



3 Secrets to Telling Stories That Will Inspire Your Donors to Donate Again and Again...

Even if you think you have no stories to tell!





3 Secrets to Telling Stories That Will Inspire Your Donors to Donate Again and Again...

Even if you think you have no stories to tell!



A Moceanic Foundation Course:

Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling



Want to learn Jeff Brooks' secrets to telling stories that inspire your donors to donate again and again...(Even if you think you have no stories to tell)?

Your invitation from master-fundraising copywriter Jeff Brooks to join this new online Masterclass – Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling.

Jeff Brooks is going to reveal the top secrets he has learnt in his 30-year fundraising career to enable you to write stories that grab your donors' attention, move them to care about your cause—and inspire them to give like never before to your organization. This is a self-paced on-demand course and you can start at any time!

This masterclass is available for US\$397.

This course will give you the tools to:

- ✓ Tell the right stories—that make donors give again and again.
- ✓ Reveal where to find stories (even if you think you have no stories to tell)
- ✓ Give you that edge that boosts fundraising results – with no extra marketing spend!

SIGN UP NOW FOR US\$397

“

Jeff Brooks is America's top fundraising copywriter.

– Tom Ahern, Author & Fundraising Guru



Jeff Brooks

Fundraising-ologist at Moceanic

<http://bit.ly/Yes-I-Want-StoryTelling>





3 Secrets to Telling Stories That Will Inspire Your Donors to Donate Again and Again...

Even if you think you have no stories to tell!



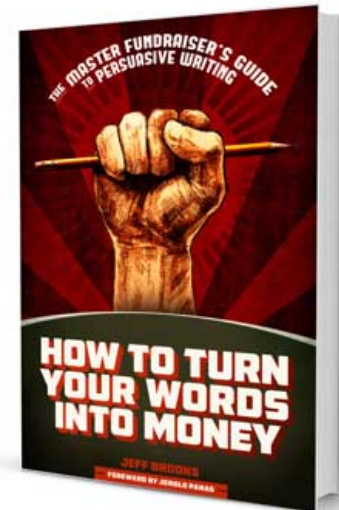
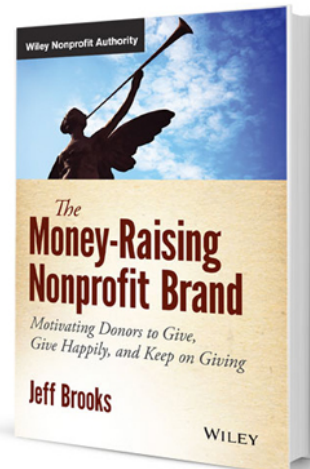
You're in the right place if...

- You have a GREAT cause, but your donors just aren't catching the urgency of it
- You believe in the power of stories to move people to action ... but your boss (or marketing department) is keeping you from telling them the right way
- Your fundraising isn't where you know it could be
- Whether you're rich in stories to tell, or have none at all – I'll show how make it work!



Who is Jeff, anyway?

- Nearly 30 years strategizing and writing fundraising
- Worked at top US fundraising agencies, including the legendary Domain Group for 15 years
- “Best fundraising copywriter in America” – Tom Ahern



3 secrets you'll learn in this webinar

- The SECRET KEY: the #1 thing that makes all the difference
- 3 things every fundraising story must have – that have the power to double or triple your fundraising income!
- 3 response-killing traps almost all fundraisers fall into and how to avoid them

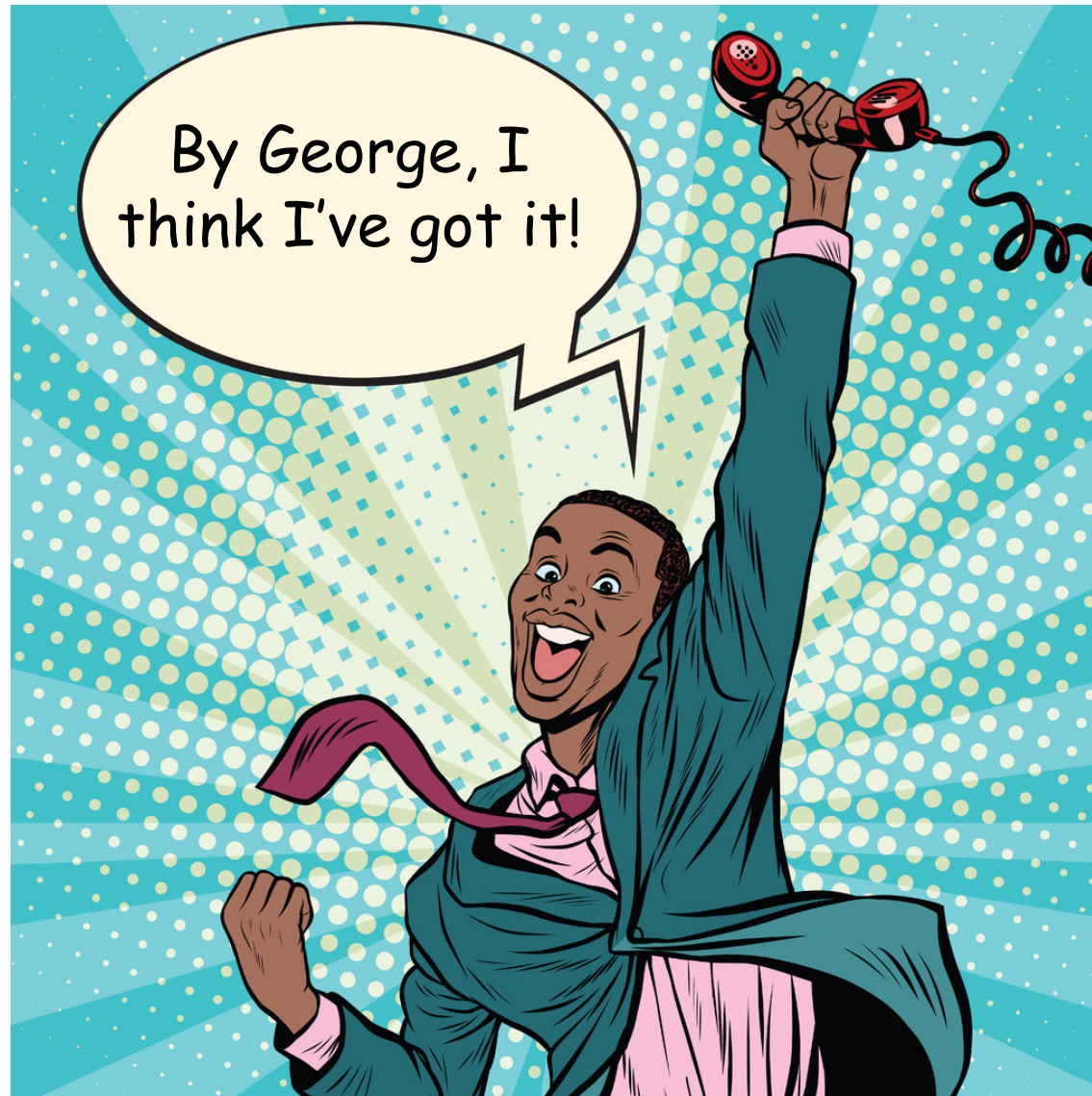


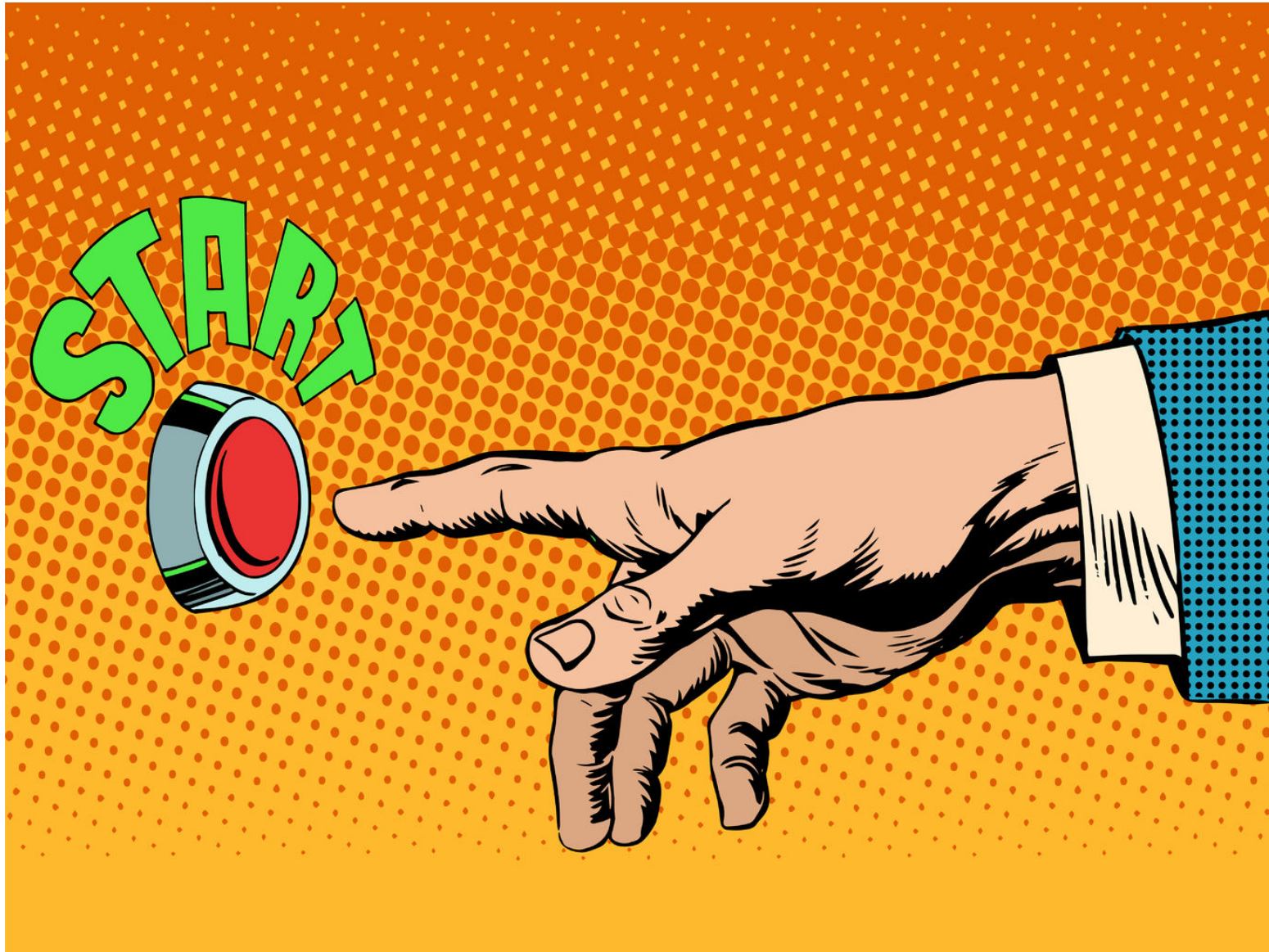
Make sure you stay until the end!

- The 3 secrets
- Free chapter from my latest book
- A great deal on my full storytelling course, *Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling*











Are you ready for the secrets?



Secret #1

**The SECRET KEY: the
one thing that makes all
the difference**

The real topic of every successful fundraising story:

The Donor

- Not your staff
- Not your founder
- Not the people you help

The Donor

Donors don't give to
support your great
organization...

They give to put their
values into action.



If **you've** ever wanted to help people who are suffering ... if **you've** ever wanted to create real, lasting change in people's lives ... this is **your** time. Because the value of **your** donation goes through the roof when every single dollar **you** give will do so much good.

10% of the words are forms of YOU



Example #1

We've been working on Skid Row since 1932, longer than any other social service provider. We've built state-of-the-art facilities, and our staff are the best-trained and most-advanced professionals in the community, bar none!

Ouch!

Example #1

People like you have been helping the lost and hurting of Skid Row through us since 1932. Thanks to generous friends like you, our new building is roomy and efficient—specifically designed to help as many people as possible. We'll stretch every dollar you give so you help the greatest number of people in the most life-transforming way.



Example #2

Frank Gorman spent last Christmas under the 15th Avenue Bridge. It was his only option. He'd spent his last dollars buying gifts for the two young daughters he hadn't seen in more than two years.

Better, but

Example #2

Frank is a lot like you. He loves his kids, and like you, he'd do almost anything to make them happy. But last Christmas, Frank had to make a bigger sacrifice than most parents.



<http://bit.ly/Yes-I-Want-StoryTelling>

Questions about putting the donor in the story?

Secret #2

3 things every fundraising story must have – that have the power to double or triple your fundraising income!



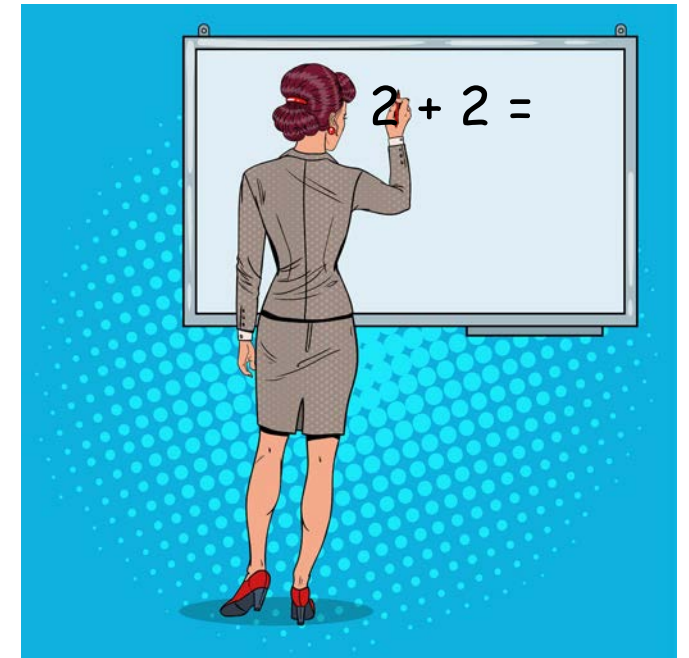
1. Share a solvable problem
2. Be easy to understand
3. Focus on the Donor

Share a solvable problem

You probably know someone – someone close (maybe even you yourself) – who has had a doctor say the frightening words, “You have cancer.”

NOT

In the next 24 hours more than 4,000 Americans will be diagnosed with cancer. About half of them will eventually die of the disease.



Be easy to understand

A new experiment had the doctors gasping with amazement. The patients' immune systems were “eating up” the tumor cells.

NOT

Scientists are harnessing the body's own immune system, causing T lymphocytes to attack cancerous cells and leading to very encouraging outcomes



Focus on the donor

Your donation will bring the end of cancer closer than ever. You are helping hunt down and destroy one kind of cancer after another!

NOT

Our staff researchers are closing in on one kind of cancer after another. The day when cancer as we know it is an old memory are coming!





<http://bit.ly/Yes-I-Want-StoryTelling>

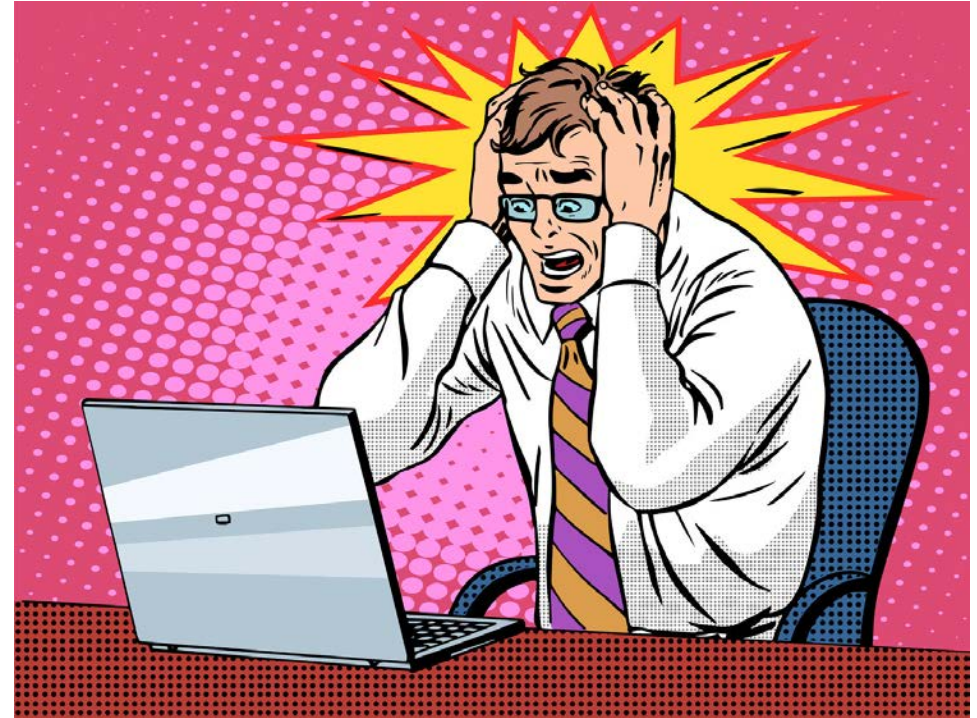
Questions about the 3 must-have things?

Secret #3

**3 response-killing traps
almost all fundraisers fall
into (and how to avoid
them!)**



Bragging Educating Arguing



#1 response-killer: **Bragging**

**Give because our organization
is awesome, cutting-edge,
better than everyone else!**



#1 response-killer: **Bragging**

Since the day our Founder, Samuel N. Sniff, Jr., opened our doors, we helped literally thousands of hurting people get off the streets. We treat each one with our patented method for inner change (the only patent granted to a therapeutic method in history).



#2 response-killer: **Educating**

**Give as soon as you fully
understand our gloriously
complex way of solving the
problem.**

#2 response-killer: Educating

You might not know this, but the typical homeless person in our area is not the bearded elderly man who just needs a hot meal. Forget that stereotype! Less than 10% of our clients are over the age of sixty.

Far more typical is the young mother with a couple of children in tow.



#3 response-killer: **Arguing**

Socrates was a man;

All men are mortal;

**Therefore you must donate to
this organization.**



#3 response-killer: Arguing

On any given night, there are more than 5,000 homeless people in our community. And the problem is getting worse. As the price of housing goes up, more and more people are losing their homes. Estimates are that the daily homeless census a year from now will be over 6,000.



Please, please remember...

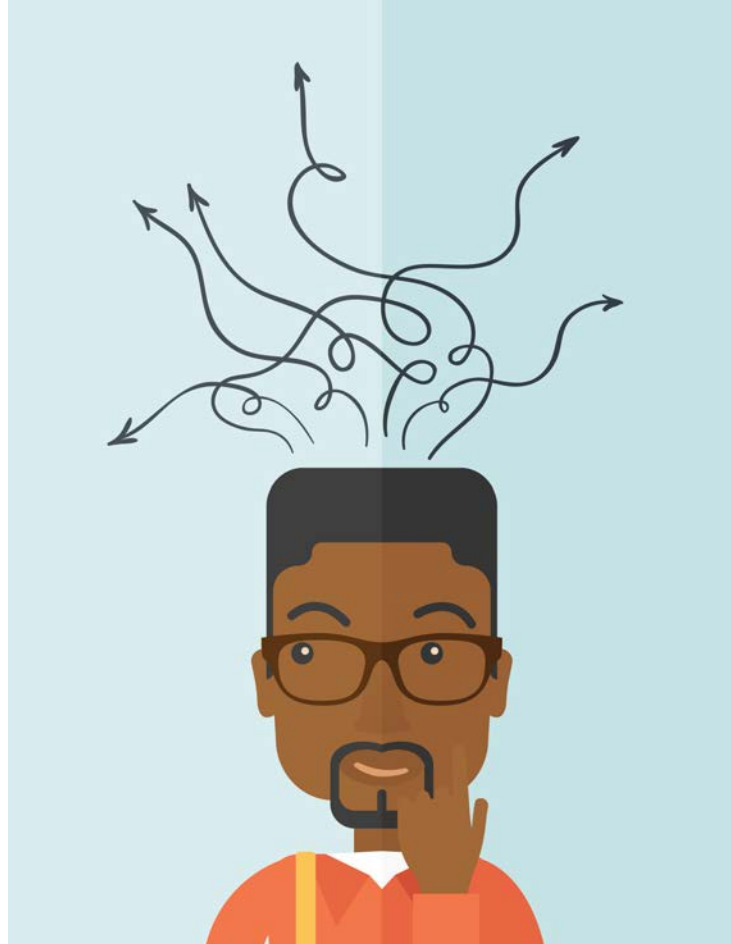




Why are you here today?



So what do you do next?





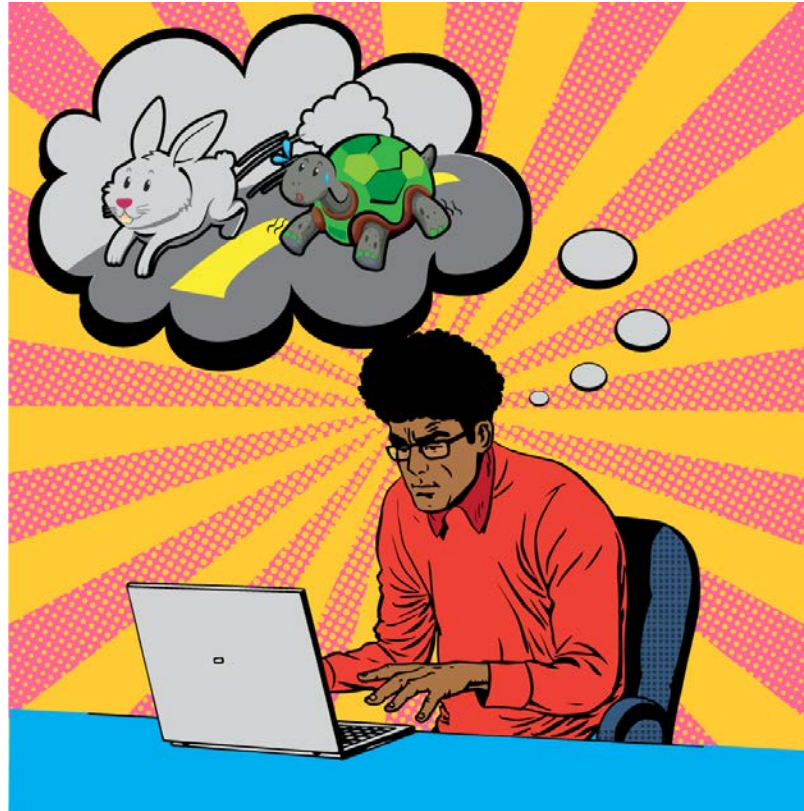
Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling



“Vision is the art of seeing what is invisible to others.”

Jonathan Swift





What you get...

Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling

When images undermine the story

Your words say:
Emergency: children dying because of famine conditions


Your image says:



moceanic

Fight the “everything is a mess” belief

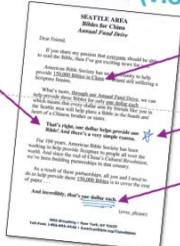
- **Critical:** Report back with success stories
- Proclaim hope even in the most difficult situations
- Don't be **Goofus!**



Goofus bosses his friends.

moceanic

Easy to read (visual)

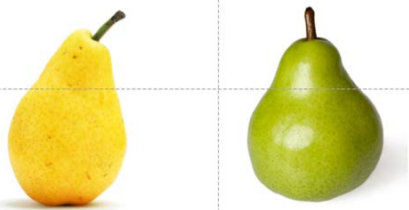


Bold Underline **Marks** **Hand underline**

ALSO:
Italic
Subheads
Arrows
Enlarged fonts

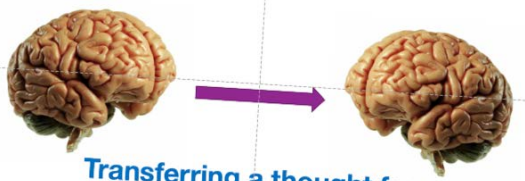
moceanic

Whose story?



moceanic

Relatively easy task!



Transferring a thought from one brain to another

moceanic

The role of the teller: “witnessing”

Emotional direction
“...tears were welling up in my eyes.”

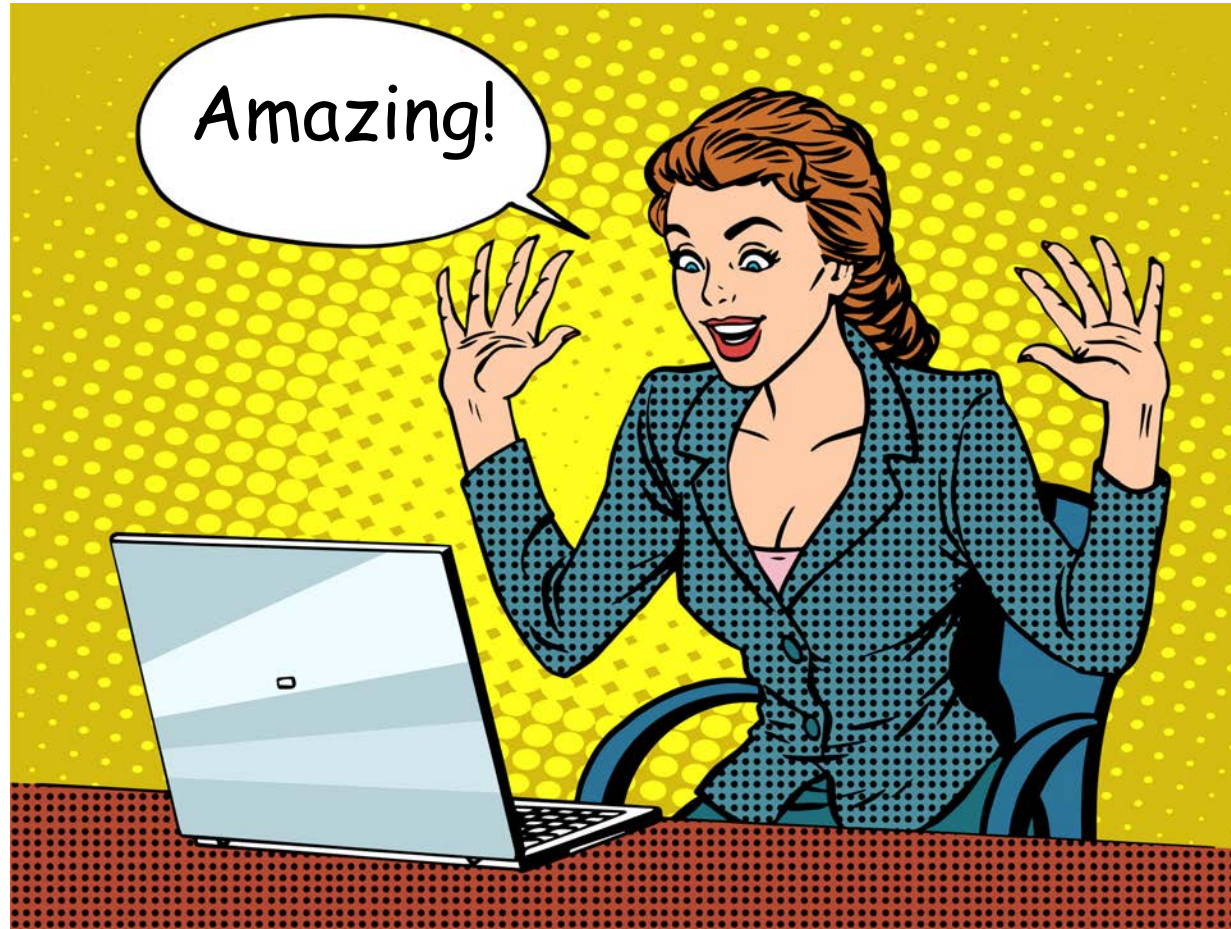
Leading commentary
“She is one of my personal heroes!”



WHY?
TAXI

moceanic

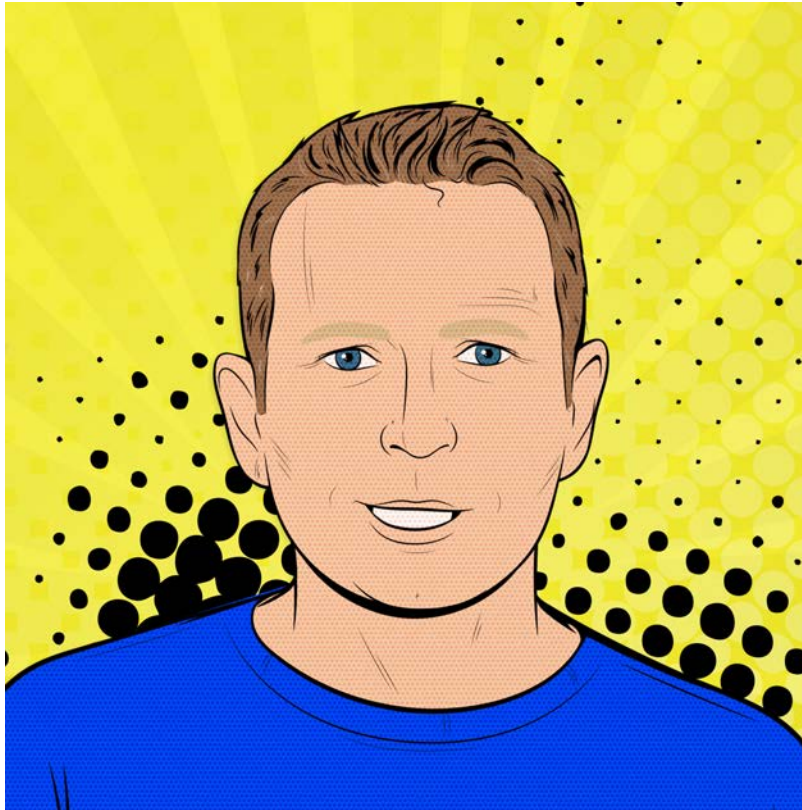
Delivered straight to your desktop, to take on your own schedule



Dozens of super-practical bonus tools



Live Q & A sessions with Sean and Jeff



Connection with the global Moceanic community of smart fundraisers



Qualifies for CFRE credit



What you get!

- 4 info-packed, practical 90-minute modules
- Delivered straight to your desktop
- Take at your own pace, on your own schedule
- Dozens of super-practical bonus materials
- Live Q & A sessions with Sean and Jeff
- Connection with the global Moceanic community of smart fundraisers
- Qualifies for CFRE credit
- Nothing left out to lead you to success!



The Modules

- Module #1
What Is a Story?
- Module #2
Tell the Donor's Story
- Module #3
Secrets of Powerful Copywriting
- Module #4
How to get the story



A Moceanic Foundation Course:

Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling



Want to learn Jeff Brooks' secrets to telling stories that inspire your donors to donate again and again...(Even if you think you have no stories to tell)?

Your invitation from master-fundraising copywriter Jeff Brooks to join this new online Masterclass – Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling.

Jeff Brooks is going to reveal the top secrets he has learnt in his 30-year fundraising career to enable you to write stories that grab your donors' attention, move them to care about your cause—and inspire them to give like never before to your organization. This is a self-paced on-demand course and you can start at any time!

This masterclass is available for US\$397.

This course will give you the tools to:

- ✓ Tell the right stories—that make donors give again and again.
- ✓ Reveal where to find stories (even if you think you have no stories to tell)
- ✓ Give you that edge that boosts fundraising results – with no extra marketing spend!

SIGN UP NOW FOR US\$397

“

Jeff Brooks is America's top fundraising copywriter.

– Tom Ahern, Author & Fundraising Guru



Jeff Brooks

Fundraising-ologist at Moceanic

<http://bit.ly/Yes-I-Want-StoryTelling>



What others say

“Jeff gave me some really different ways of framing our mission, putting the focus on the donor and the experience, and exciting ways to a new and fresh approach.”

- Clay Buck: The Smith Center for the Performing Arts

“My writing already has a clearer, more focused feel to it...”

- Raimy Rubin, CauseMatch, USA

“Jeff is insanely effective. He writes from the head to the heart.”

- Jerold Panas



Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling



How much will this cost me?

\$297

- Just ~~US\$397~~
- For all four modules, Q & A session, plus bonus materials
- Completely equip yourself to great stories that will thrill your donors and fund your organization for years to come

That's a tiny fraction of what you'll be able to raise!

- Get started TODAY for ~~US\$397~~ **\$297**
- You'll immediately get access to your student area so you can start watching Module 1
- Within minutes, you'll be a master storyteller for fundraising



Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling

Special Offer for Webinar Attendees *ONLY*

For US\$100 OFF

<http://bit.ly/Yes-I-Want-StoryTelling>



Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling

Another Special Offer

3 lucky people who sign up in the next 60 minutes will get a FREE Audit of their fundraising piece

\$1,000 value!

<http://bit.ly/Yes-I-Want-StoryTelling>



When Jeff looks at our direct mail...

“... it’s the best investment we've ever made. On a personal level, it's made me a better fundraiser who's focused more on the big picture and less on the little things.”

Jim Smith

Annual Giving Officer, CARTI Foundation
Little Rock, Arkansas

A Moceanic Foundation Course:

Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling



Want to learn Jeff Brooks' secrets to telling stories that inspire your donors to donate again and again...(Even if you think you have no stories to tell)?

Your invitation from master-fundraising copywriter Jeff Brooks to join this new online Masterclass – Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling.

Jeff Brooks is going to reveal the top secrets he has learnt in his 30-year fundraising career to enable you to write stories that grab your donors' attention, move them to care about your cause—and inspire them to give like never before to your organization. This is a self-paced on-demand course and you can start at any time!

This masterclass is available for US\$397.

This course will give you the tools to:

- ✓ Tell the right stories—that make donors give again and again.
- ✓ Reveal where to find stories (even if you think you have no stories to tell)
- ✓ Give you that edge that boosts fundraising results – with no extra marketing spend!

SIGN UP NOW FOR US\$397

“

Jeff Brooks is America's top fundraising copywriter.

– Tom Ahern, Author & Fundraising Guru



Jeff Brooks

Fundraising-ologist at Moceanic

<http://bit.ly/Yes-I-Want-StoryTelling>

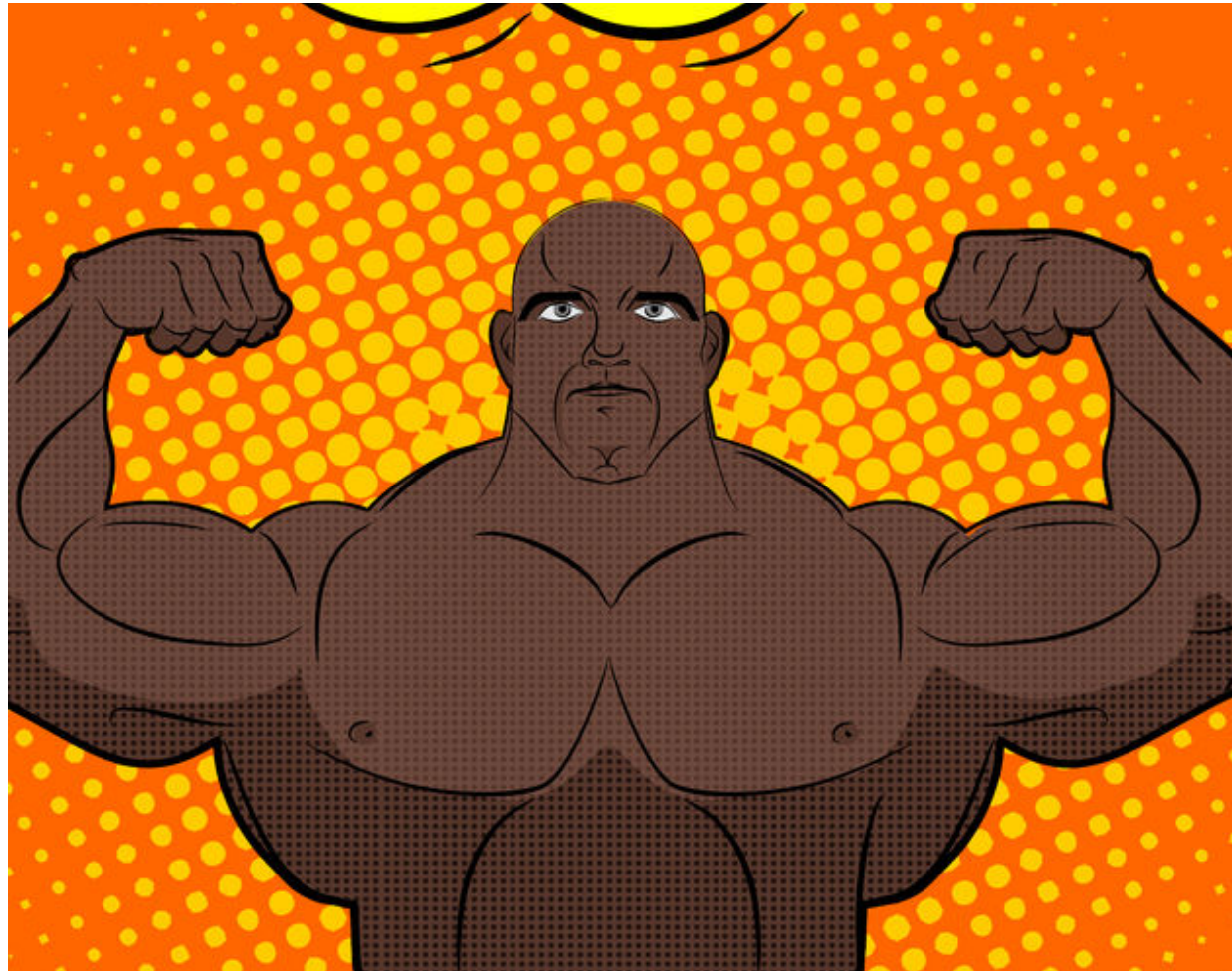


Plus... you'll get much, much more

- Loads of free bonus materials
 - Case studies
 - Checklists
 - Cheat Sheets
- Live Q&A sessions to ask all your burning direct mail questions
- Access to the Moceanic community of smart fundraisers
- An inner smile that comes from knowing you're telling the right stories the right way!



To sum up...



Right Now!

- **Go to this page...**
- **<http://bit.ly/Yes-I-Want-StoryTelling>**
- **Get the special launch price!**

A Moceanic Foundation Course:

Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling



Want to learn Jeff Brooks' secrets to telling stories that inspire your donors to donate again and again...(Even if you think you have no stories to tell)?

Your invitation from master-fundraising copywriter Jeff Brooks to join this new online Masterclass – Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling.

Jeff Brooks is going to reveal the top secrets he has learnt in his 30-year fundraising career to enable you to write stories that grab your donors' attention, move them to care about your cause—and inspire them to give like never before to your organization. This is a self-paced on-demand course and you can start at any time!

This masterclass is available for US\$397.

This course will give you the tools to:

- ✓ Tell the right stories—that make donors give again and again.
- ✓ Reveal where to find stories (even if you think you have no stories to tell)
- ✓ Give you that edge that boosts fundraising results – with no extra marketing spend!

SIGN UP NOW FOR US\$397

“

Jeff Brooks is America's top fundraising copywriter.

– Tom Ahern, Author & Fundraising Guru



Jeff Brooks

Fundraising-ologist at Moceanic

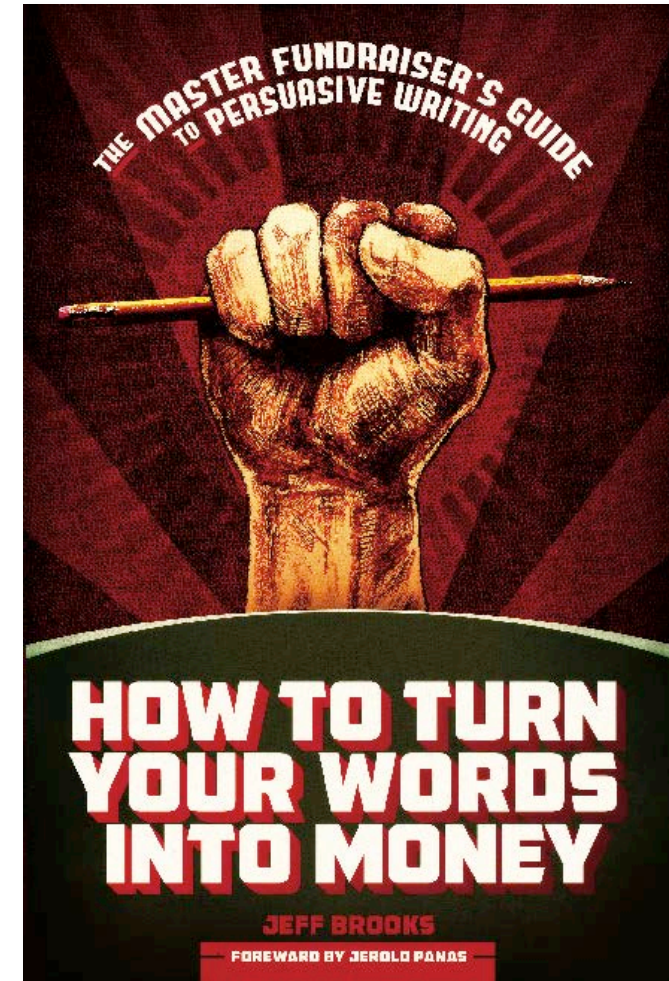
<http://bit.ly/Yes-I-Want-StoryTelling>



Here's your bonus

Download your chapter here:

<http://bit.ly/your-story-thank-you-gift>





<http://bit.ly/Yes-I-Want-StoryTelling>

Questions?

Here's your bonus

Download here:

<http://bit.ly/your-story-thank-you-gift>

Register for the Storytelling course here:

<http://bit.ly/Yes-I-Want-StoryTelling>





Thank you!