



Signature Speaking Topics

Jim Anderson, CFRE

Custom workshops are also available upon request.

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Keynotes

Fiercely Authentic: Staying True to Your Personal Brand

In today's 24/7 culture, you have unprecedented access to leaders through social media, text, and in-person interactions. This also means that you are being highly scrutinized on a regular basis. Each of us has a personal brand, online and offline, and how we use the available tools can shape how we're perceived. In this talk, we'll explore the elements of your brand, how social media, traditional channels, and personal presence impact your brand and the power of being fiercely authentic.

A Thousand Words: Connecting with Visual Storytelling

A picture is worth a thousand words, and sometimes our pictures don't say what we want them to. Your visual social media feed, whether Instagram, Twitter, Facebook, or other platforms, can quickly engage your audiences in your story, but only if you're consciously deciding on your visual narrative. Learn how to build your story arc quickly with still pictures and "mini-movies" to create an emotional connection.

Storytelling: Communicating Your Mission with Infectious Passion

No one ever gave to an organization because of a PowerPoint presentation. So why do people contribute to a cause? Because their passion for making a difference has been ignited! You can help ignite a donor's passion for your cause through the fundamentals of storytelling. Whether you're telling the story through a grant proposal, a video message, a radio announcement, or one-on-one, you can use storytelling structure to help your donor see their role in making your mission a success.

Workshops

Communication

Using Social Media for Good

Facebook, Twitter, TikTok, Snapchat, Instagram, and others grab our attention daily. So how do you harness these networks to help your charitable cause? In this workshop, we'll explore how to understand your audience to pick the right platform to use; examine the social media communities available and how to best cultivate your network; discuss the ethical considerations of using social media in fundraising; show practical tools on how to manage social media without it taking over your life; and demonstrate innovative ways to tell stories that deepen your relationships with your donors.

Fast, Free, and Finished: DIY Visual Storytelling

We know that storytelling can be a powerful fundraising and engagement tool, particularly through video. But it seems so complicated to get the right equipment, hire a production crew, get the right locations...and so expensive, right? Anyone with a phone today can create quality visual storytelling for free with a little practice and some planning. Learn how to use "guerrilla marketing" to make your photos and videos seem effortless and organic while improving content engagement.

Cheap, Fast AND Good: Marketing Tools for People With Other Things to Do

If you're in a small shop, you're looking for cheap, fast, and good marketing strategies that won't take over your life. In this rapid-fire session, we'll review some favorite free or cheap marketing strategies, cut through the clutter of the tools available, and help you focus on the best options for your cause.

Special Events

The Velvet Rope: Creating Effective Special Events

Are your donors and volunteers suffering from event fatigue? They may be looking for an event that makes them feel special. Learn how to create the VIP experience for your donors, volunteers, and sponsors, whether you are hosting a formal gala or a family picnic. This session will cover how to align your special event with your mission, identify your target audience and what motivates them, and creative ideas for making participants feel special.

But what if...? Special Event Planning as a Contingency Strategist

It used to be so much easier to plan a special event. You rent a venue, send out invitations, people show up, and you make lots of money! It was so simple. Not anymore. There are so many things that you must plan for to ensure that you do not create an event that fails to draw attendees and generate revenue or, worse, that attracts the attention of trolls. We can still host successful special events and be responsible to our community if we think like a "Contingency Strategist," preparing for uncertainties and potentially negative situations. This session provides practical tools and tips to host special events, whether in-person, online, or hybrid.

Management, Leadership, and Trends

Ok, Boomer...Understanding Philanthropy Across Generations

As donors, volunteers, and professional practitioners, we now have the greatest span of generations in recent memory in the philanthropic community. As we develop our fundraising programs, we must consider that each generation has different motivations for philanthropy, different modes of communication, and different ways that they will act. So how do we engage Baby Boomers, Generation X, Millennials, and the activist Gen Z in our causes? In this session, we will talk about the characteristics of the generations, communication methods, and do's and don'ts in intergenerational development.

Webinars

Online Events: Are They For You?

There has been a huge move to online events. But is it right for you? Just because you CAN do your event online doesn't mean you should. In this session, we'll discuss the evaluation process to decide whether you should move forward with your event, whether online or in the future, and how to take advantage of the benefits of the online environment to make your program engaging.

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