

GOOD PLAN

*for
fundraising
success*

Remer Brinson

CEO of Good Plan

Remer@Goodplan.co

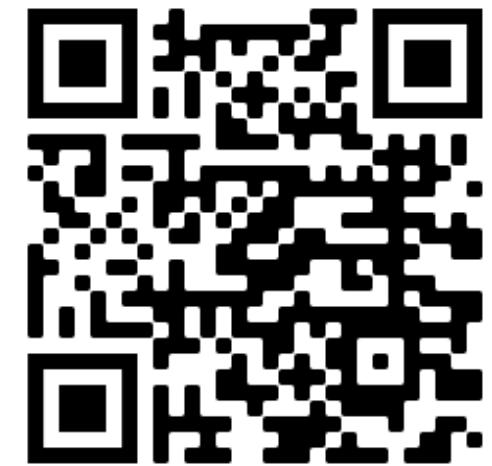
About Me



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.

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Who?



Executive
Director



Director of
Development



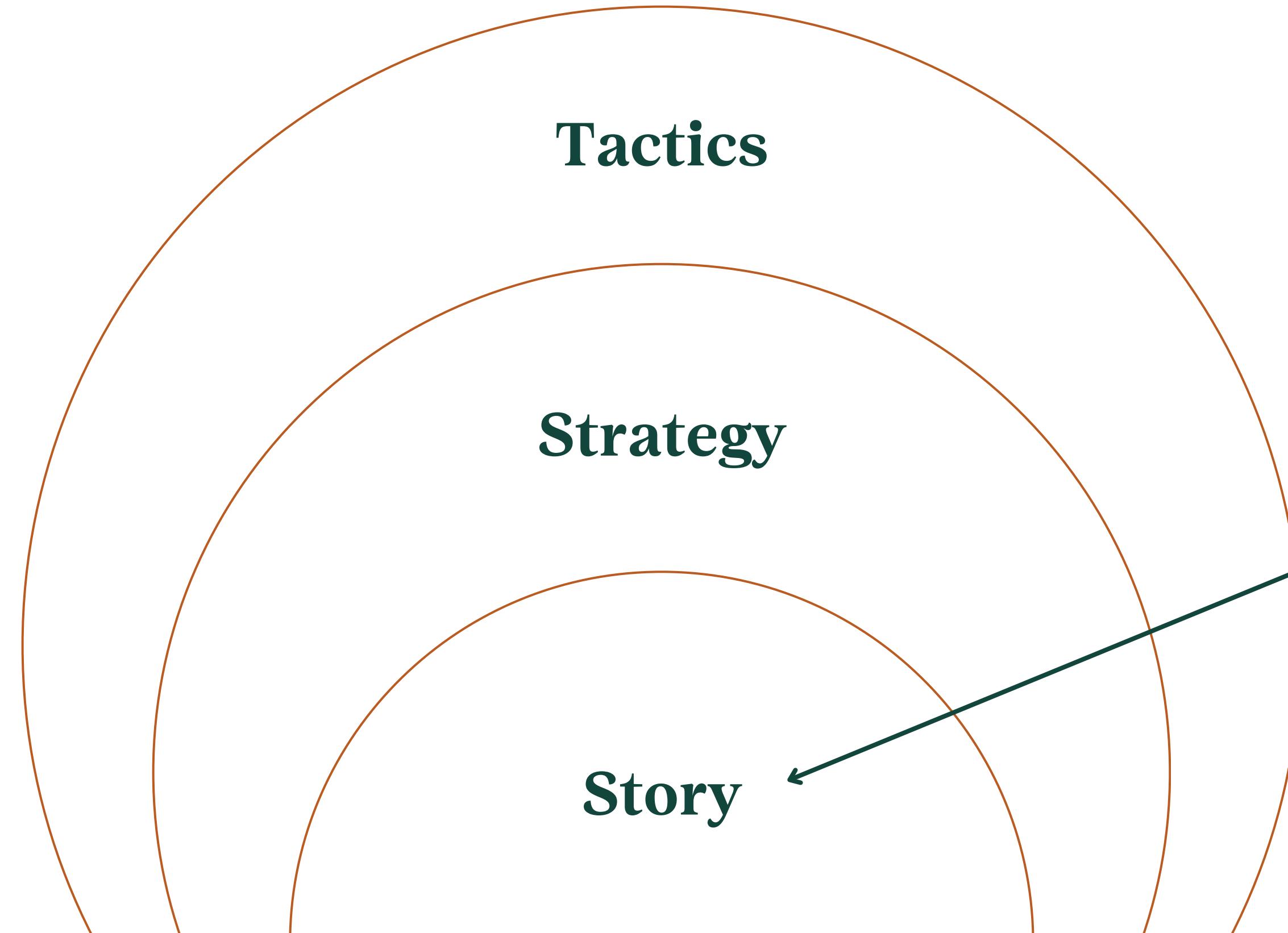
Director of
Marketing



Board of
Directors

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How?



Tactics

Strategy

Story

OUR FOCUS TODAY
IS STORY

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What makes a good story?

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Story Elements



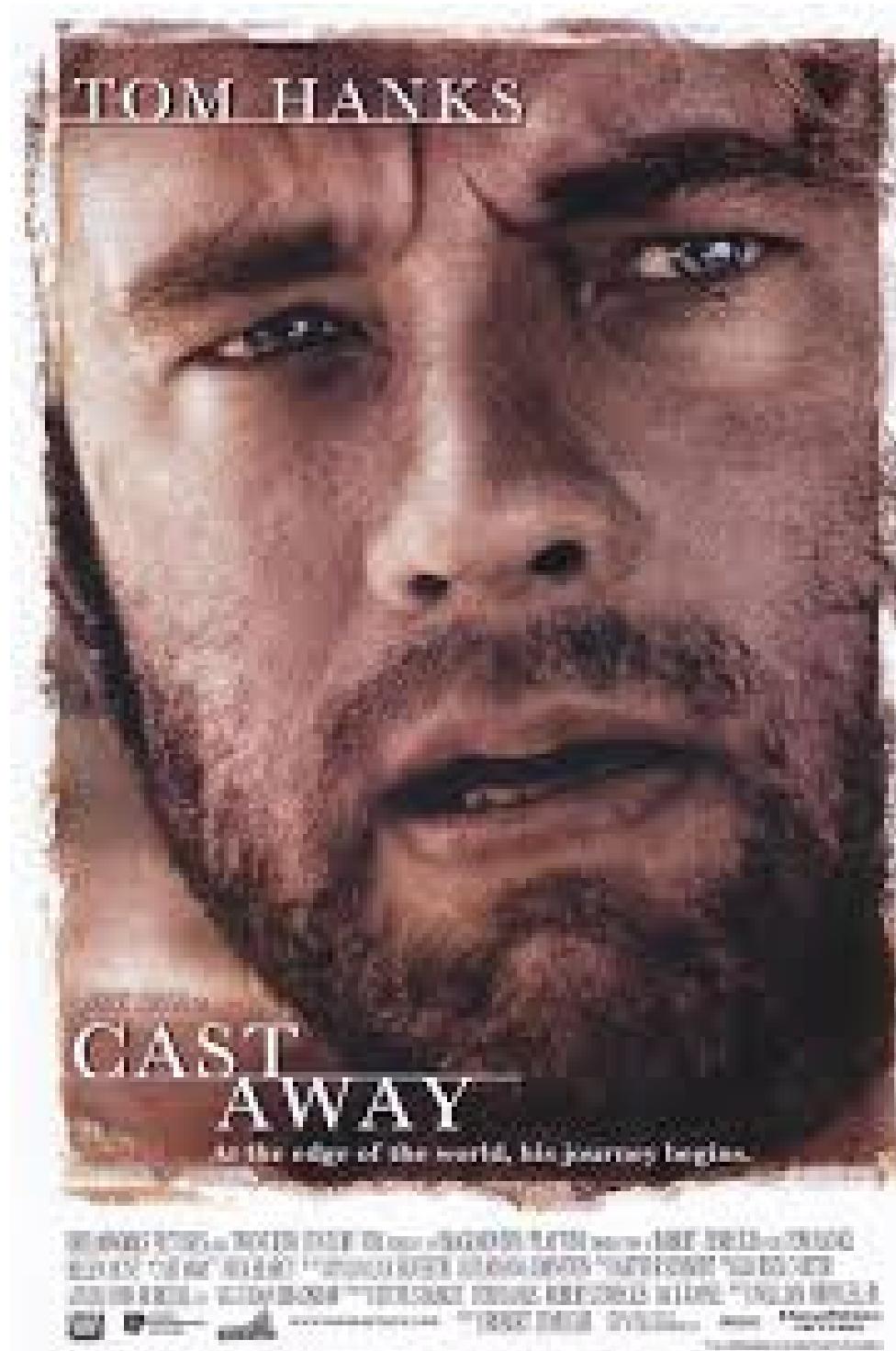
Character



Conflict

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Character Development



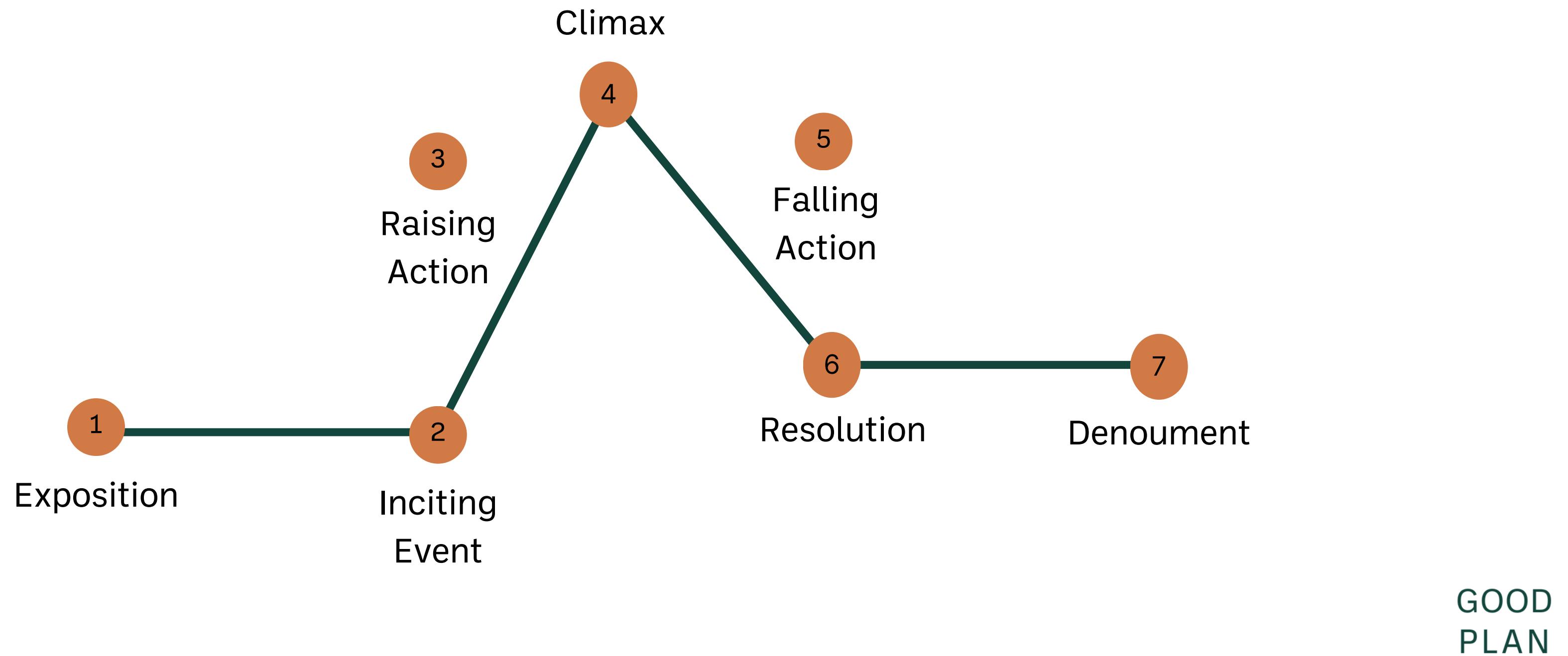
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Conflict Development



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Hero's Journey



Characters



Hero



Villain



Guide

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Characters



Hero



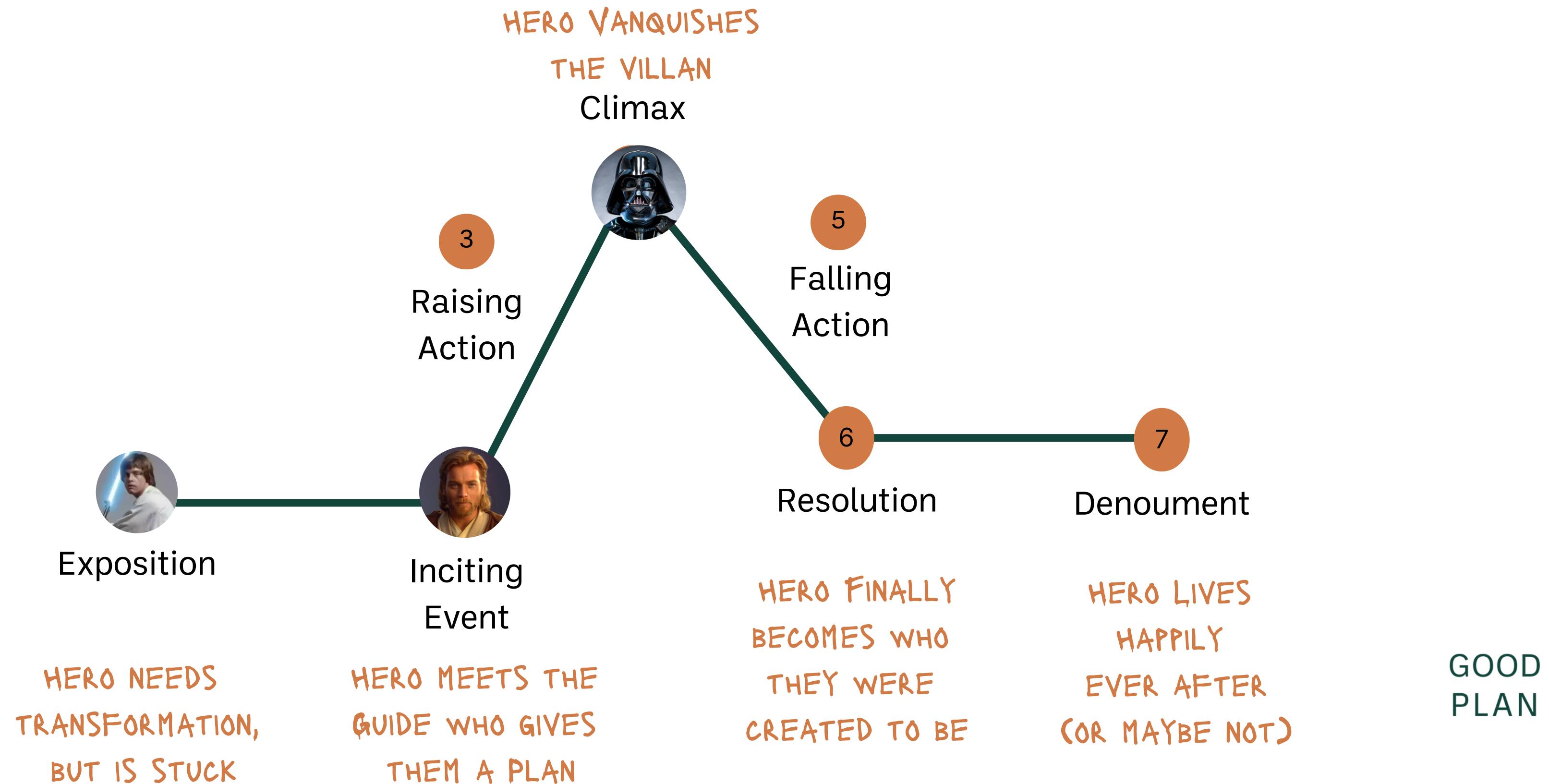
Villain



Guide

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Hero's Journey



What does this
have to do with
fundraising?

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Characters



Hero
→ DONOR YOU'RE
ENGAGEING



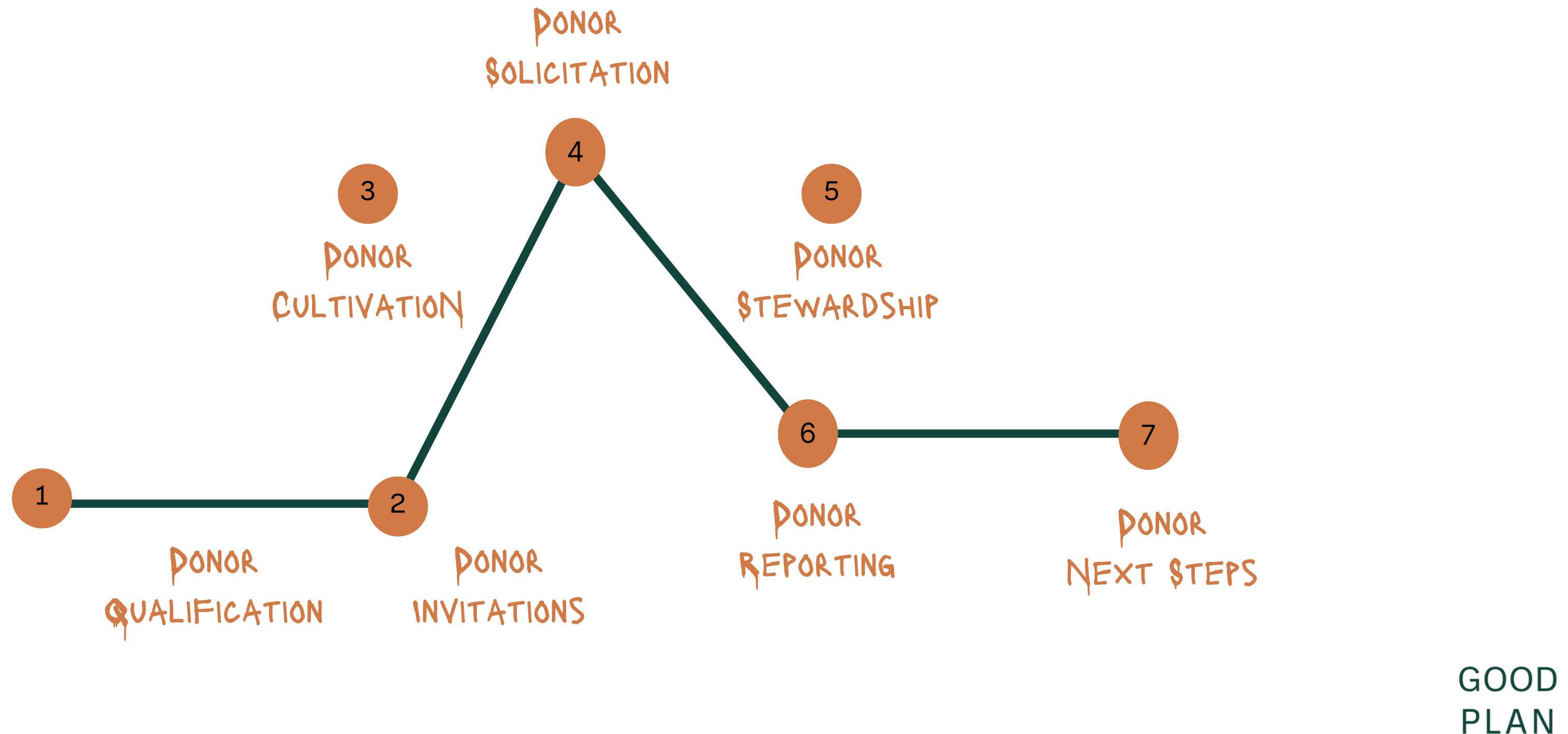
Villan
→ ISSUE YOU
ADDRESS



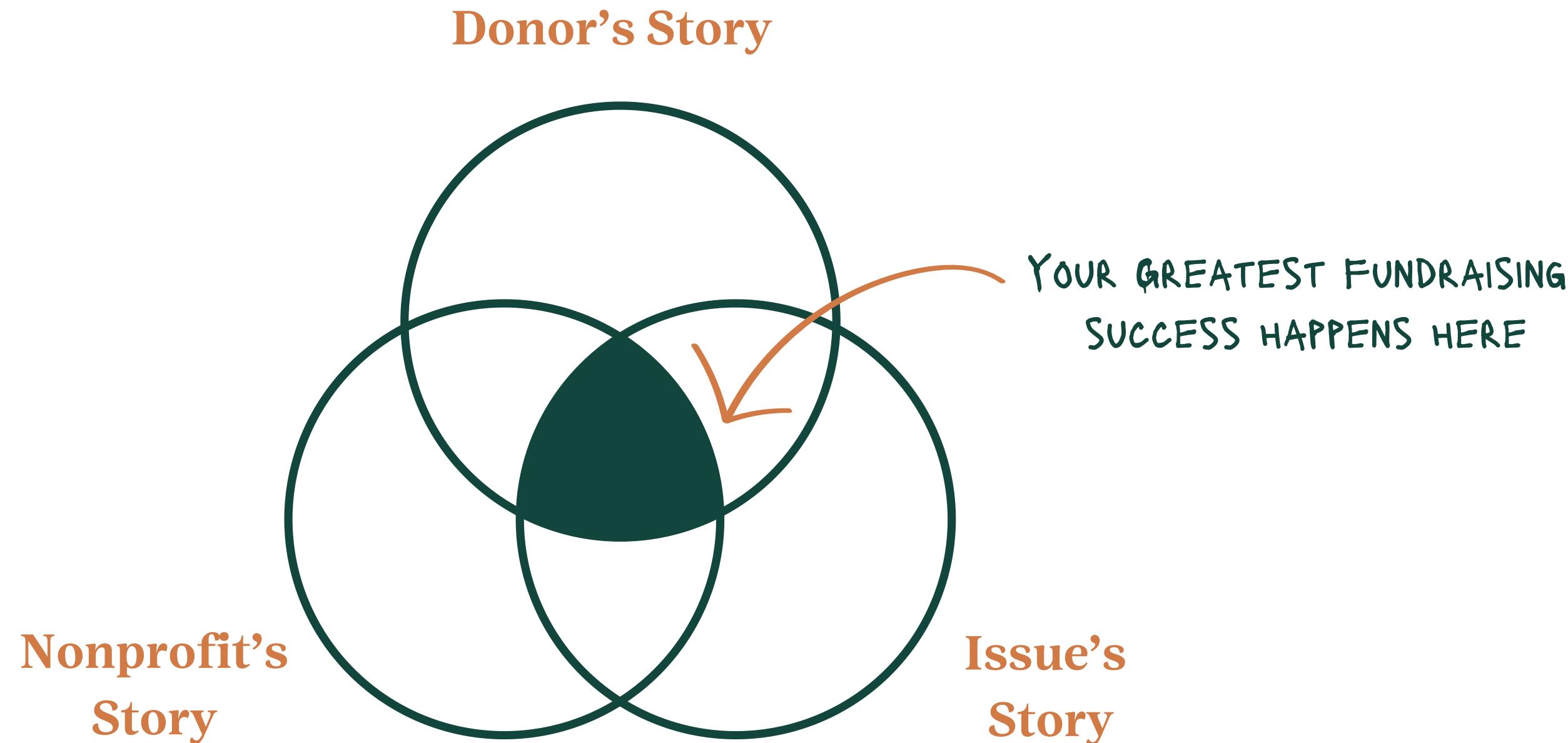
Guide
→ YOUR
NONPROFIT

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Donor's Journey

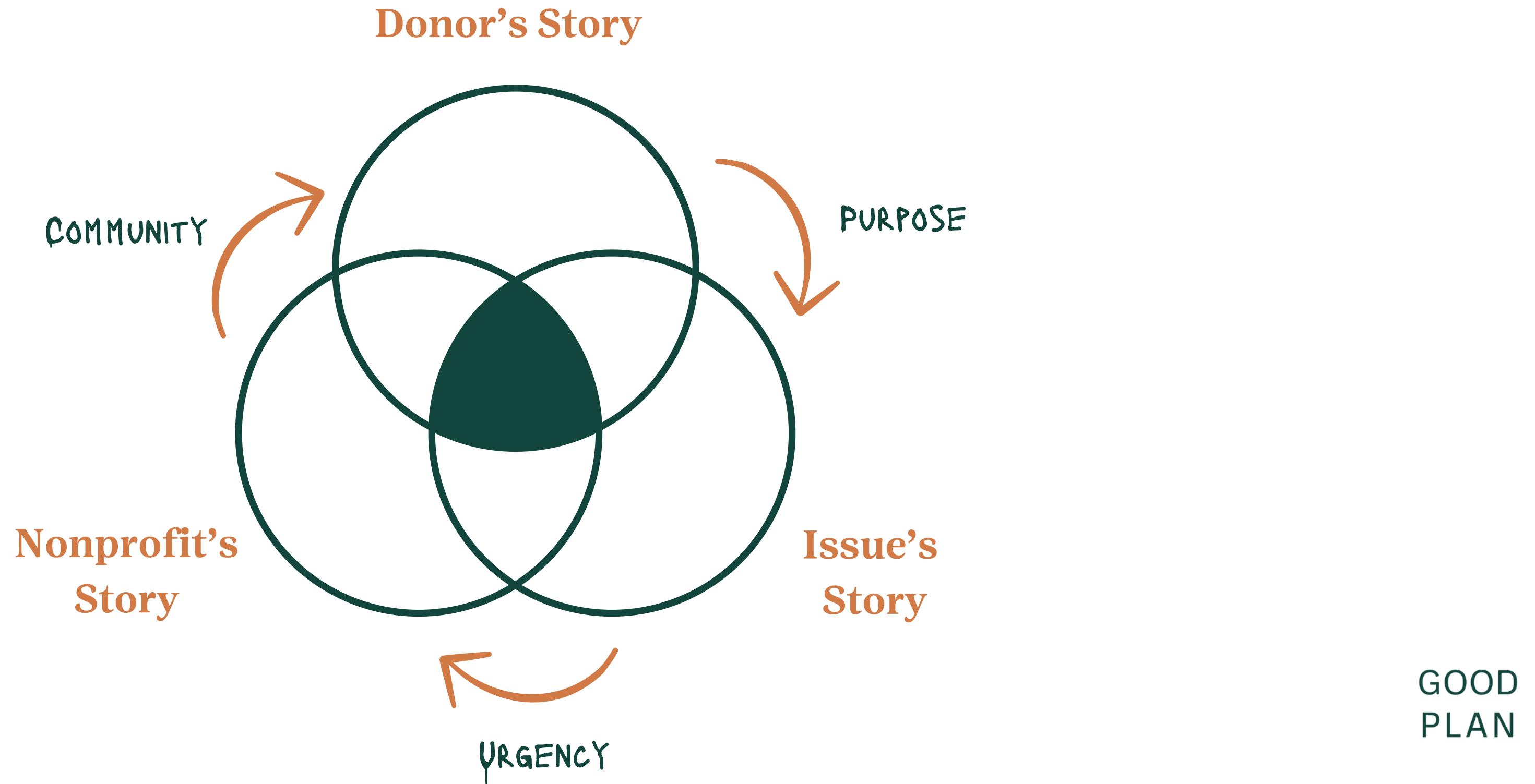


Storytelling

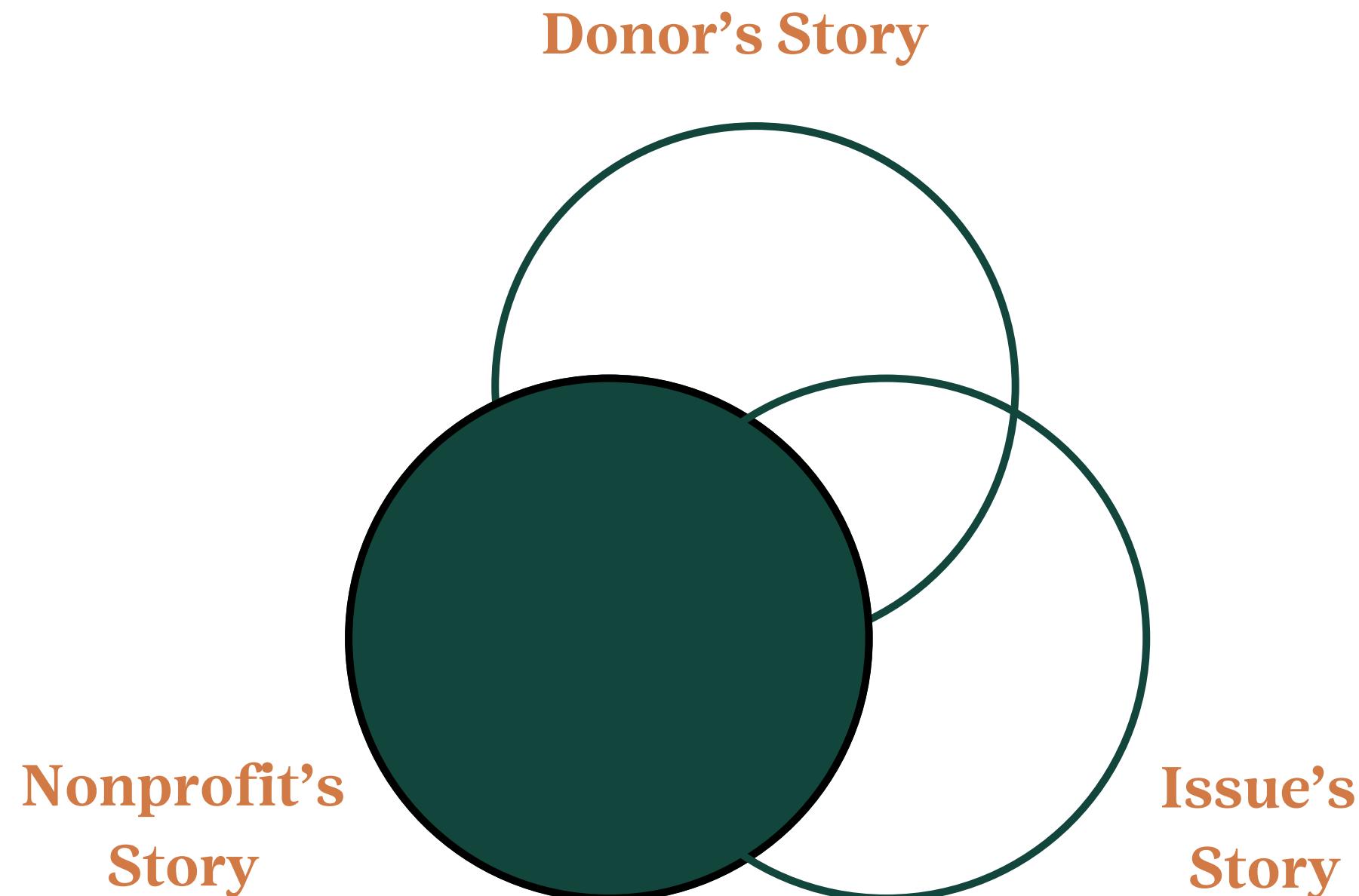


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Storytelling

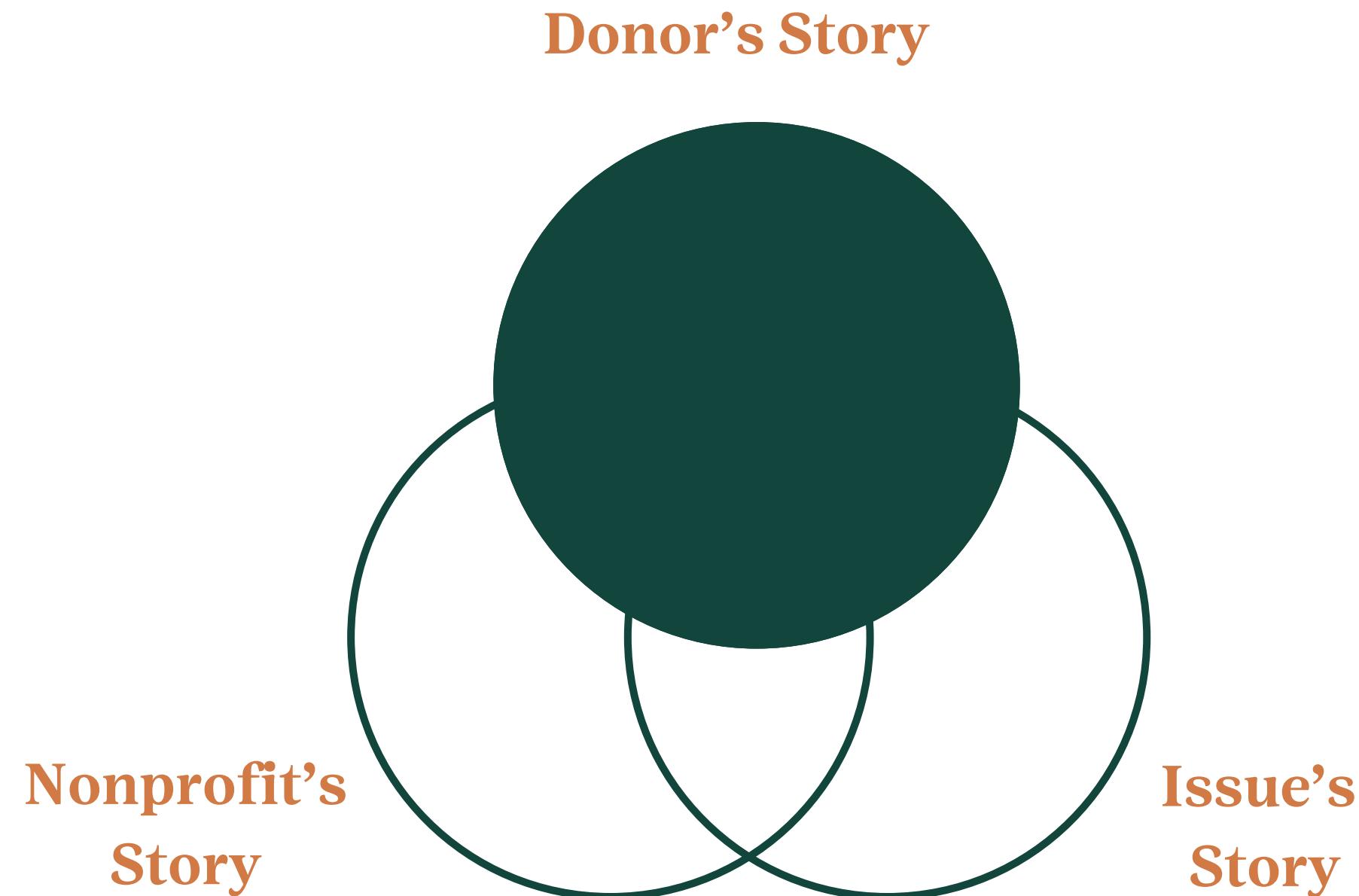


Common Pitfalls



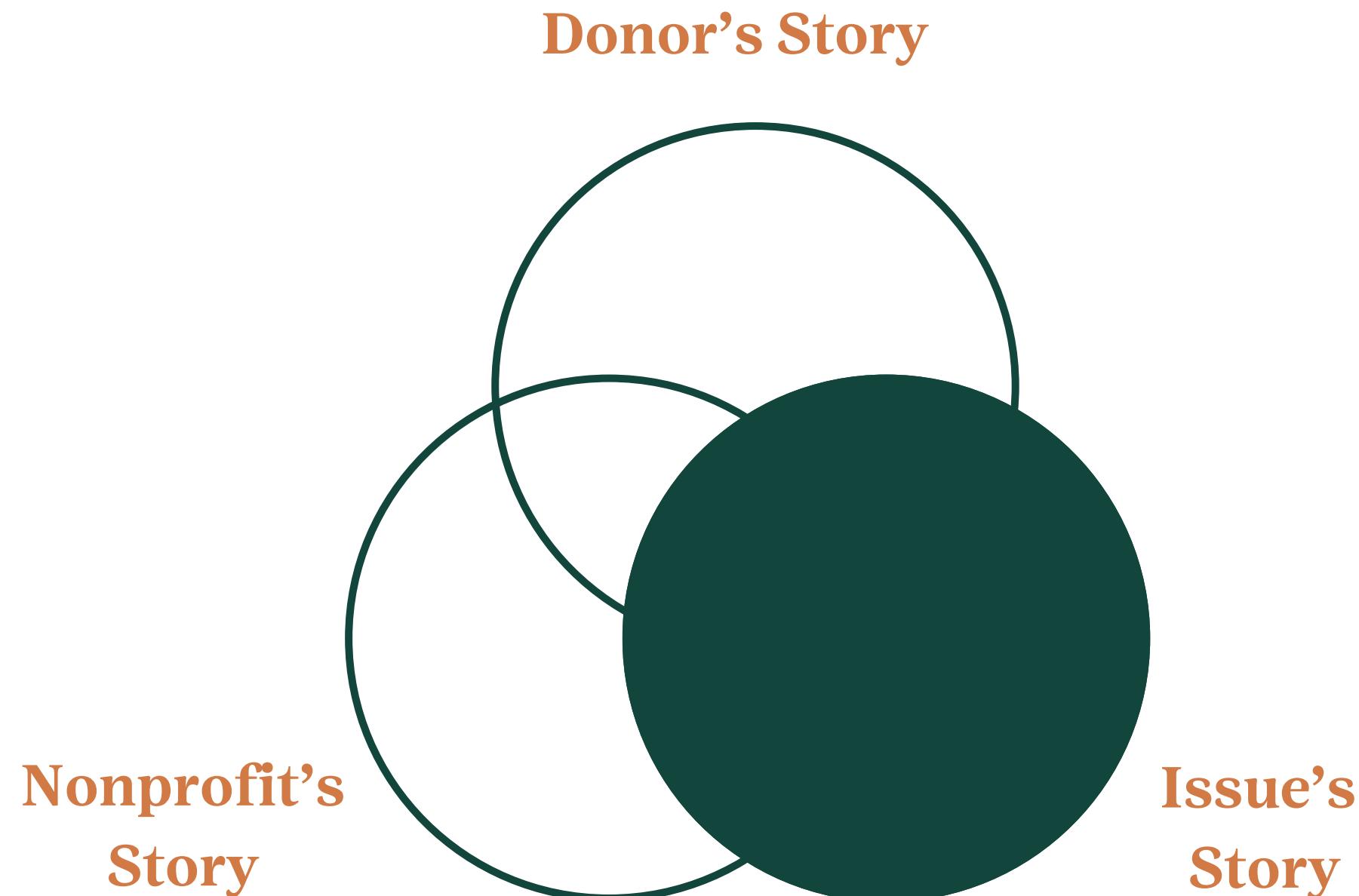
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Common Pitfalls



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Common Pitfalls



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Let's put it all
together.

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Acknowledgements & Further Reading

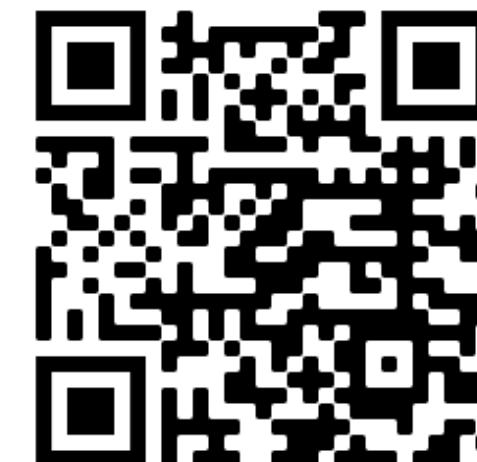
- Donald Miller, StoryBrand.com
- Marshall Ganz, ActionNetwork.org

Thank you!

STAY IN
TOUCH

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