

TURNING VISION INTO MOMENTUM

Five Principles That Help
Organizations Move Forward



Angie Thompson
CONSULTING LLC



**“People don't engage
because organizations need
help. They engage because
they can see themselves
making a difference.”**

Donors.

Volunteers.

Sponsors.

Partners.

All want the same thing:

A meaningful way to participate.

VISION NEEDS A ROADMAP



Vision Plan Action Participation Momentum

Most organizations know where they want to go. Progress rarely happens all at once. It happens when vision is translated into a sequence of achievable actions. The challenge is identifying the next right step.

MESSAGING CREATES MOVEMENT

**Messaging is more
than words.**

Good messaging helps people:

- ✓ **Understand the mission**
- ✓ **See the impact**
- ✓ **Recognize their role**
- ✓ **Take action**

PARTICIPATION MATTERS



**Attendance and
participation are not
the same thing.**

**The strongest programs, campaigns,
and events invite people into the
experience rather than asking them to
observe it.**

Participation builds ownership.

Ownership builds commitment.

RELATIONSHIPS DRIVE RESULTS

**The most successful
fundraising efforts are
not built on transactions.
They are built on
relationships.**

Trust creates engagement.

Engagement creates momentum.

Momentum creates growth.

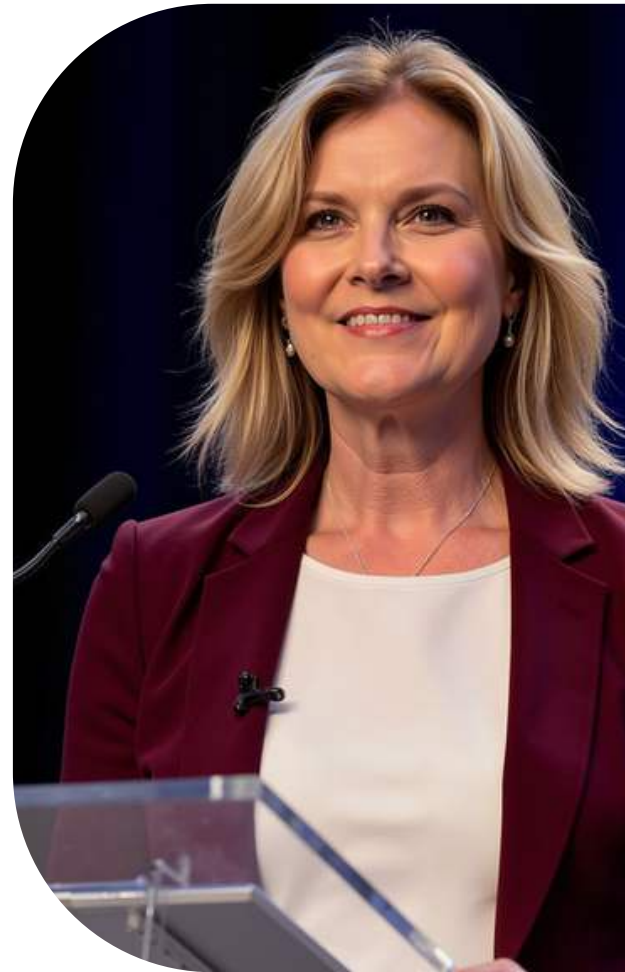
ABOUT ANGIE

- Fundraising Strategist
- Donor Engagement Specialist
- Brand Storyteller
- Creative Consultant

People support
what they feel
connected to.

Creator of:

- Pivot Pulse™ Storytelling Method
- Participation-First Program Design Method™



DOES YOUR VISION NEED A ROADMAP?

I'd love to hear your story.

Angie Thompson Consulting LLC
Angie@AngieThompsonConsulting.com

www.AngieThompsonConsulting.com



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