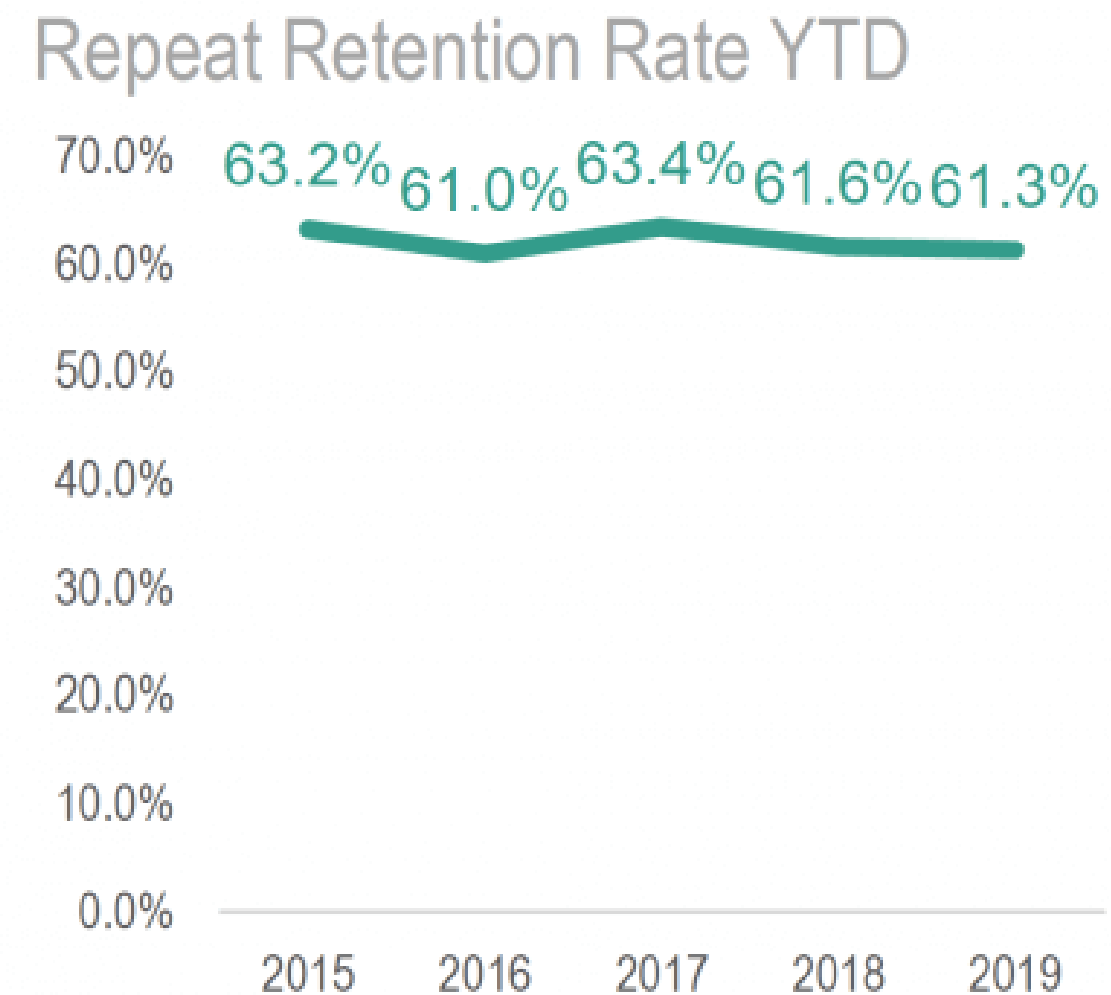
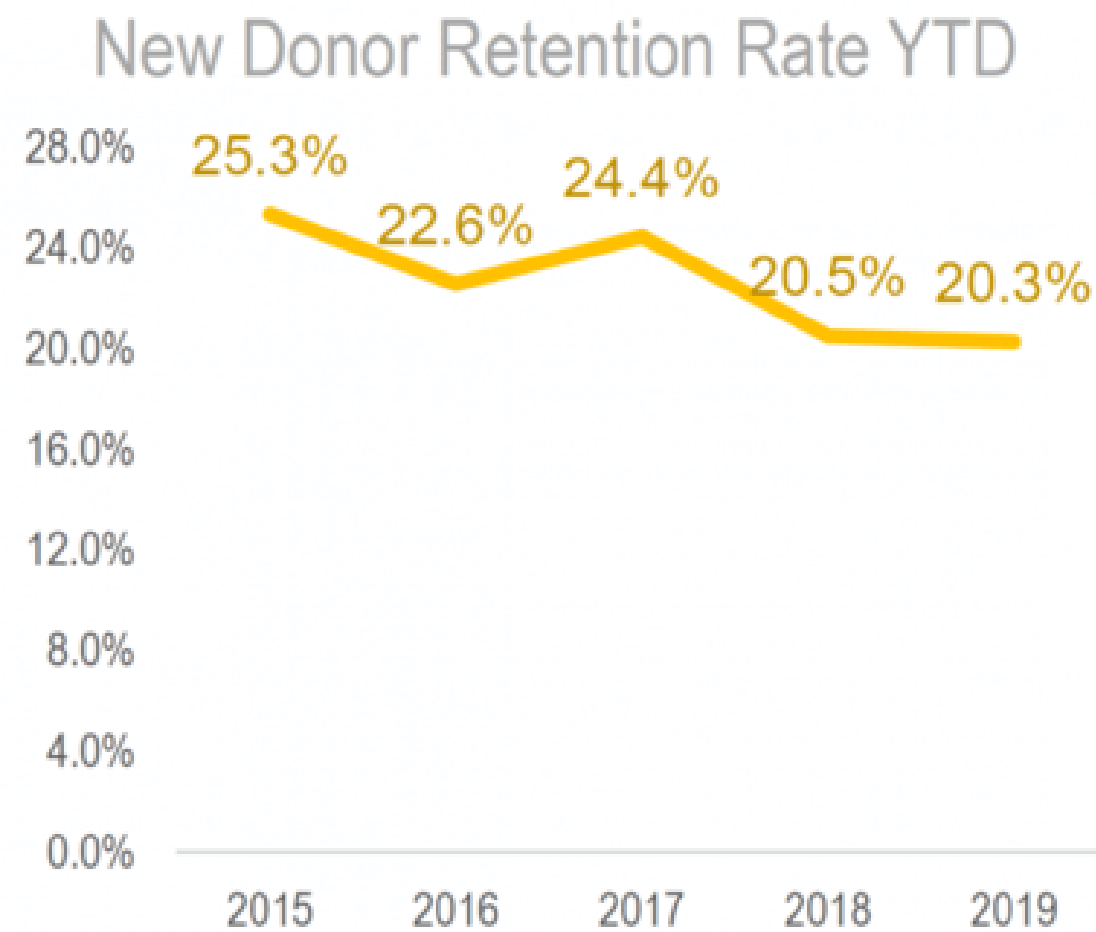
*Stories help us to
believe & understand
remarkable things.*



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How is your retention rate?



*Grow giving & retention
by developing a
storytelling culture.*

ARE YOU TELLING IMPACT STORIES...

- On social media?
- On your website or blog?
- With email & newsletters?
- At events?



ARE YOU TELLING IMPACT STORIES...

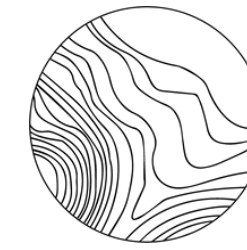
- To existing donors?
- To potential donors?
- To volunteers & advocates?
- To organizational partners?
- To your staff & board?



ARE YOU TELLING STORIES THAT...

- Clearly communicate your impact?
- Donors can see themselves in?
- Are 60 seconds or less?





HOLD UP YOUR #

**ON A SCALE OF 1-10, HOW WELL
HAVE YOU DEVELOPED A
STORYTELLING CULTURE?**



0



10





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HOLD UP YOUR #

ON A SCALE OF 1-10, HOW
EFFECTIVE ARE YOU AT
MICRO-STORYTELLING?



1



10



GET OUR STORYTELLING GUIDE IN OUR FREE BREAKTHROUGH KIT:



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SOULS

A LEADERSHIP FRAMEWORK FOR
BREAKTHROUGH GROWTH



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Ownership

- SUPPORTIVE & COURAGEOUS LEADERSHIP
- VISION OF THE WHY
- FOCUSED GOALS

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GROWTH BLOCKER #2

turnover



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Fundraising professionals, on average,
turnover *every 18 to 24 months.*

Why? What can we do?



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*“Implementing Extreme Ownership requires checking your ego and
operating with a high degree of humility.*

*Admitting mistakes, taking ownership, and developing a plan to
overcome challenges are integral to any successful team.”*

Jocko Willink, Extreme Ownership



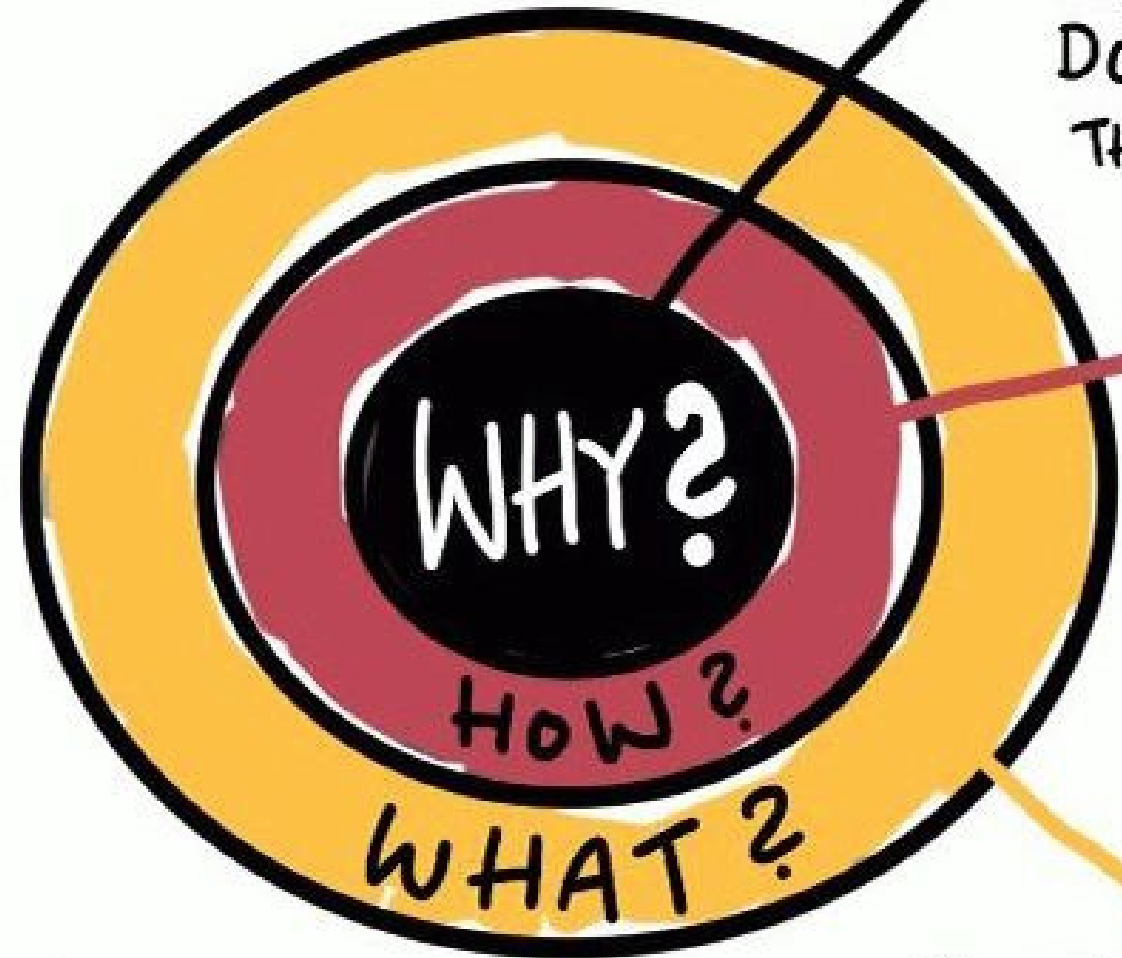
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OWNERSHIP MEANS LEADERS, BOARD MEMBERS & STAFF WHO...

- Own fundraising.
- Aren't afraid of failure.
- Take responsibility of goals & mistakes.
- Know their “why”.



GOLDEN CIRCLE

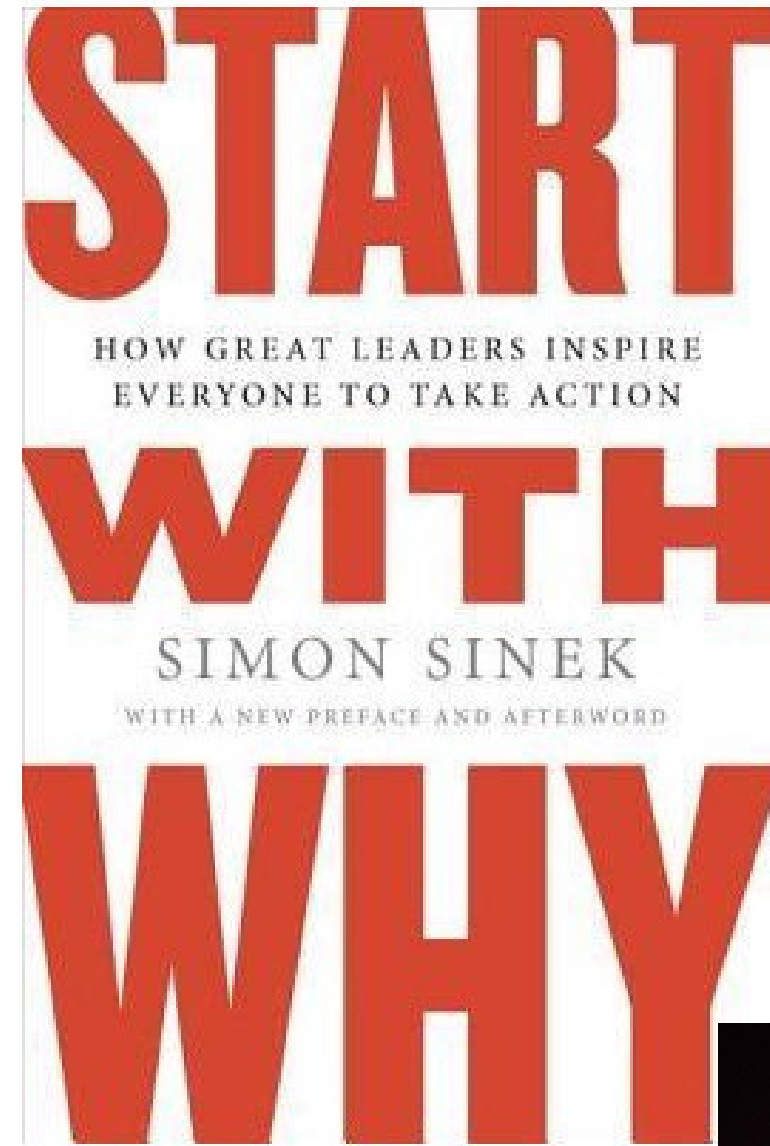


WHY DO YOU DO WHAT YOU DO? WHAT'S THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT DO YOU DO?

IDEA: SIMON SINEK



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**FUNDRAISERS
MUST STAY
CONNECTED
WITH THE
"WHY" ...**



WAYS TO KEEP YOUR EYES ON THE "WHY"

- “Storytime” at the office or during staff meetings.
- Frequent experiences in the “field” or with clients.
- Personal relationships with those impacted.



Ownership

- SUPPORTIVE & COURAGEOUS LEADERSHIP
- VISION OF THE WHY
- FOCUSED GOALS

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FOCUSED GOALS

Measuring &
Staying Focused on
The Right Things



FOCUSED GOALS

Measuring Good Work vs.
Monetary Results

INSPIRED BY GARY HOAG



TABLE TALK

- Have you had issues with turnover?
- How are you keeping your eye on the why at your organization?
- What goals provide healthy and sustainable motivation for your team?



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**A LEADERSHIP FRAMEWORK FOR
BREAKTHROUGH GROWTH**



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Break Time

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Unity

- MKTG & FUNDRAISING
- FIELD & FUNDING
- WITH YOUR BOARD
- WITH OUTSIDE ORGS

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GROWTH BLOCKER #3

pride



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**PRIDE GOES BEFORE DESTRUCTION, AND A
HAUGHTY SPIRIT BEFORE A FALL.**

Proverbs 16:18



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**I APPEAL TO YOU, BROTHERS, BY THE NAME OF
OUR LORD JESUS CHRIST, THAT ALL OF YOU
AGREE, AND THAT THERE BE NO DIVISIONS
AMONG YOU, BUT THAT YOU BE UNITED IN THE
SAME MIND AND THE SAME JUDGMENT.**

1 Corinthians 1:10



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IS THERE **DIVISION** BETWEEN THE BOARD, LEADERSHIP & STAFF?



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IS THERE **DIVISION** BETWEEN MARKETING & DEVELOPMENT?



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IS THERE **DIVISION**
BETWEEN YOUR
FIELD/PROGRAMS &
FUNDING TEAMS?



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**IS THERE RESPECT,
UNITY & GENEROUS
COLLABORATION
INSIDE OF YOUR
ORGANIZATION?**



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**IS THERE RESPECT,
UNITY & GENEROUS
COLLABORATION
OUTSIDE OF YOUR
ORGANIZATION?**



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IS THERE RESPECT, UNITY & GENEROUS COLLABORATION **OUTSIDE** OF YOUR ORGANIZATION?



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HOW **COLLABORATION**
AND **GENEROSITY** INCREASE
THE IMPACT OF LEADERS,
CHARITIES, AND CHURCHES

ROOTING

»FOR«

RIVALS

PETER GREER // CHRIS HORST
WITH JILL HEISEY

Foreword by Tom Lin, president of Intersociety Christian Fellowship



Seed[®]
Company




illuminationations
an alliance of Bible translation partners



UNITY

- Shared tools - Digital Bible Library
- Shared vision - All Access Goals
- Shared resources - Events

GENEROSITY

- Estimated \$200+ Million raised
- Partnerships with Passion, YouVersion, If:Gathering, etc.
- Reaching next generation



**KIT INCLUDES
TWO ARTICLES
ABOUT THIS
STORY OF
RADICAL UNITY**



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**A LEADERSHIP FRAMEWORK FOR
BREAKTHROUGH GROWTH**



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Love for Donors

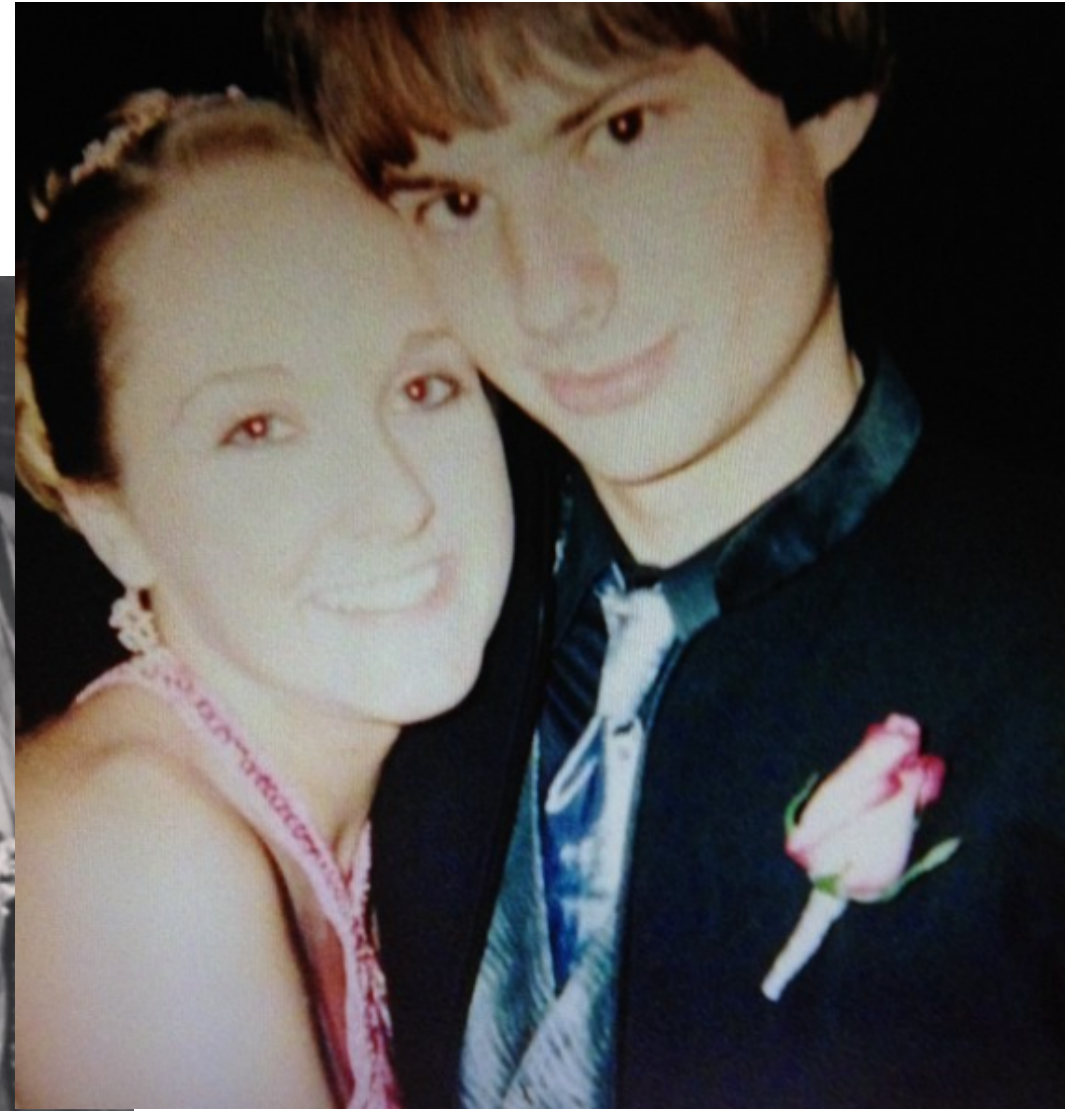
- STUDY & KNOW THEM
- PURSUE REAL RELATIONSHIPS
- SURPRISE & DELIGHT

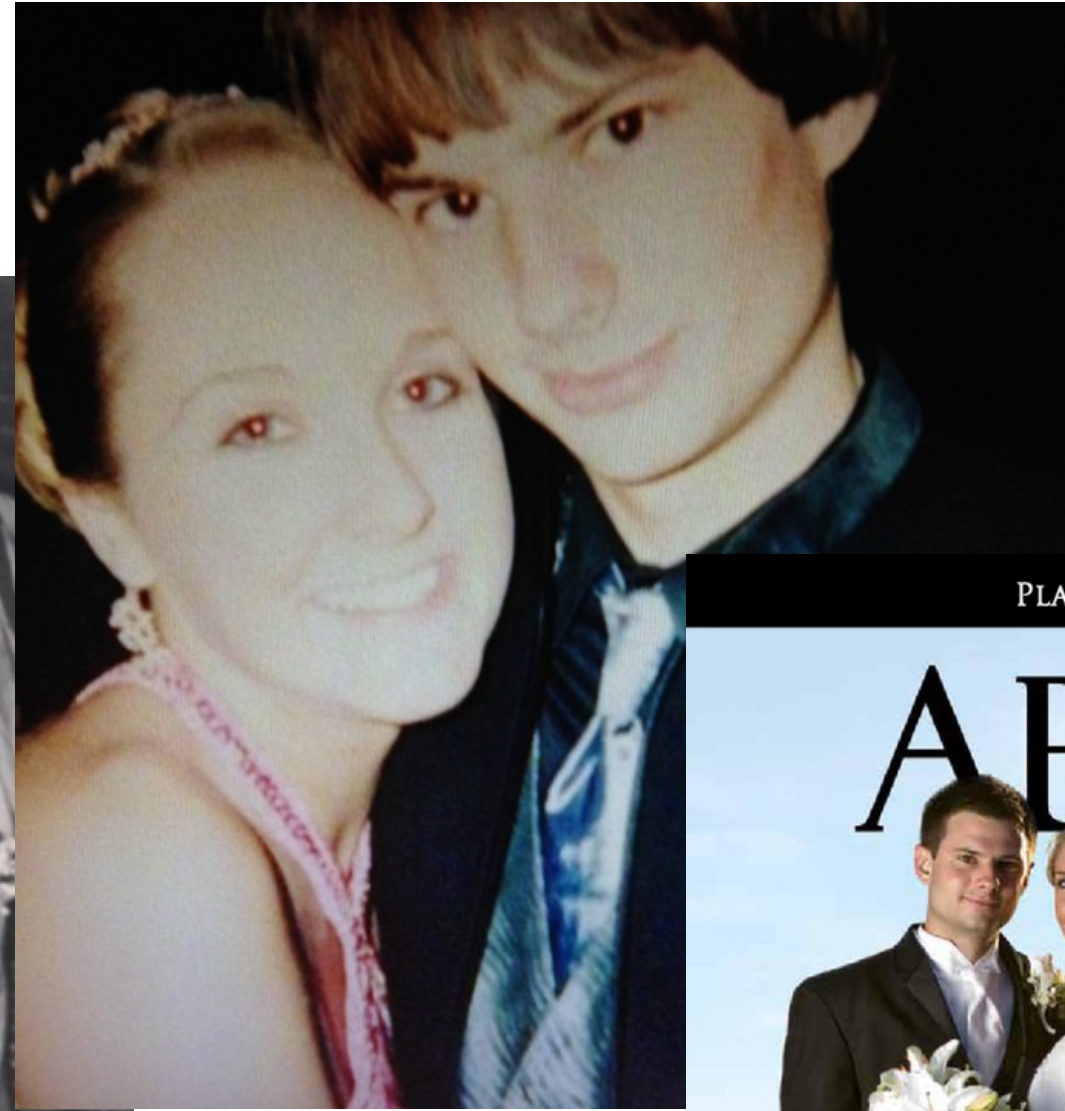
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ME AND MY WIFE STEPHANIE









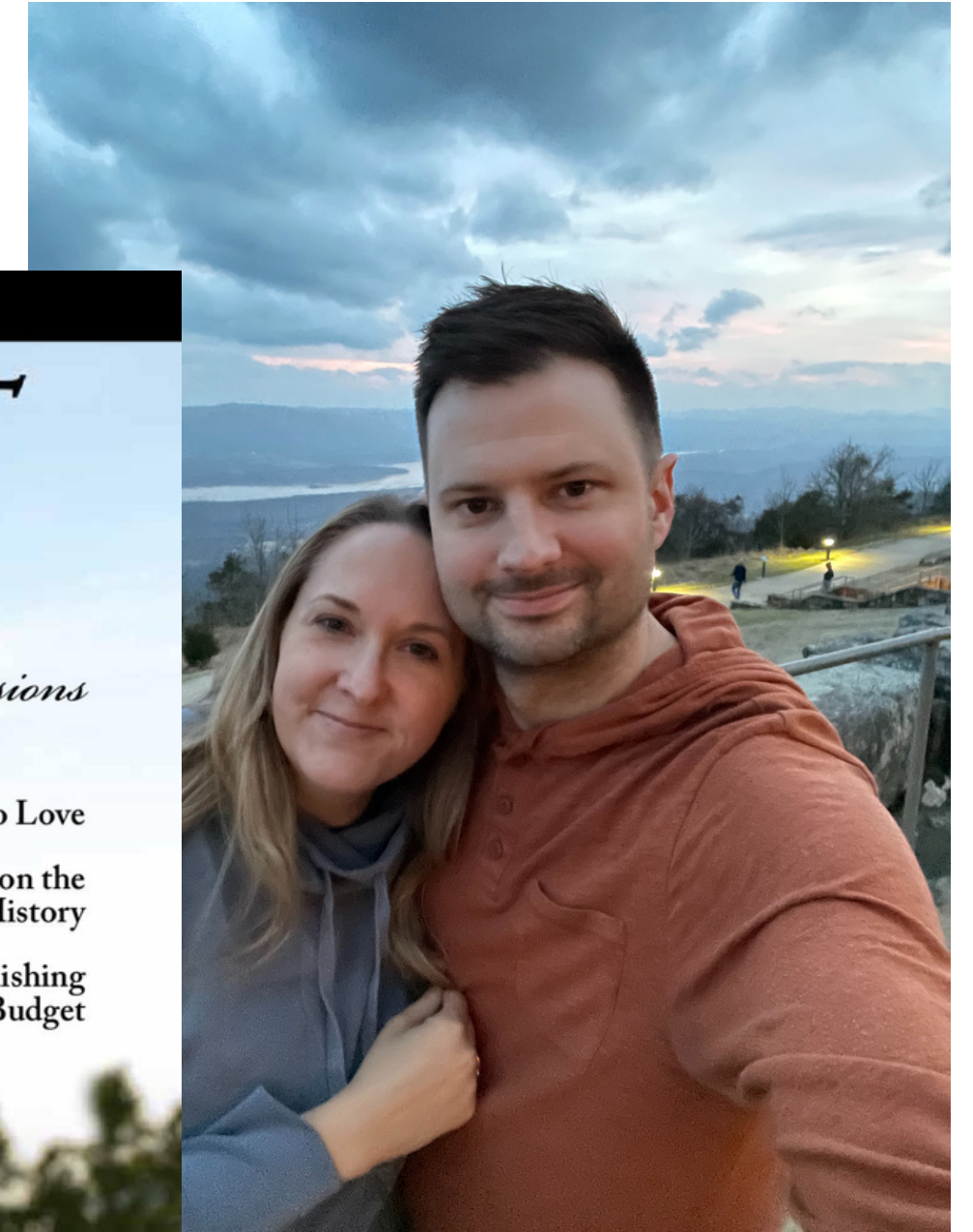
PLANNING MAKES PERFECT

ABOUT

Weddings & Special Occasions

Faith Leads to Love
Wed on the Steps of History
Establishing the Budget

a publication of
SILVER PLATTER PRODUCTIONS, INC.
www.aboutrvmag.com



Love for Donors

- STUDY & KNOW THEM
- PURSUE REAL RELATIONSHIPS
- SURPRISE & DELIGHT

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HOLD UP YOUR #

**ON A SCALE OF 1-10, HOW WELL
DO YOU KNOW YOUR DONORS?**



1



10



STUDY & KNOW YOUR DONORS:

- Affordable research
- Frequent conversations
- Create audience personas



AUDIENCE AVATAR

goodmaker 

NAME:

Type Avatar Name

AGE:

Type Avatar Age

BRIEF DESCRIPTION:

(Family? Passions? Title?)

Type Avatar description here. Remember, we are describing one person,

not a group. Be as specific as possible!



THEIR GOALS:

Type Avatar Life Goals. What drives them daily?

THEIR CHALLENGES & PAIN POINTS:

Type Avatar Challenges to Accomplishing those Goals + Their

Daily Pain Points

THEIR FELT NEEDS:

Based on these goals & pain points, what are the felt needs?

What do they think they need? What do they actually need?

HOW WE HELP:

Based on what you've stated here, how can your org. uniquely

serve, help, and bring value?

GET OUR AUDIENCE PERSONA TEMPLATE IN OUR FREE BREAKTHROUGH KIT:

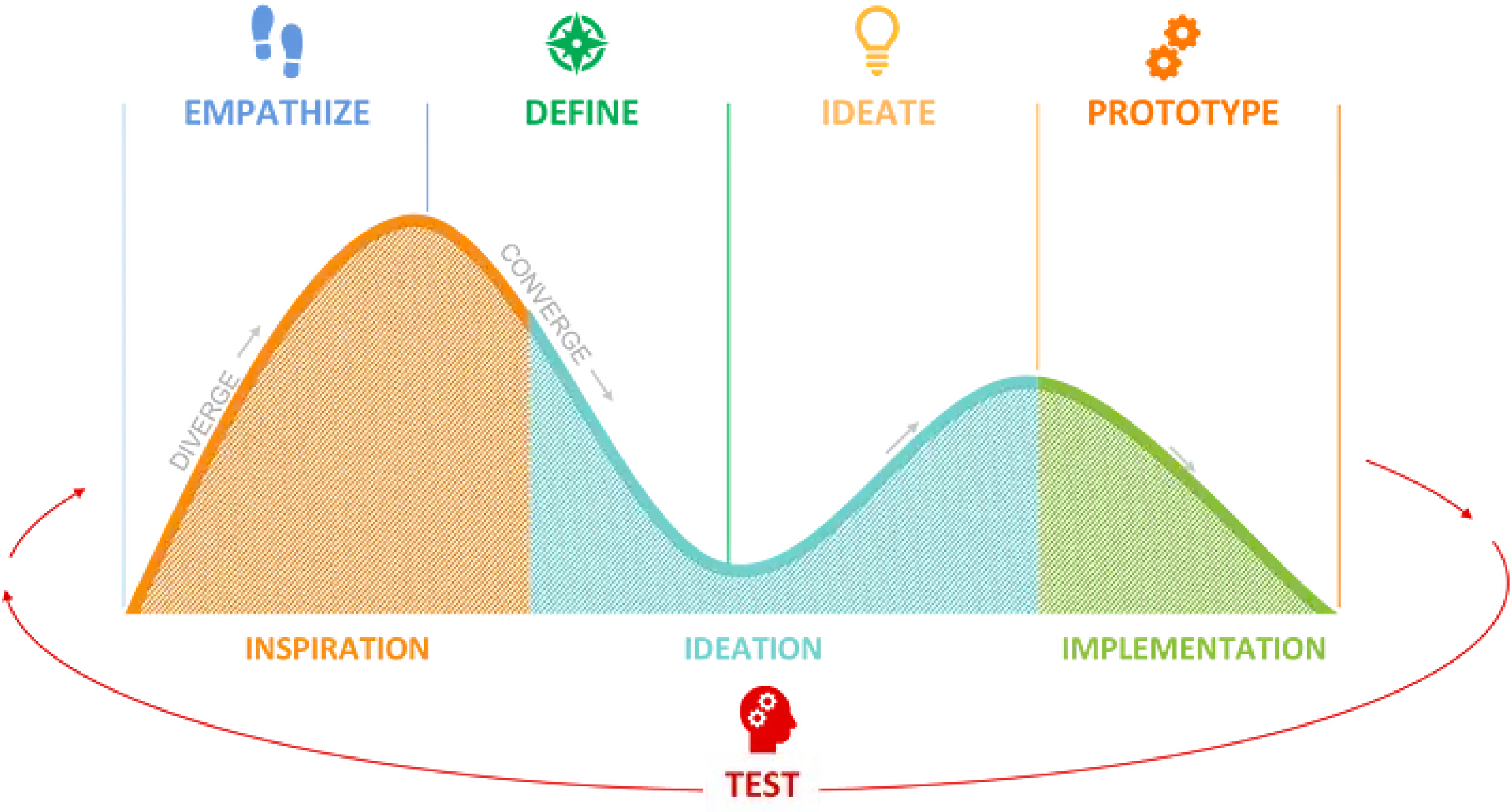


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**STUDY & KNOW
YOUR DONORS BY
CREATING A
FREQUENT
FEEDBACK LOOP**



DESIGN THINKING + HUMAN-CENTERED DESIGN



d. 
HASSO PLATTNER
Institute of Design at Stanford

IDEO



DEVELOP EMPATHY THROUGH FEEDBACK LOOPS WITH YOUR AUDIENCE & DONORS

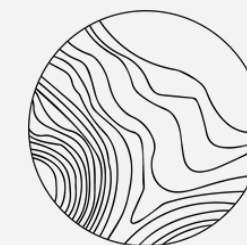
- Send short surveys
- Conduct interviews
- Create prototypes
- Test messaging, campaigns, and designs before launching





PEOPLE GIVE TO PEOPLE

(before organizations)



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PURSUE REAL RELATIONSHIPS:

- Donors want to be more than a checkbook.
- Invite input & get ownership.
- Listen more than you talk.
- Keep case-loads manageable.
- *Actually* pray for and with donors.



**SURPRISE &
DELIGHT YOUR
DONORS TO
RETAIN DONORS
& CREATE
ADVOCATES
FOR LIFE.**



UNAWARE



AWARENESS



ENGAGEMENT



FIRST ACTION



ADVOCACY

AUDIENCE

journey



UNAWARE



AWARENESS



ENGAGEMENT



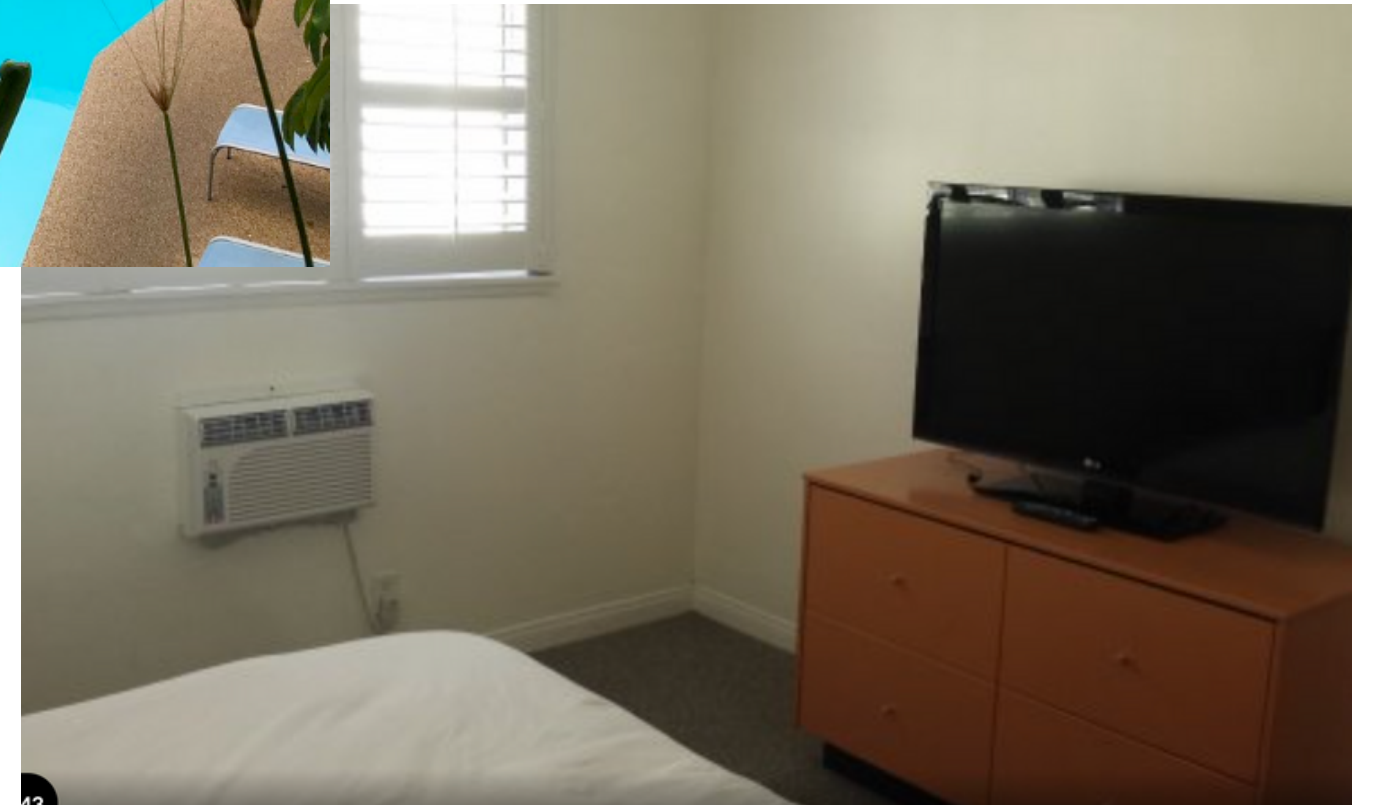
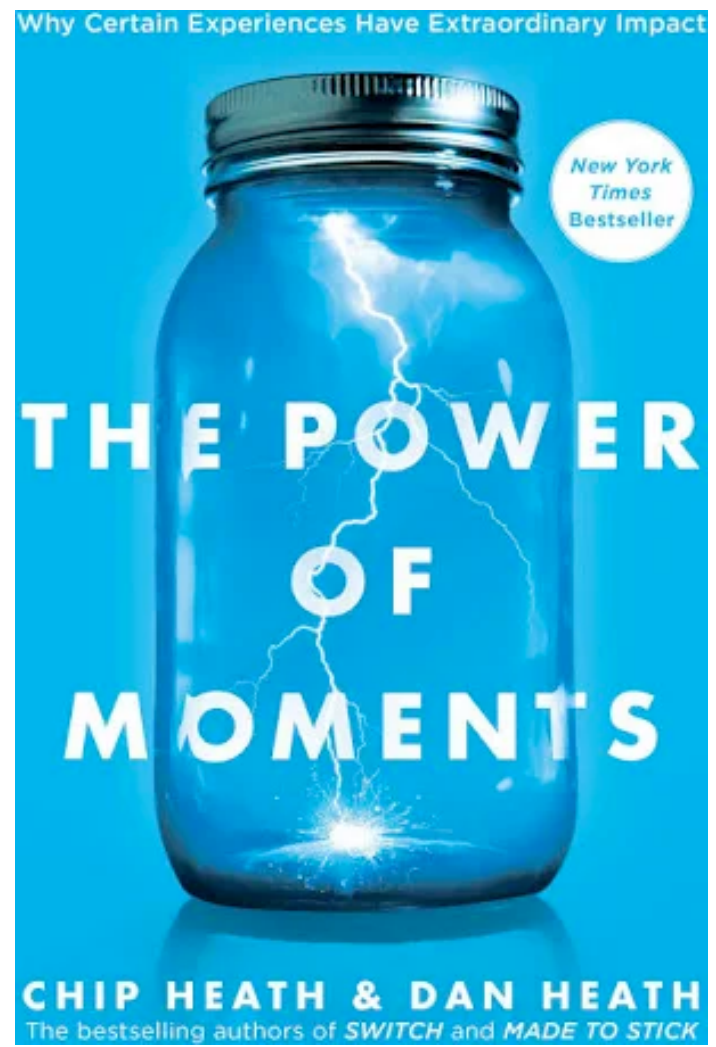
FIRST ACTION



ADVOCACY

WHAT IF YOU FLIPPED
THE FUNNEL AND LET
YOUR *advocates*
BRING IN THE NEW
DONORS?









**WHAT MOMENTS OF
SURPRISE &
DELIGHT CAN YOU
PROVIDE YOUR
DONORS?**

**TAKE TIME TO
BRAINSTORM WITH
YOUR TEAM!**



INSPIRATION FROM MINISTRIES:

- Trip across the country to say thanks to a donor in their home.
- Hundreds of personal video messages from Africa.
- Video of celebrating children after a donation is made.



GROWTH BLOCKER #4

hurry



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**“HURRY AND LOVE ARE OIL AND WATER:
THEY SIMPLY DO NOT MIX.”**

John Mark Comer



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**“HURRY AND LOVE ARE OIL AND WATER:
THEY SIMPLY DO NOT MIX.”**

John Mark Comer



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John
Mark
Comer

The
Ruthless
Elimination
of
~~Hurry~~

Foreword
by
John
Ortberg

ARE YOU TOO BUSY TO:

- Go the extra mile to create a special moment.
- Send that thank you video.
- Have coffee with donors.
- Pray for your donors.



SOULS

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BREAKTHROUGH GROWTH



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Spiritual Leadership

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remember

**FUNDRAISING
IS MINISTRY
TOO.**



TABLE TALK

- Are there places where you see division in your organization?
- What have you done to foster humility and unity in your culture?
- How do you receive feedback from your audience & how might you grow this feedback loop?
- How might you surprise & delight your donors?
- How do you intentionally lead your team and donors spiritually?





Q & A

JESSE@BRANCHESLAB.COM



*download the
kit here*



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We Want Your Feedback!

1. Open SRLC app
2. Click on the “survey” button on the home screen
3. Choose “workshop” from the list of surveys
4. Select this workshop in the drop-down menu