

The Power of Storytelling

By Nick Todd, Kim Jetton, Wayne Olson

Notes

1. How important of a tool do you think storytelling is for gift planners out there to have?
2. How often do you use story telling in your donor meetings?
3. What makes for an impactful story to help sway a donor in the direction you want?
4. Can you speak to the importance of listening to the donor story?
5. Dr. Russell James from Texas tech university has recently has been posting about the donor hero story, can you speak at all to that and is it something you use in your donor meetings?
6. What is one mistake you have found other gift planners sometimes make when using story telling in their donor meetings?

PRACTICAL PLANNED GIVING CONFERENCE SPEAKER EVALUATION

Date: _____ Speaker: _____

Name (optional): _____

Please rate the following:

	Excellent	Good	Neutral	Fair	Poor
I. OVERALL	5	4	3	2	1
Were your major objectives for this session met? Was the content of the session vital, timely, substantive?					
Comments: _____					

II. RELEVANCE	5	4	3	2	1
Was the subject matter directly related to the requirements of your job?					
Comments: _____					

III. VALUE	5	4	3	2	1
Do you believe the benefits of this session were worth the time, effort and cost?					
Comments: _____					

IV. SPEAKER	5	4	3	2	1
How was their presentation style? Did the session move along at the right pace? Did they have appropriate knowledge on the topic?					
Comments: _____					

V. MATERIALS	5	4	3	2	1
Were the materials clear and organized and appropriately helpful for the session?					
Comments: _____					

Vi. What did you like the most about the session?

VI. Any suggestions to improve future sessions?

XII. How many years of gift planning experience do you have? _____