

GOOD
PLAN

*for
fundraising
success*

Remer Brinson

CEO of Good Plan

Remer@Goodplan.co

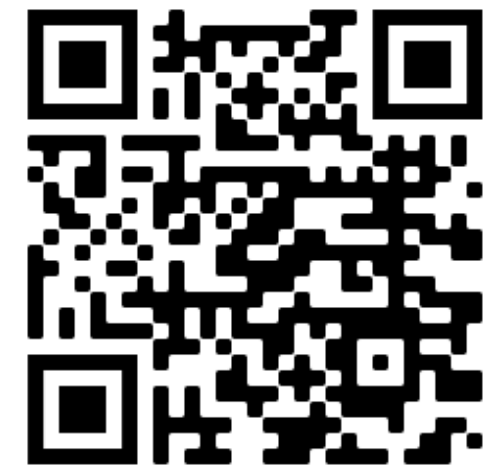
About Me



Remer Brinson

Remer Brinson is the Founder and CEO of Good Plan. He has led national and international social impact projects throughout the United States, Central America and sub-Saharan Africa. He has helped hundreds of social impact professionals to grow their social impact. Remer is a graduate of Wheaton College (IL) and is an MBA-candidate at The University of Chicago Booth School of Business, the #1 business school in the United States.

CONNECT ON
LINKEDIN



GOOD
PLAN

Who?



**Executive
Director**



**Director of
Development**

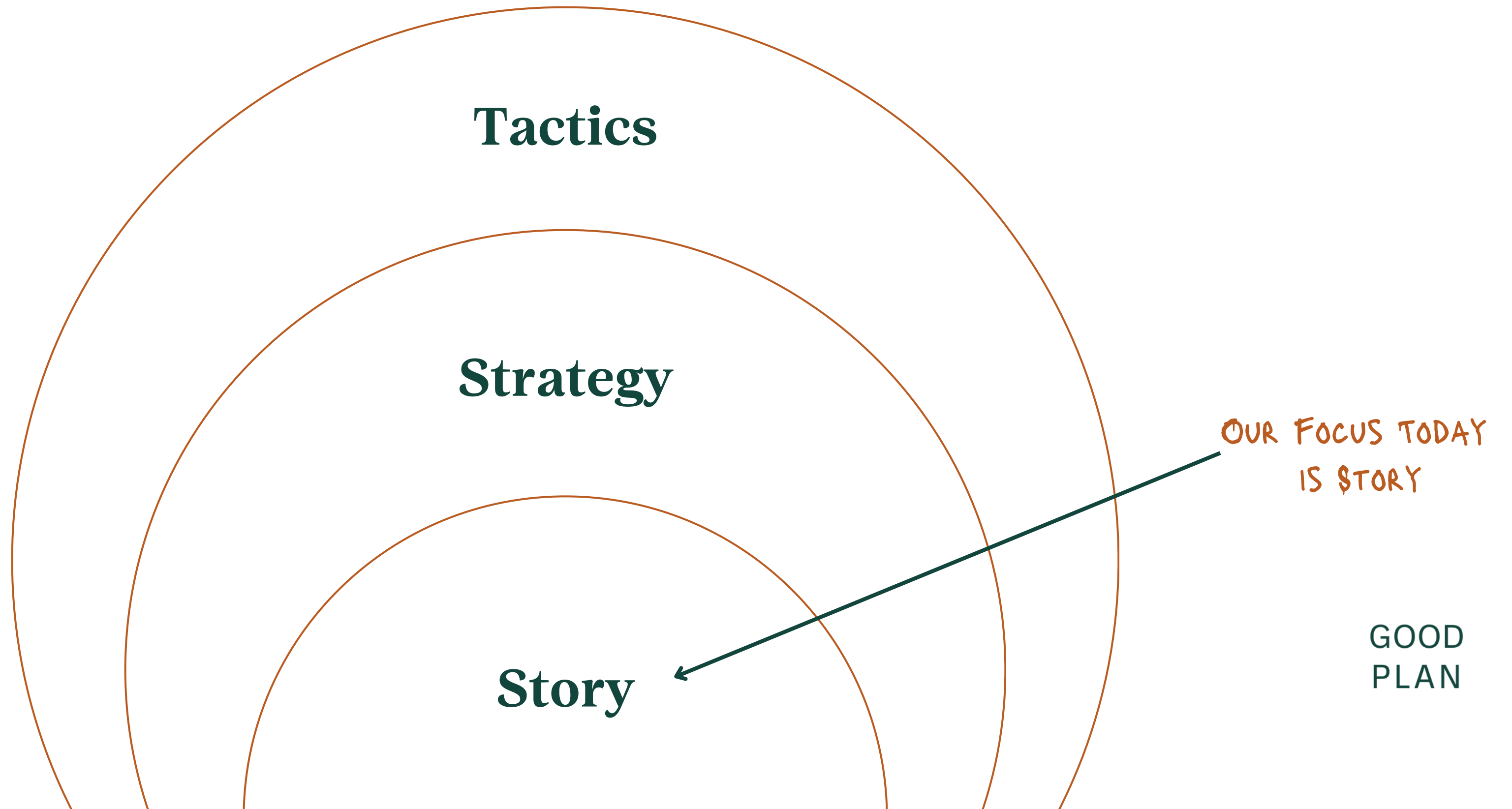


**Director of
Marketing**



**Board of
Directors**

How?



**What makes a
good story?**

GOOD
PLAN

Story Elements



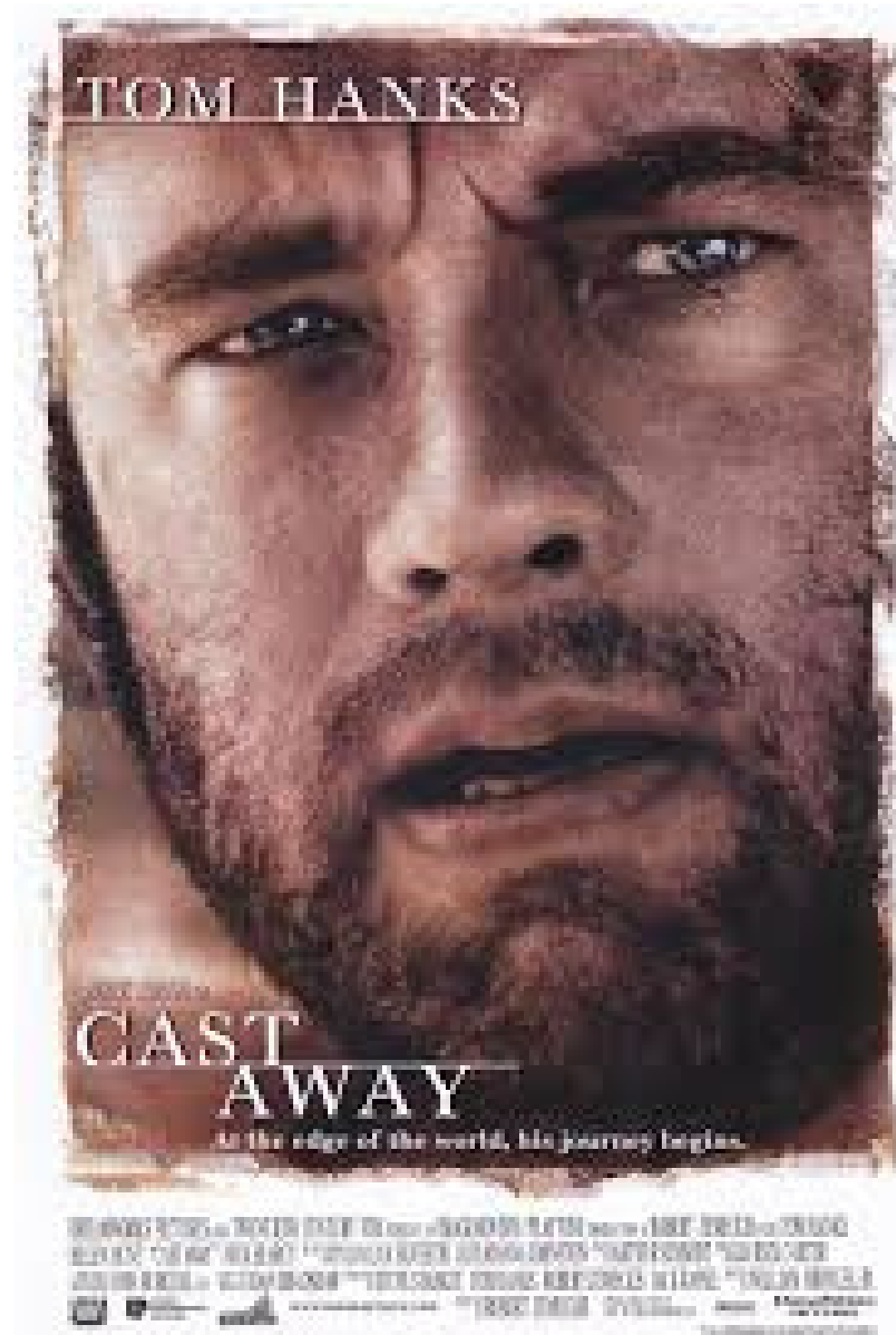
Character



Conflict

GOOD
PLAN

Character Development



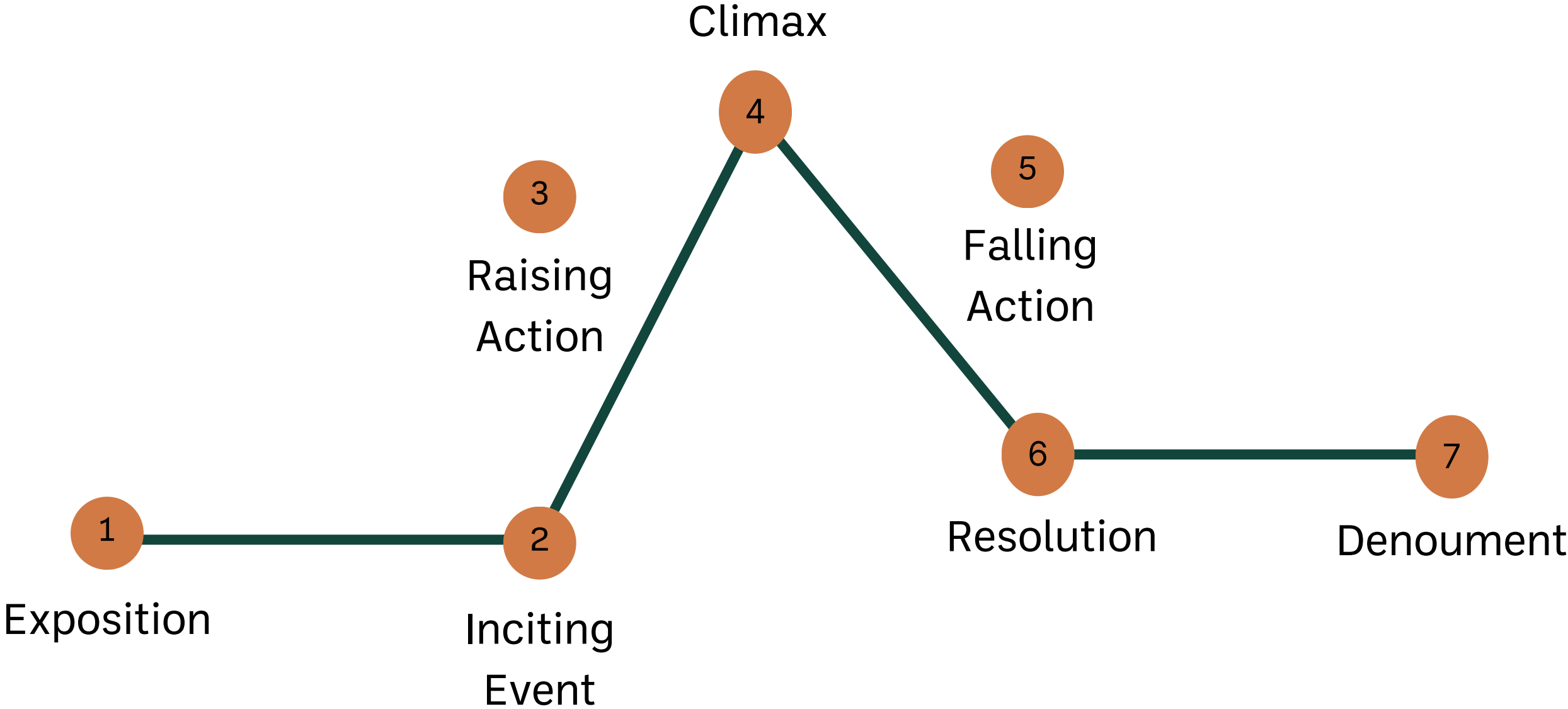
GOOD
PLAN

Conflict Development



GOOD
PLAN

Hero's Journey



GOOD
PLAN

Characters



Hero



Villan



Guide

GOOD
PLAN

Characters



Hero



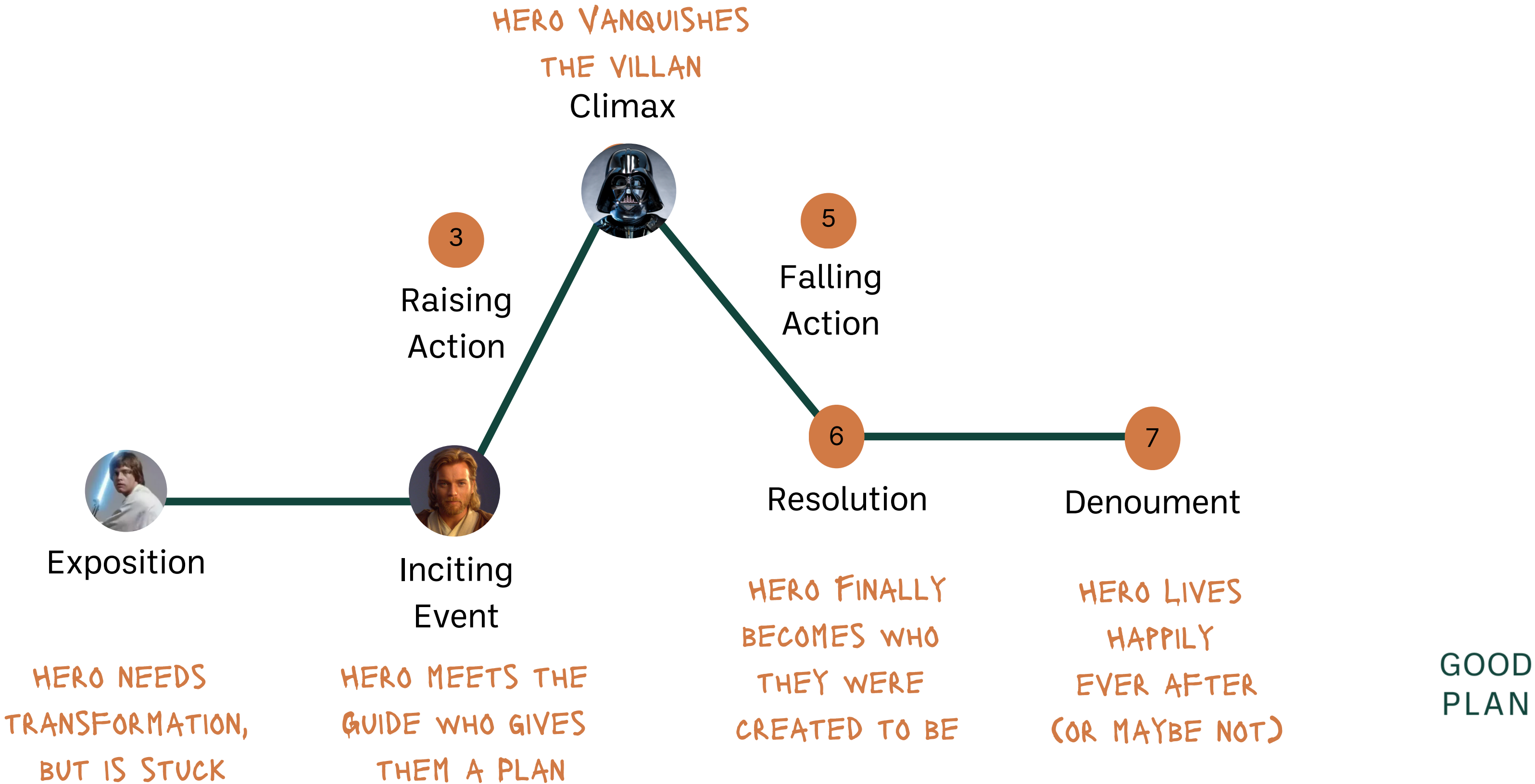
Villan



Guide

GOOD
PLAN

Hero's Journey



**What does this
have to do with
fundraising?**

GOOD
PLAN

Characters



Hero

↪ DONOR YOU'RE
ENGAGEING



Villan

↪ ISSUE YOU
ADDRESS

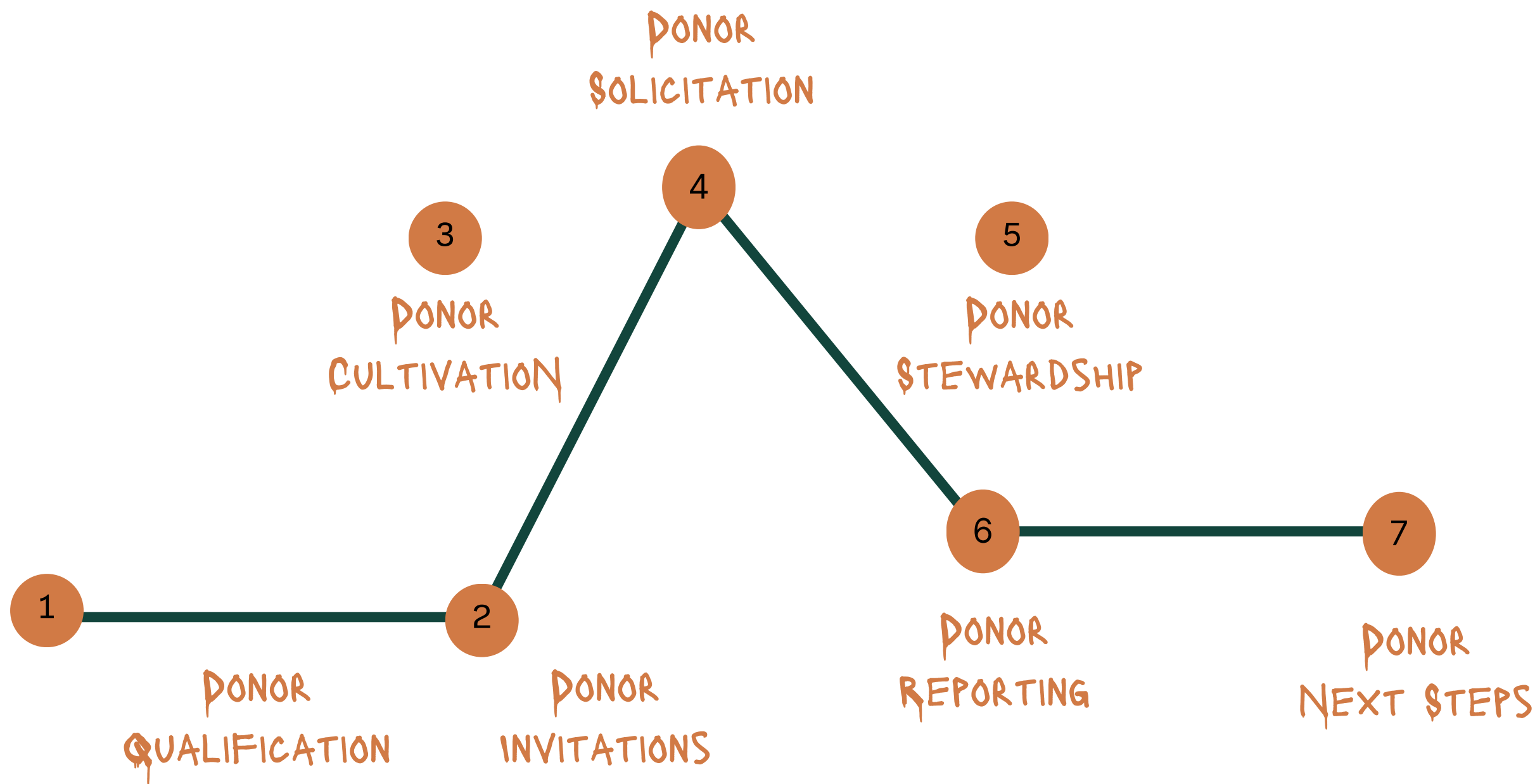


Guide

↪ YOUR
NONPROFIT

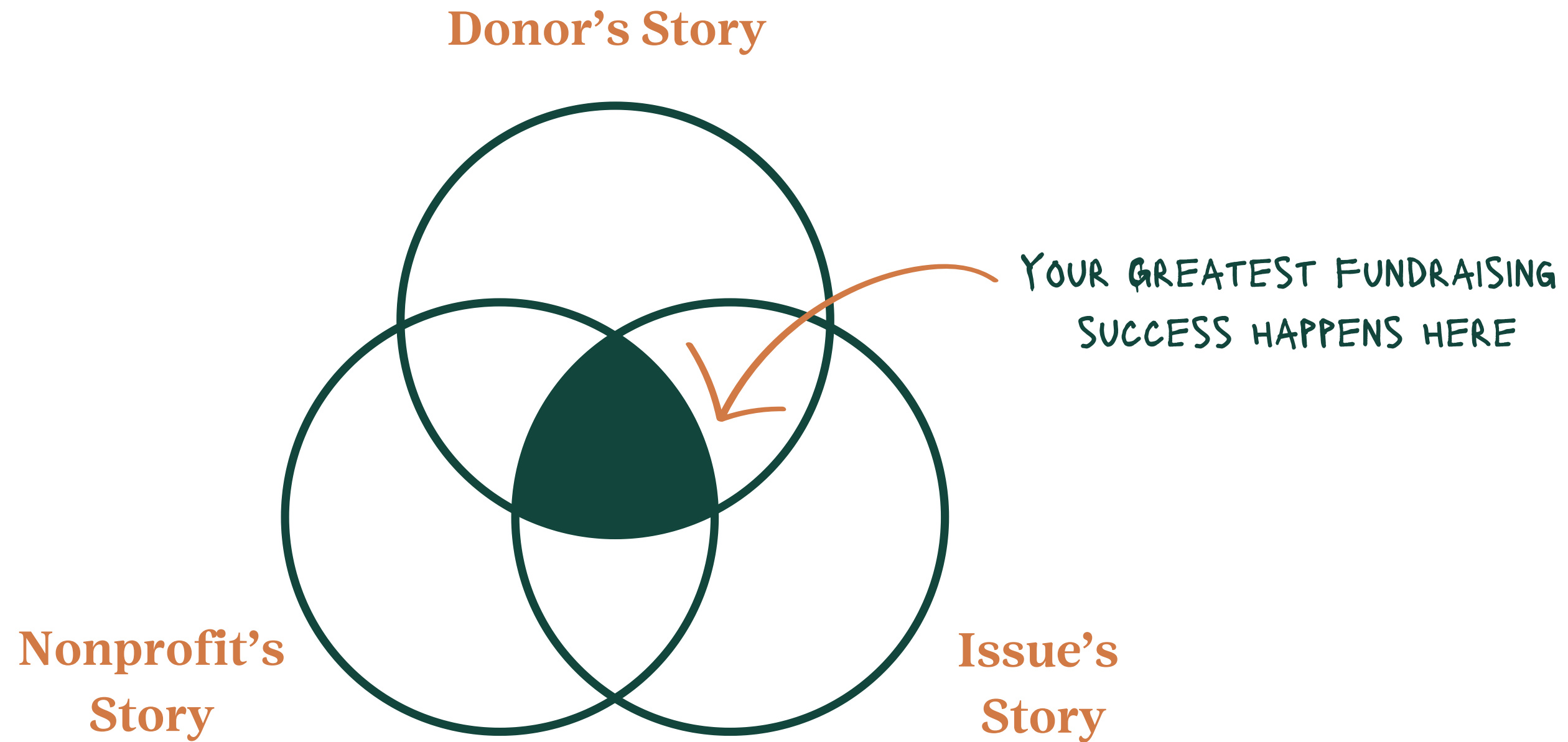
GOOD
PLAN

Donor's Journey



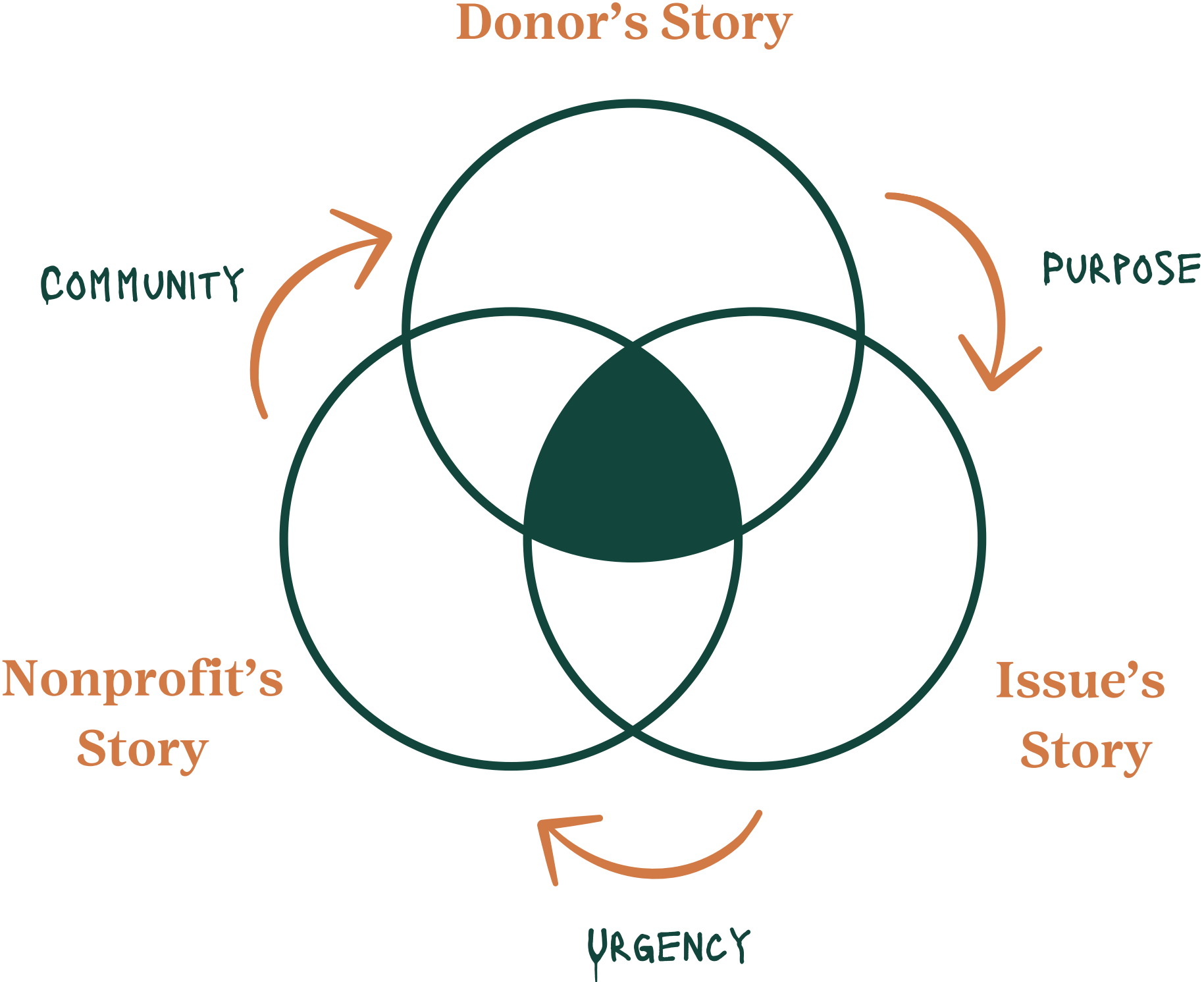
GOOD
PLAN

Storytelling



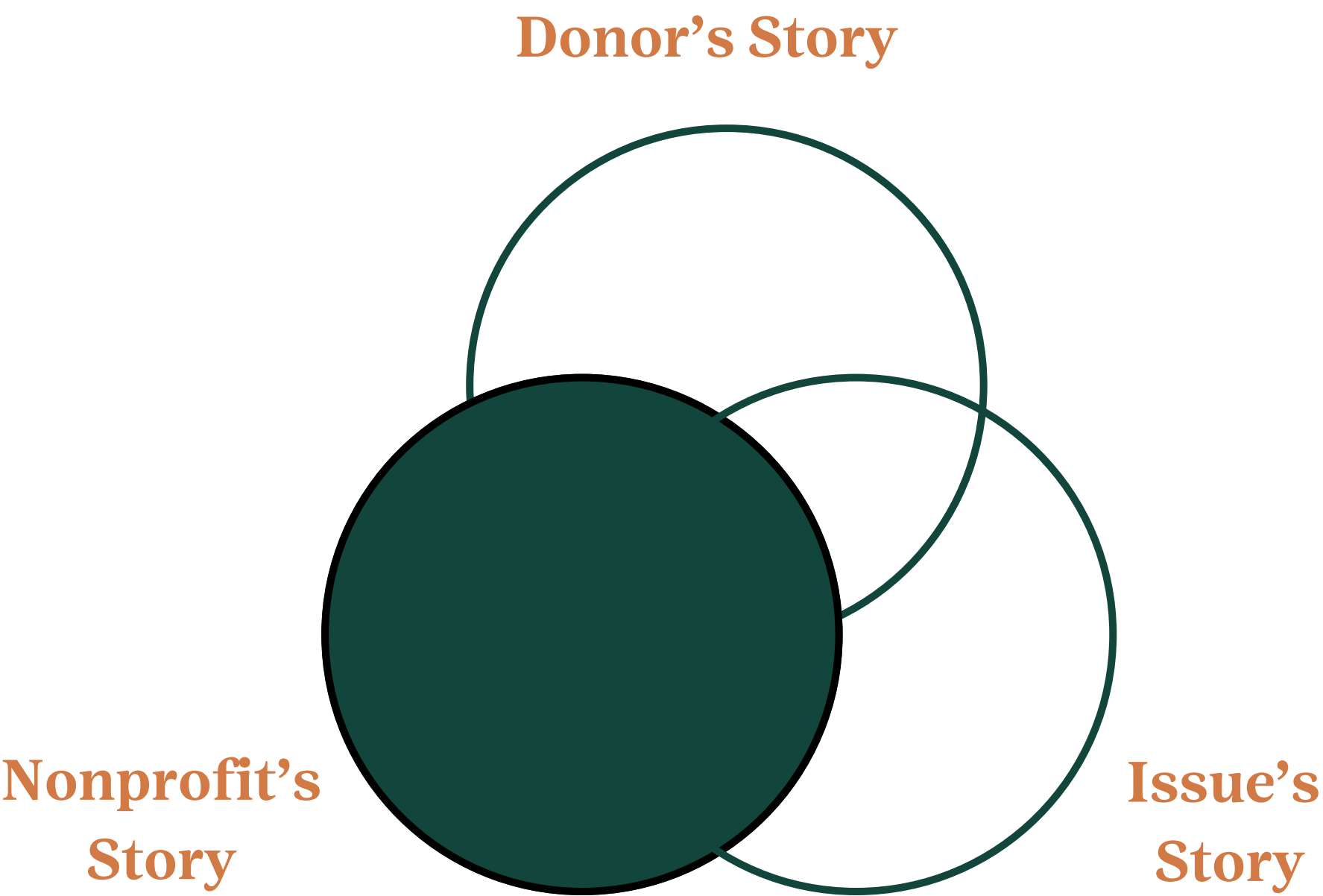
GOOD
PLAN

Storytelling



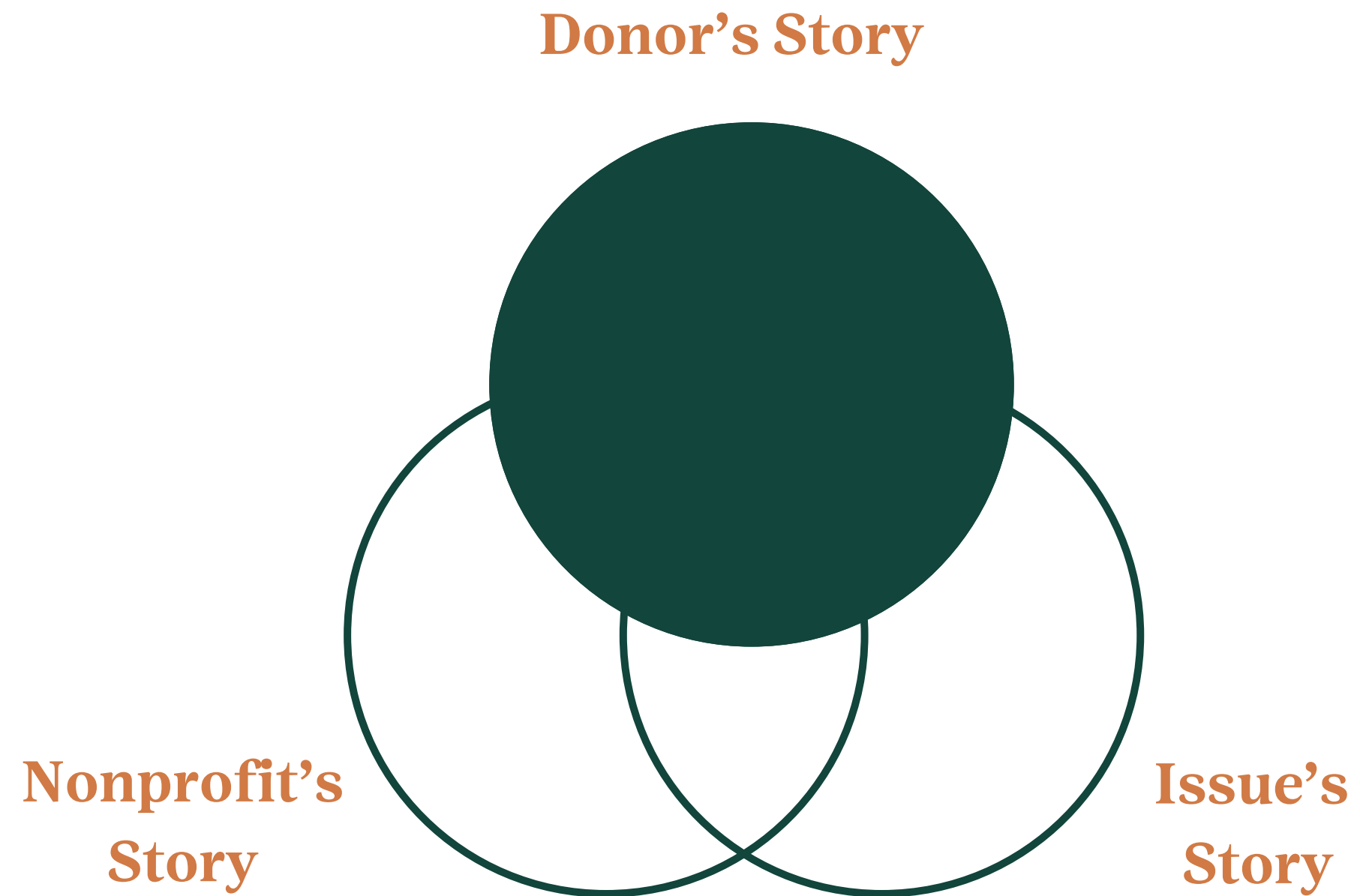
GOOD
PLAN

Common Pitfalls



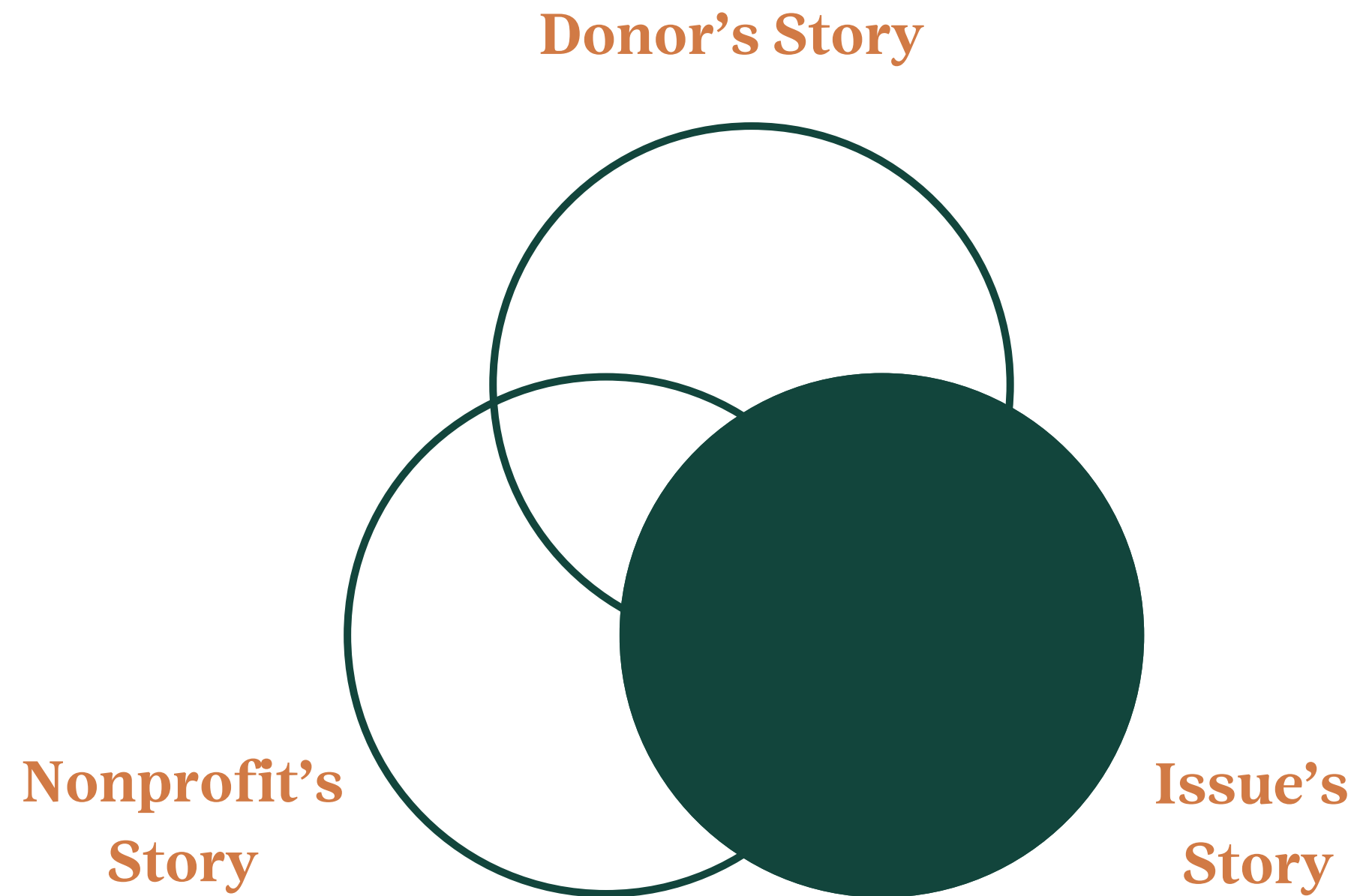
GOOD
PLAN

Common Pitfalls



GOOD
PLAN

Common Pitfalls



GOOD
PLAN

Let's put it all
together.

GOOD
PLAN

Acknowledgements & Further Reading

- **Donald Miller, StoryBrand.com**
- **Marshall Ganz, ActionNetwork.org**

GOOD
PLAN

Thank you!

STAY IN
TOUCH

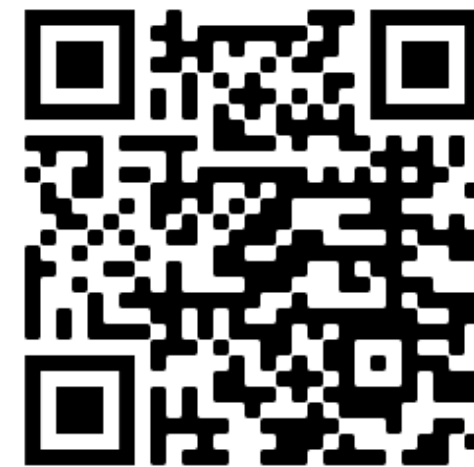
Remer Brinson

Good Plan, CEO

GoodPlan.co

Remer@GoodPlan.co

CONNECT ON
LINKEDIN



GOOD
PLAN