



# Your Story Is *Your* Superpower

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Motivation Program® Canada*

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# Our Lesson Plan



- Understanding and Accessing Your Own **“Why”**
- The **Generosity Portfolio**, The **Financial Portfolio**, & Mindful Money **Archetypes**
- **Our Goal: Build Your Story**
- The **Mechanics** of Your **Perfect Story**
- Your Next Steps...



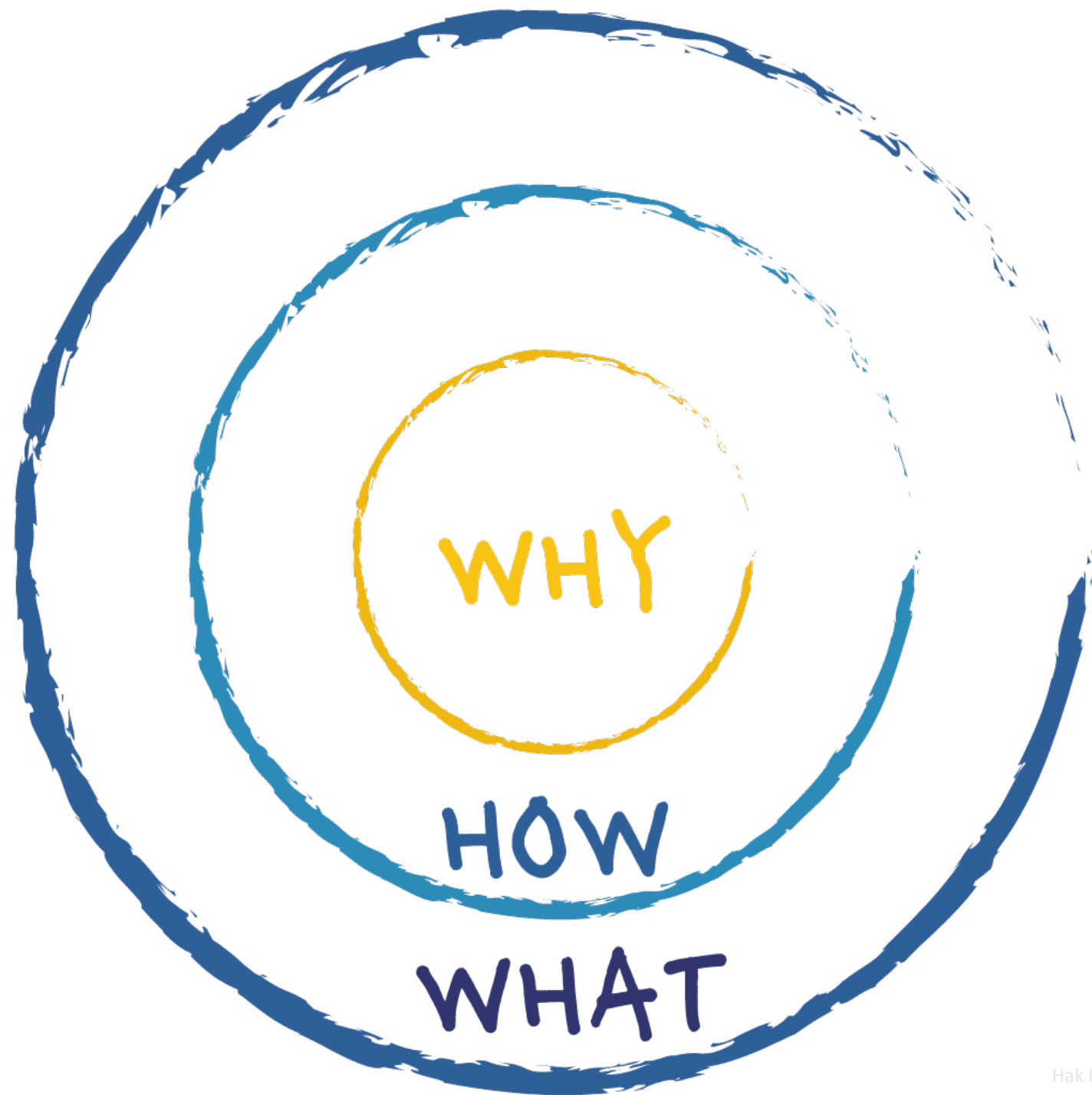


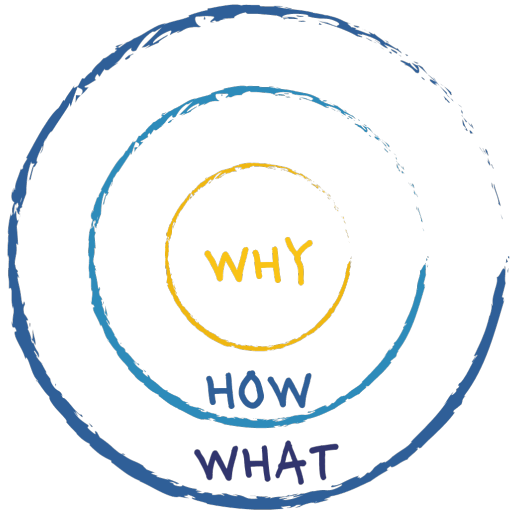
THE DONOR  
**MOTIVATION**  
PROGRAM™

We Motivate Planned Giving!









**What is ONE  
word that  
describes your  
WHY?**

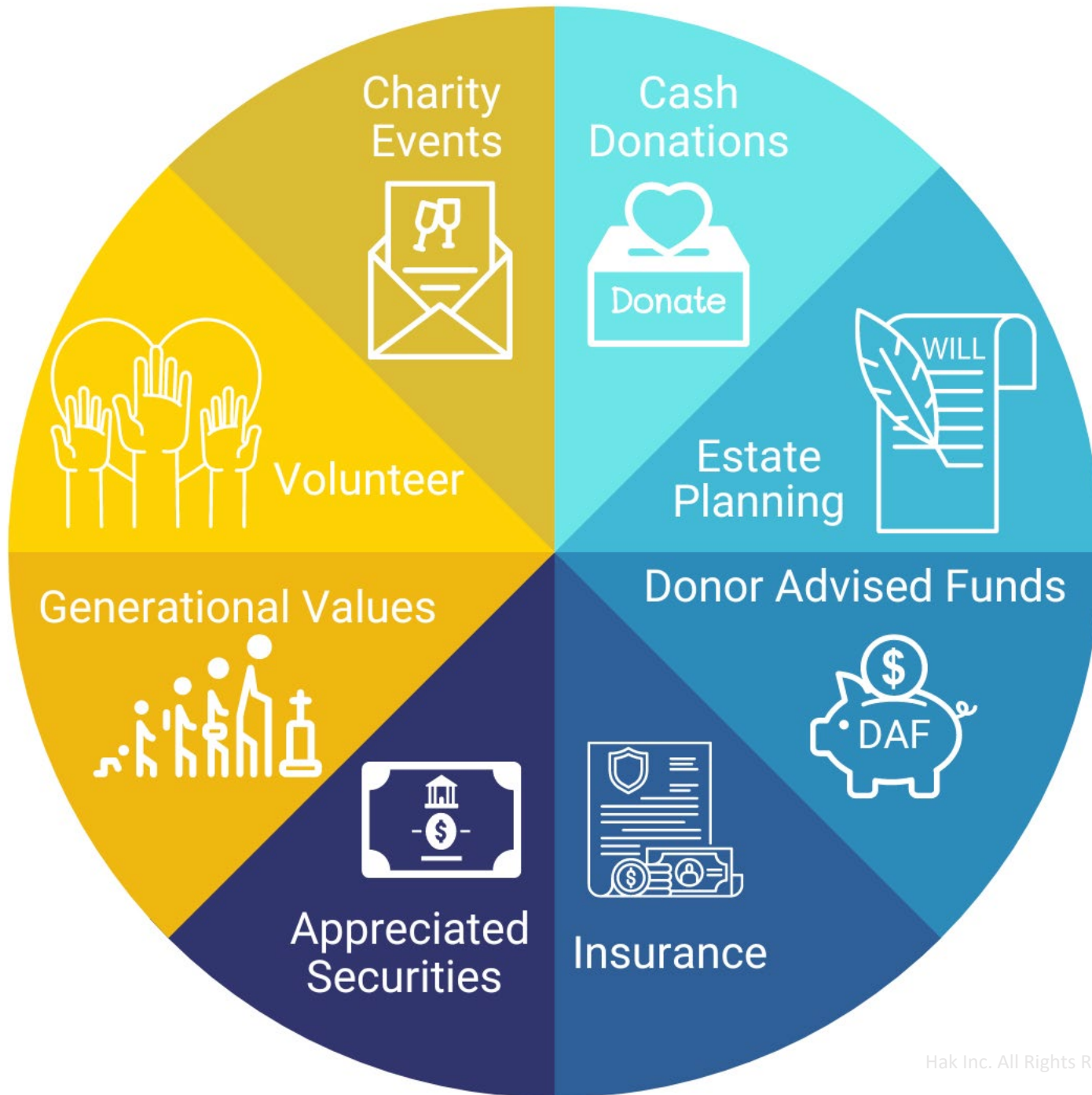
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**What is ONE word that describes your  
WHY?**

ⓘ Start presenting to display the poll results on this slide.





# A Donor's Generosity Portfolio

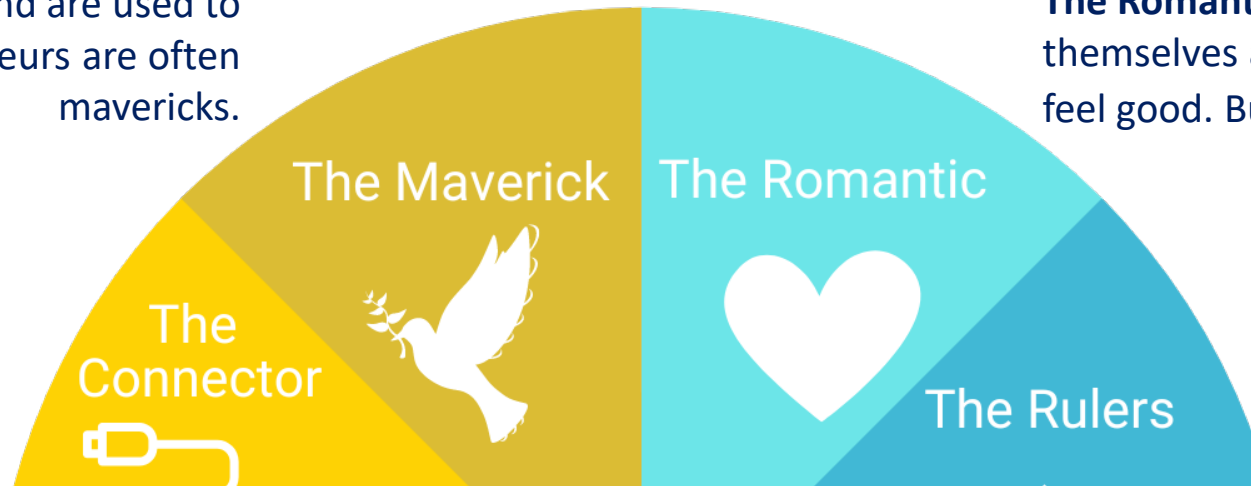


# A Donor's Financial Portfolio

**The Maverick** is a risk-taker and are used to pushing limits. Entrepreneurs are often mavericks.

**The Romantic** loves spending money on themselves and others because it makes them feel good. Budgeting feels restrictive.

**The Connector:** People and connection are the most important thing to them, and they use money in the name



**The Ruler** is invested in making money and working hard to do so: thriving on innovation and

# Mindful Money Archetypes

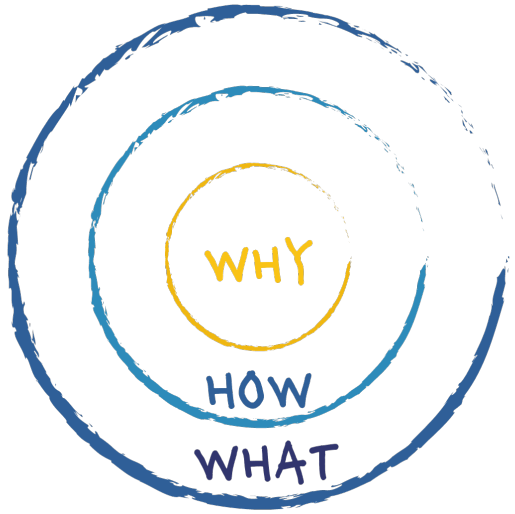
and spend on others, and it is important for them to show they care through spending. They are committed to others and want them to thrive.

**The Celebrity** uses money for status. They buy to be part of the social experience and be perceived in a certain way.



**The Accumulator** loves to create safe financial stability for themselves. They will deny materialism and aim for long term goals.

**The Innocent** may be overwhelmed by money. They will look to others to manage it for them as they do not want to deal with it.



# Which Money Archetype Are You?

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**Which Money Archetype Do You Identify With?**

ⓘ Start presenting to display the poll results on this slide.



# Donor Impact











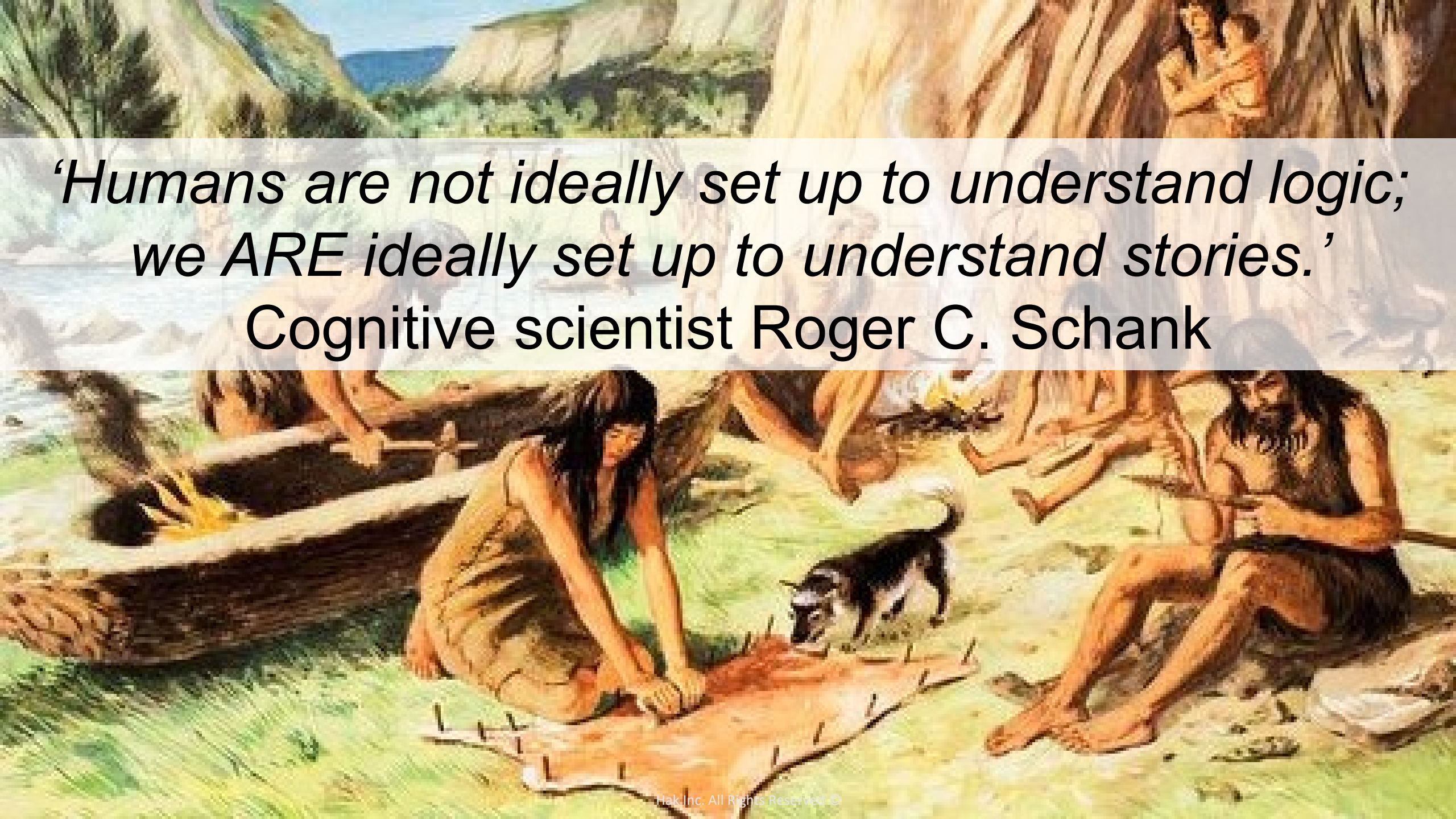
# How To Move Them To Action?

# Your Donors & Story Telling



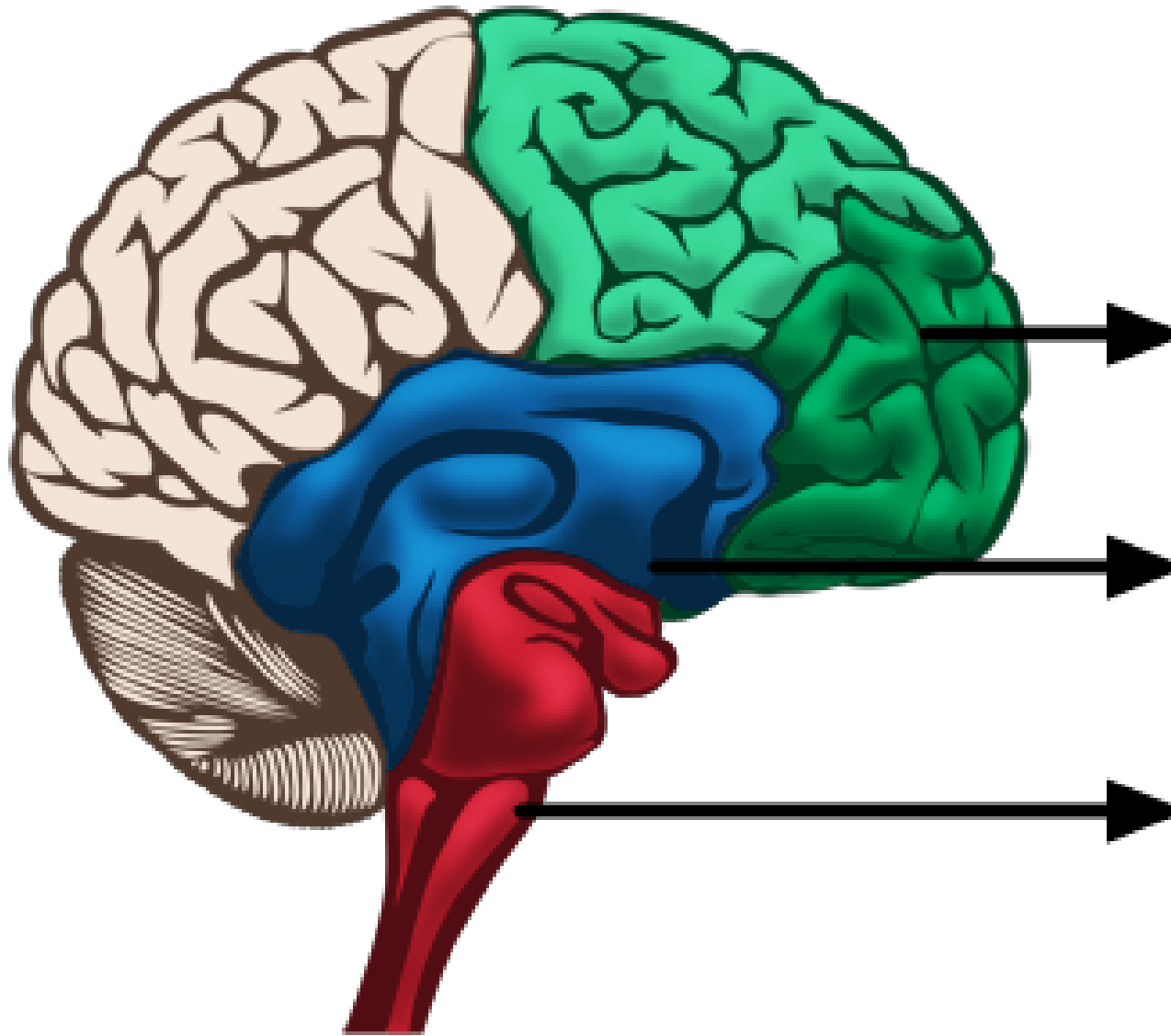
# The Human Brain.



A prehistoric scene depicting a woman in a brown dress skinning a large animal on a wooden platform. A man with a beard and a dark tunic sits nearby, holding a spear. A dog is visible between them. In the background, a cave entrance is visible with a woman and child inside. The scene is set in a lush, green landscape with a river and hills.

*‘Humans are not ideally set up to understand logic;  
we ARE ideally set up to understand stories.’*

Cognitive scientist Roger C. Schank



## **Executive State**

Prefrontal Lobes

What can I learn from this?

## **Emotional State**

Limbic System

Am I loved?

## **Survival State**

Brain Stem

Am I Safe?

The brain facing analytic data.

**WERNICKE'S AREA**  
Language Comprehension

**SENSORIAL CORTEX & CEREBELLUM**  
Language Comprehension

**MOTOR CORTEX**  
Movement

**VISUAL CORTEX**  
Colors and Shapes

**WERNICKE'S AREA**  
Language Comprehension

**OLFACTORY CORTEX**  
Scents

**BROCA'S AREA**  
Sounds

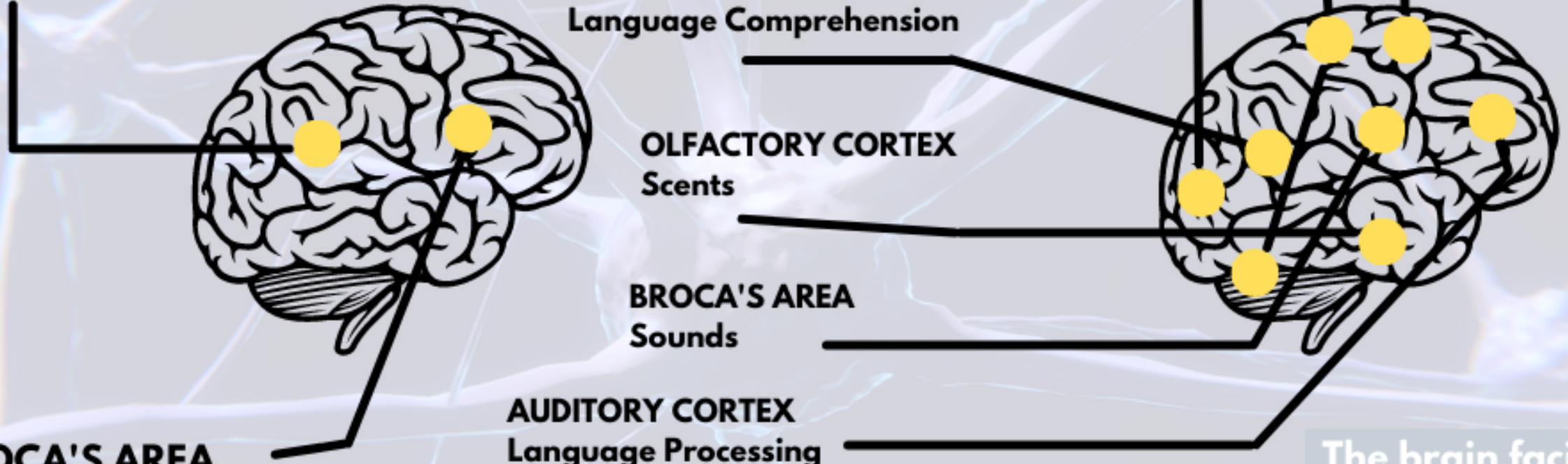
**AUDITORY CORTEX**  
Language Processing

**BROCA'S AREA**  
Language Procesing

The brain facing a story.

THE DIGITAL HACKS

THE DIGITAL HACKS



# Grab Your Workbook!





**What Story  
Are You  
Working On  
Today?**



# In Your Workbook...

1. What is the **ONE ACTION** you want someone to take after hearing this story?

2. What are the **3 FEELINGS** you want to evoke?

Empathy

Optimism

Love

Secure

Thoughtful

Anger

Determined

Hopeful

Happy

Fear

Confusion

# Your Perfect Story In 7 Steps





# 1. Protagonist



# protagonist

*noun*

1 : the principal character in a literary work : leader, champion

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# Key Questions

## 1. Who Is My Audience?

- a. Charity Professionals*
- b. Donors*
- c. Clients*

## 2. What protagonist will my audience most identify with?

- a. Where have I been a leader?*
- b. Where have I been a champion?*
- c. Where have I been a hero?*
- d. Where have I overcome the odds?*





Her eyes become your eyes.  
Her journey becomes yours.

A young girl with long, straight, reddish-brown hair and glasses is sitting cross-legged on a wooden desk, reading a book. She is wearing a light blue t-shirt and white tights. The background is a bright window with white frames, showing a blurred outdoor scene. In the bottom left corner, there is a small metal mesh pen holder containing several colorful pens and pencils. The overall lighting is soft and natural, suggesting a bright day.

**In Your Workbook...**



# 1. Protagonist



## 2. Cast of Characters

A woman in a blue shirt is standing in a modern office with glass partitions. She is looking towards the right. The office has a clean, professional look with grey and white tones.

**Sidekick**

**Mentor**

**Love Interest**

**Chorus**

**Villain**

**Victim**

**Rescuer**

**Magician**

**Child**

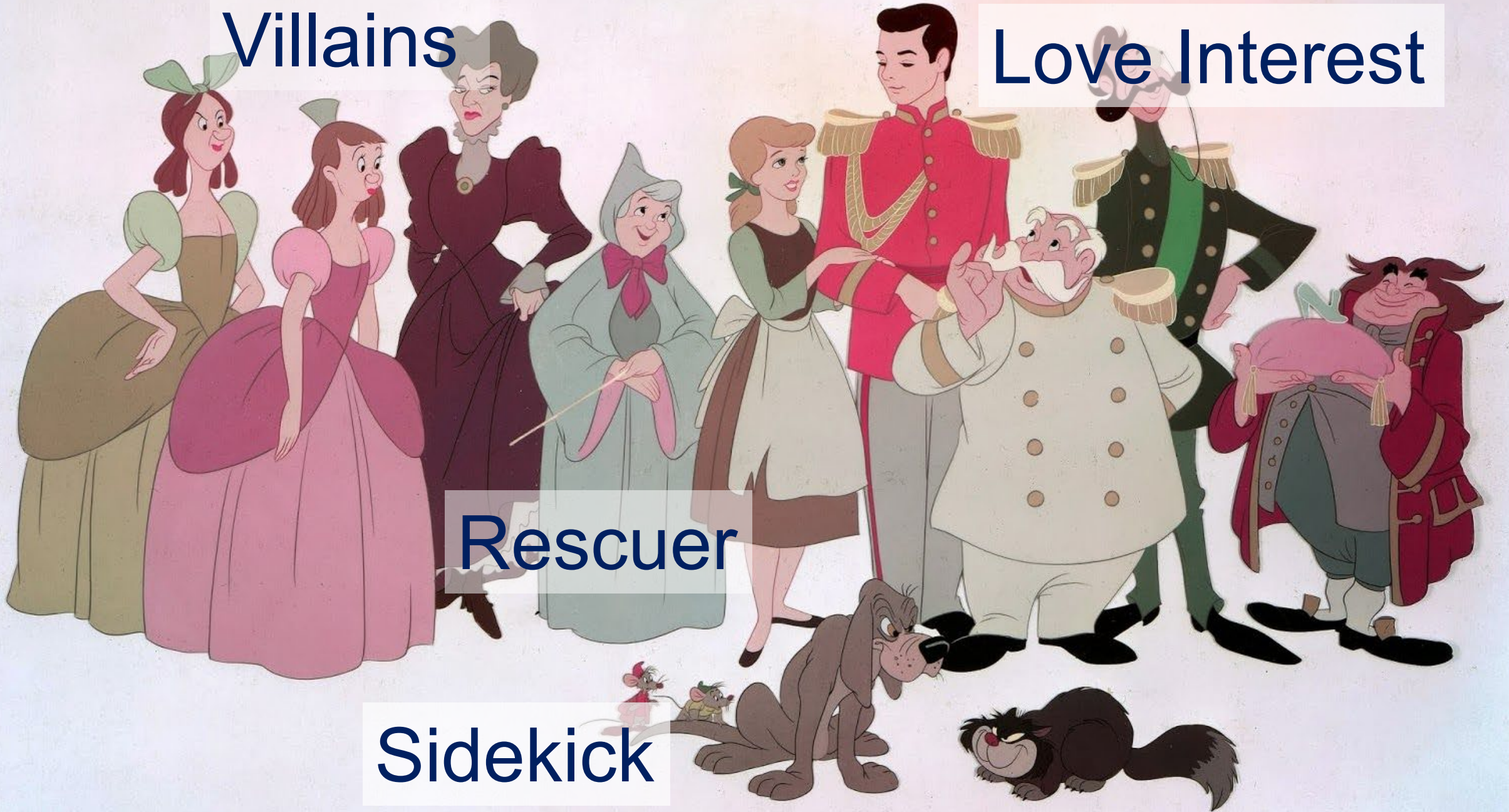
**Family**

Villains

Love Interest

Rescuer

Sidekick



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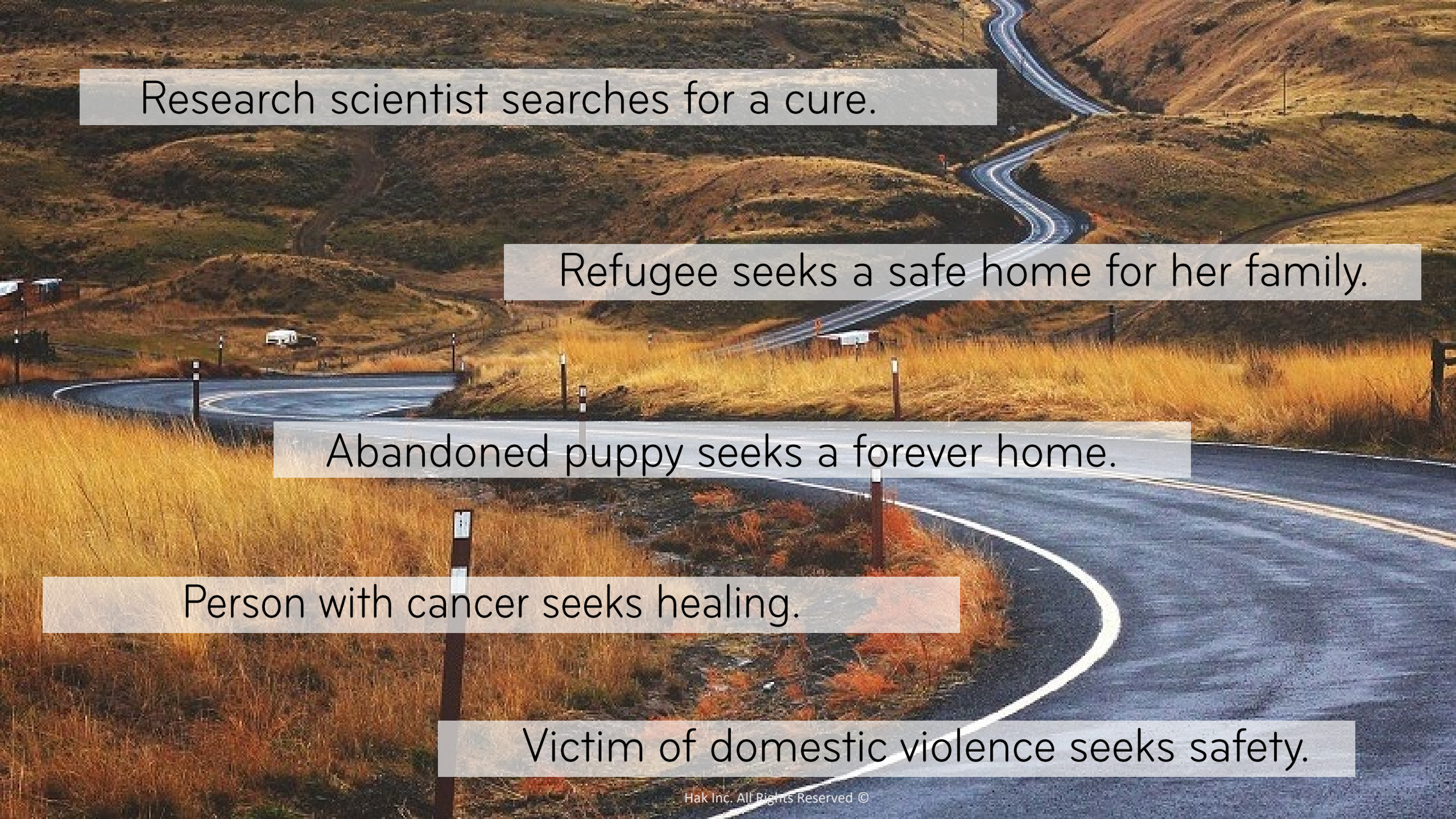
**In Your Workbook...**

1. Protagonist

2. Cast of Characters

3. The Journey



A scenic landscape featuring a winding asphalt road that curves through rolling hills. The hills are covered in dry, golden-brown grass. In the distance, a small pond is visible. The overall atmosphere is peaceful and open.

Research scientist searches for a cure.

Refugee seeks a safe home for her family.

Abandoned puppy seeks a forever home.

Person with cancer seeks healing.

Victim of domestic violence seeks safety.



A young girl with long, straight, reddish-brown hair and glasses is sitting cross-legged on a wooden desk, reading a book. She is wearing a light blue t-shirt and white tights. The background is a bright window with white frames, showing a blurred outdoor scene. In the bottom left corner, there is a small metal mesh pen holder containing several colorful pens and pencils. The overall lighting is soft and natural, coming from the window.

**In Your Workbook...**



1. Protagonist

2. Cast of Characters

3. Journey

4. The Obstacle





The obstacle will work in opposition to the protagonist search or journey.



# Important!

- A Journey is the movement of the protagonist.
- There should always be a villain or an obstacle for the protagonist to combat.
- Tension in the story creates intrigue, connection, and momentum.





A young girl with long, light brown hair and glasses is sitting cross-legged on a wooden desk, reading a book. She is wearing a light blue t-shirt and white tights. The background is a bright window with white frames, creating a soft, natural light. In the bottom left corner, there is a small metal mesh pen holder containing several colorful pens and pencils. The overall scene is calm and focused on learning.

**In Your Workbook...**

1. Protagonist

2. Cast of Characters

3. Journey

4. The Nemesis

**5. Emotions & Senses**



Happy



Fear



Sad



Anger

A close-up photograph of a person's face, focusing on their eyes which are covered by dark sunglasses. The person has a beard and is looking slightly to the right. The background is a bright, hazy outdoor setting. The text is overlaid on a semi-transparent white band across the middle of the image.

**It is the emotions and senses  
that bring life into that story.**





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**In Your Workbook...**

1. Protagonist

2. Cast of Characters

3. Journey

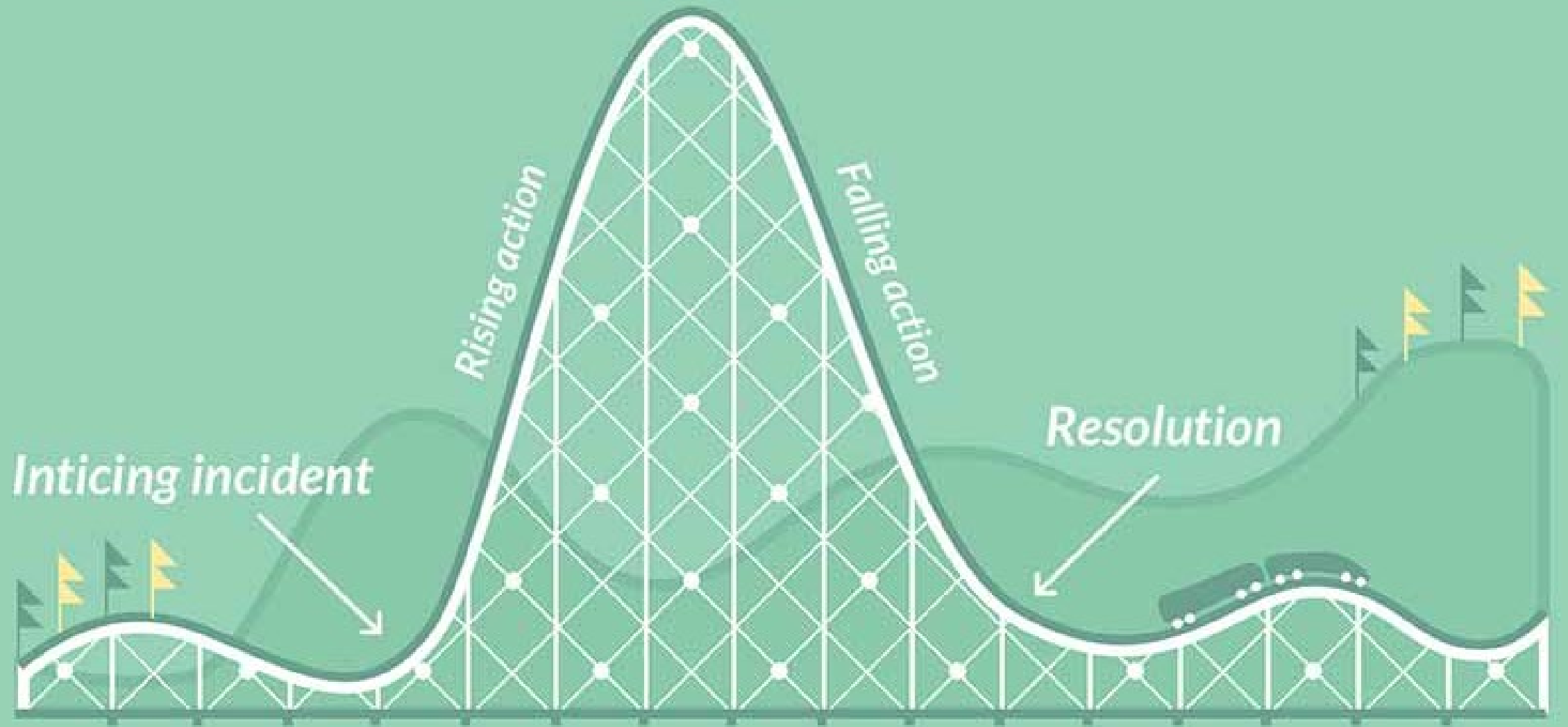
4. The Nemesis

5. Emotions & Senses

**6. The Magic Moment**



# Climax!



Exposition

Denouement

1. Protagonist

2. Cast of Characters

3. Journey

4. The Nemesis

5. Emotions & Senses

6. Magic Moment

7. The Resolution













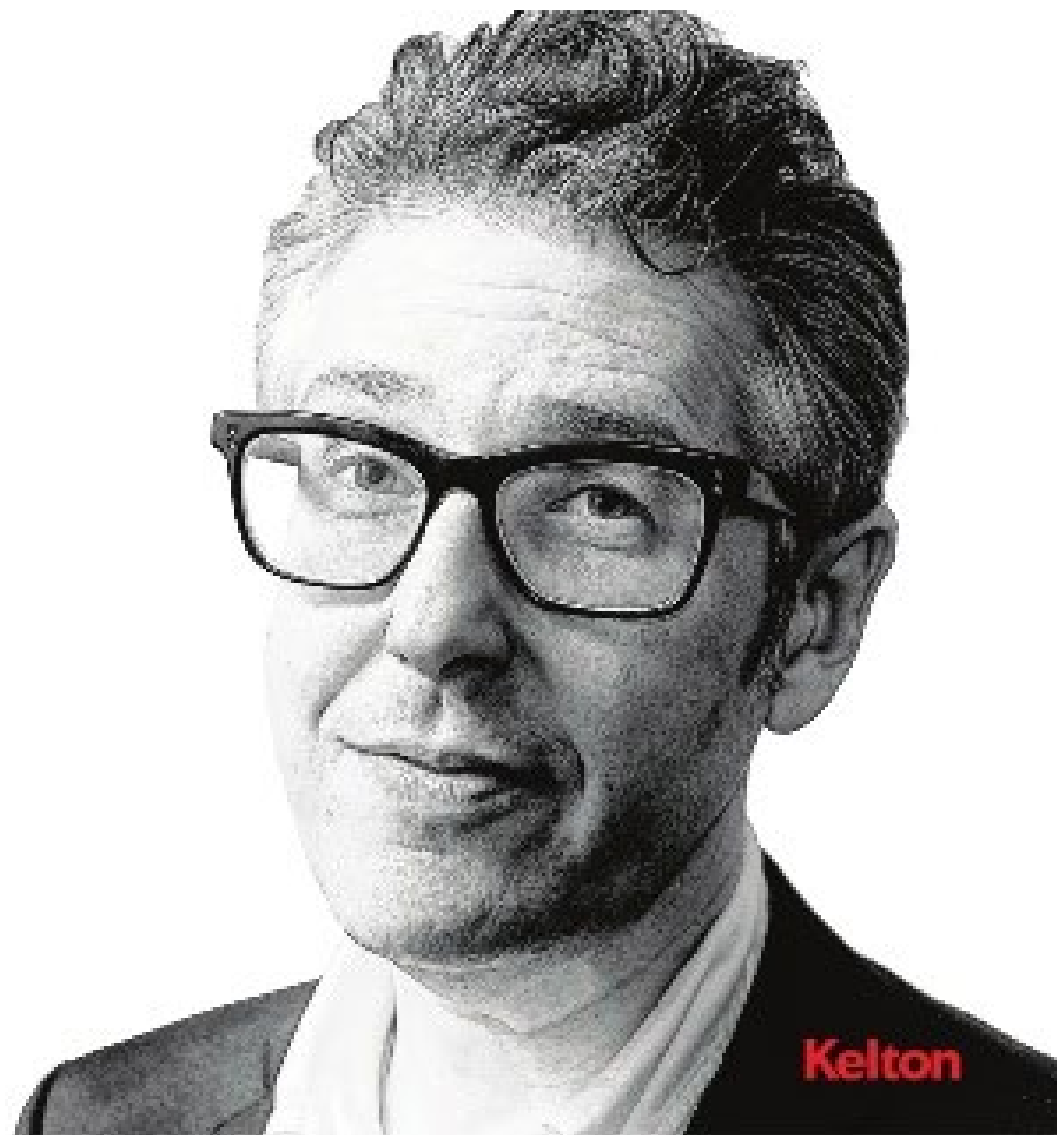


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**The story is a machine for empathy.** In contrast to logic or reason, a story is about emotion that gets staged over a sequence of moments, so you empathize with the characters without really thinking about it too much. It is a really powerful tool for **imagining yourself in other people's situations.**

- IRA GLASS, THIS AMERICAN LIFE

”



# SUSPENSION OF DISBELIEF

A young girl with long, straight, reddish-brown hair and glasses is sitting cross-legged on a wooden desk, reading a book. She is wearing a light blue t-shirt and white tights. The background is a bright window with white frames, showing a blurred outdoor scene. In the bottom left corner, there is a small metal mesh pen holder containing several colorful pens and pencils. The overall lighting is soft and natural, suggesting a bright day.

**In Your Workbook...**

1. Protagonist

2. Cast of Characters

3. Journey

4. The Nemesis

5. Emotions & Senses

6. Magic Moment

7. The Resolution



# Your Perfect Story



# The Power Of Vulnerability

*“I’ve learned that people will forget what you said,  
people will forget what you did, but people will  
never forget how you made them feel.”*

*-Maya Angelou*







# Thank You!

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