

Making your
Case for Giving

“Stories are the single most powerful weapon in a leader’s arsenal.”

– Howard Gardner

Introduction

Please have the answers to the following items prepared before the start of the session:

- a. I give because...
- b. The Jewish community helped me or one of my family members by...
- c. I am involved in the Jewish community because...

STEP I | What is the purpose of the organization?
Why is it relevant to your potential donor?

The following exercise will help you think more creatively and expansively about what your organization offers, what purpose it serves and how it connects with various people in the community.

a. Write three-four sentences describing the organization.

b. What words or phrases emerge? Is there one adjective you can use to describe the organization?

c. List five ways the organization helps people.

STEP II | Describe the organization more fully. In the chart, circle three words that best describe the organization's and its agencies' work. Please feel free to add to the list below.

Nouns

Agencies	Community
Organizations	Culture
Institutions	Grants
Mitzvah	Compassion
Synagogues	Concern
Justice	Caring
Opportunity	Support
Challenge	Help
Gift	Team
Spirituality	Safety net
Non-profits	Mutual fund
Judaism	Dignity
Campaign	Central address
Endowment	Lynchpin

Adjectives

Jewish	Loving
Safe	Happy
Compassionate	Determined
Just	Principled
Warm	Fortunate
Nurturing	Needy
Helpful	Curious
Caring	Deteriorating
Communal	Misunderstood
Creative	Generous
Righteous	Coordinated
Friendly	Complex
Welcoming	Necessary

Verbs

Enable	Enhance	Reform
Extend	Enlist	Remember
Accomplish	Facilitate	Resonate
Affirm	Further	Safeguard
Alleviate	Generate	Satisfy
Appreciate	Grant	Serve
Acknowledge	Heal	Share
Ascend	Identify	Support
Build	Implement	Sustain
Combine	Improve	Understand
Communicate	Inspire	Utilize
Connect	Invite	Validate
Construct	Involve	Value
Continue	Know	Volunteer
Counsel	Lead	Work
Create	Live	
Defend	Manage	
Deliver	Measure	
Discover	Model	
Discuss	Motivate	
Distribute	Negotiate	
Dream	Organize	
Embrace	Participate	
Extend	Prepare	
Educate	Produce	
Encourage	Promote	
Endow	Realize	
Engage	Relate	

Using the words that you circled and the answers you gave in Step I, write a paragraph of no more than 100 words that describes the organization.

STEP V | Share your story with a partner or small group.

“ It’s not what you say, it’s what they hear ”

– Anonymous

Ask a few people the following:

- 1. What did you hear? Were there any compelling threads?
(Examples: No gift touches more lives. The good we do is up to you.)
- 2. What did you feel?
(Example: Was the listener inspired or moved to tears?)
- 3. What did you think?
(Example: The person learned something new. The person is thinking about the organization differently.)
- 4. What might you do differently because of my story?
(Example: Hearing about the power of one, enables the person to act.)

“ Just as a person lights one candle from another and the original flame is not diminished, so too, we are never lessened when we pass on our internal “flame” to another person. ”

– Numbers Rabbah 13:19

Conclusion | The annual campaign is about one Jew asking another Jew to help a third Jew.

Summary Worksheet: The Case for Giving

1. What is the purpose of the organization? What is your compelling story? Why is it relevant to your potential donor?

Three horizontal lines for writing.

2. What is your intention/anticipated outcome? What do you want people to feel, think and/or do?

Three horizontal lines for writing.

3. What is your specific request?

Three horizontal lines for writing.

“ Shared stories create more understanding; bring people closer together as a community; and serve as a string that binds one heart to another. ”

– Peninnah Schram



The Ringel Group
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Some sources taken from
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