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Fundraising
MIDLANDS

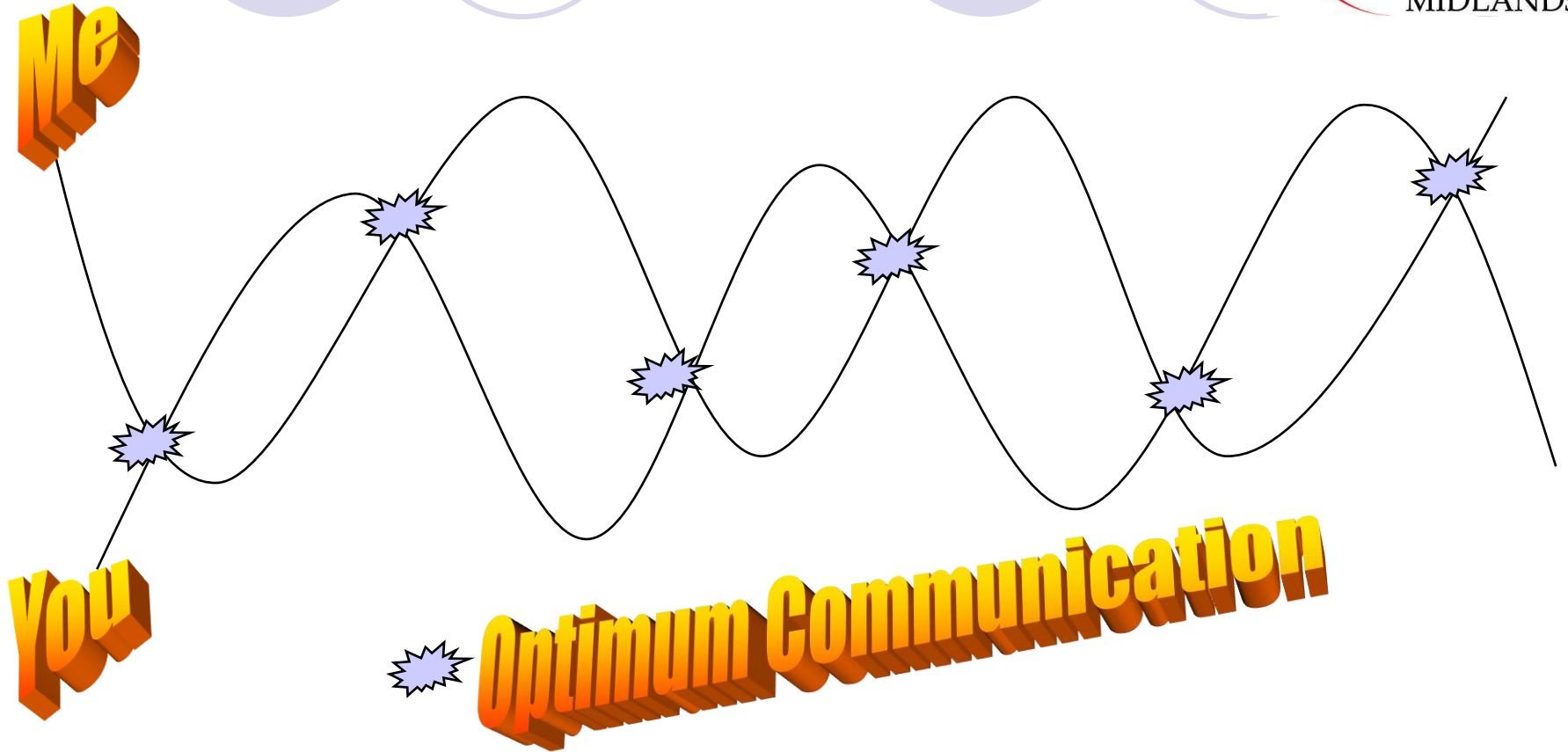


Effective Fundraising
by story telling

or 'How to tell a Story'

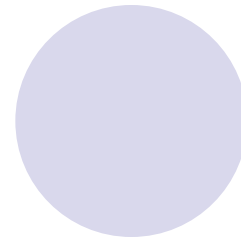
Telling a Story!

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Communication is difficult, so keep it simple

Telling the Story!



- Communication can be difficult
- What I say and what you hear are often different
- Both parties have to work hard
- You need to understand what I am thinking.

Telling the Story!

- Everybody (organisation) has a story!
- My story

Long

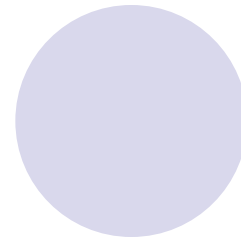
Short

1.

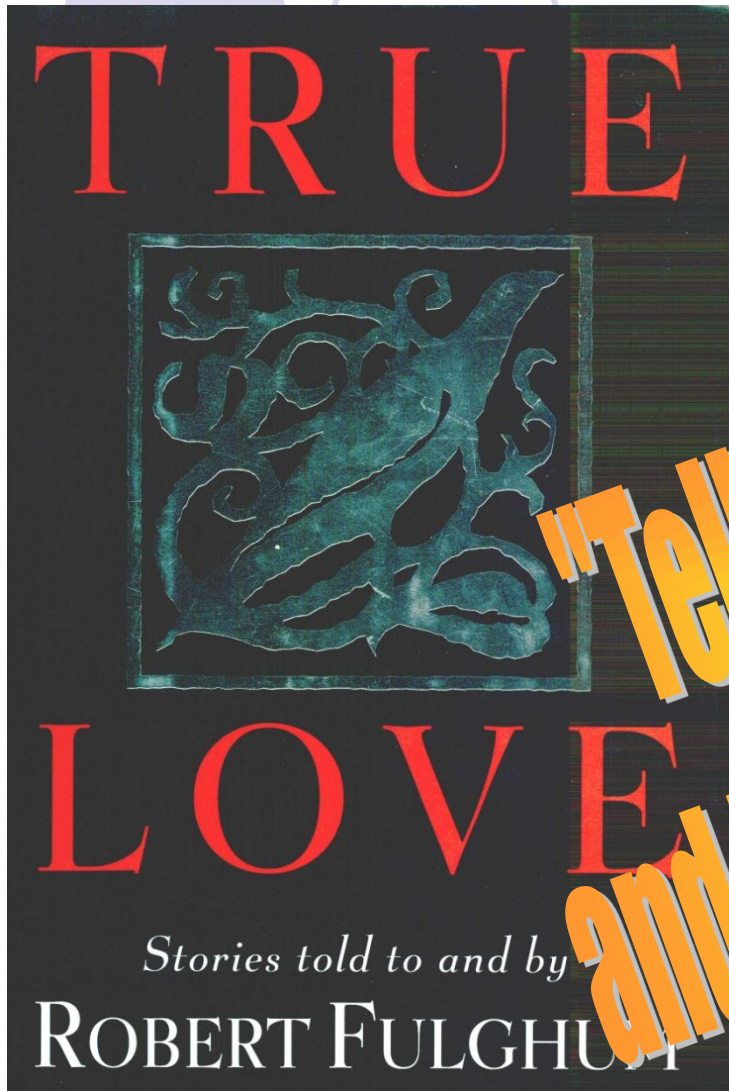
2.

3.

Telling the Story!



- What is yours?



"Tell me a Love Story...
and I will buy you a Coffee"



Telling the Story!



Yours



- Facts
- Emotions
- Hopes & Fears



Telling the Story!

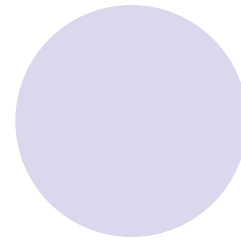


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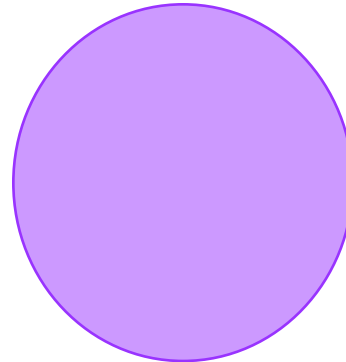
Your Organisation

- Facts
- Figures
- Hopes and Fears

Telling the Story!



Fundraising Office



The Staff



Katherine



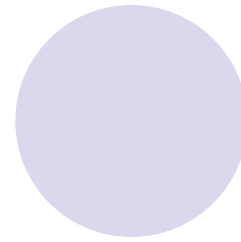
Dianne



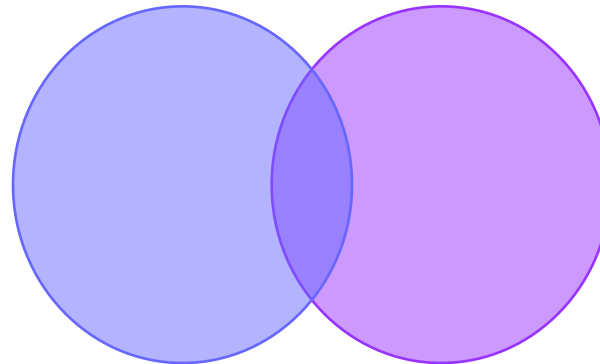
The Volunteers



Telling the Story!



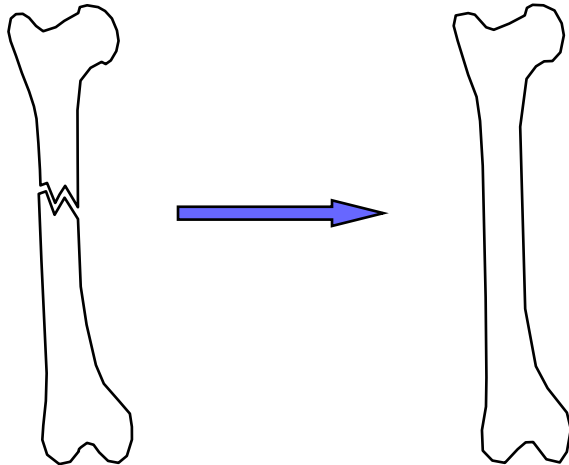
**Researcher into
Bone Growth**



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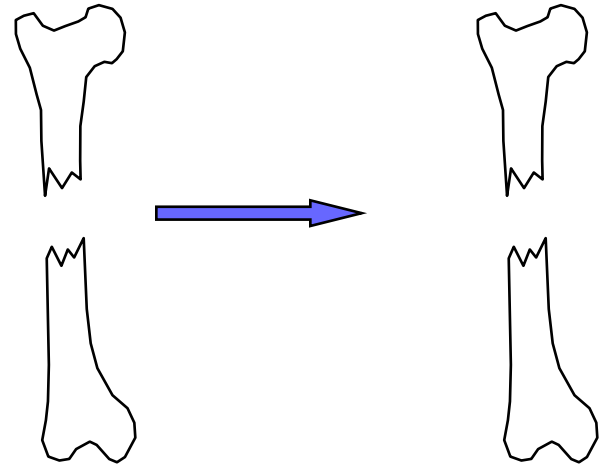
To Heal or Not to Heal ? That is the Question !

Fracture Healing



In humans, fractures < 1 cm will heal through normal bone remodelling processes

Non-Union Fracture



Bone loss > 5% of bone length (ie. more than 1 cm) will not heal

Trauma or disease (CANCER) which results in significant bone loss usually results in loss of limb by amputation

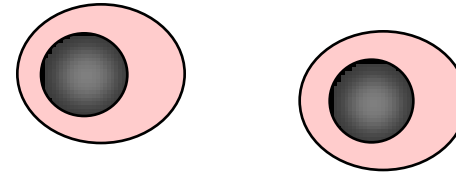
Bone Remodelling - Out with the Old and in with the New !

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Osteoclasts



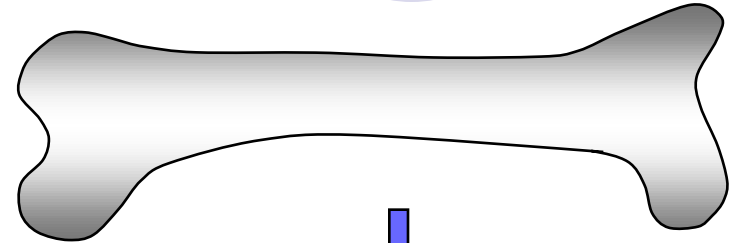
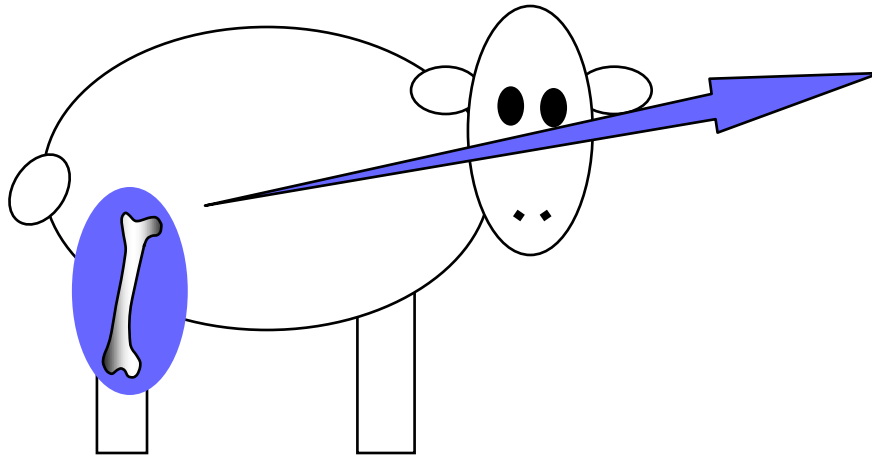
Osteoblasts



Bone

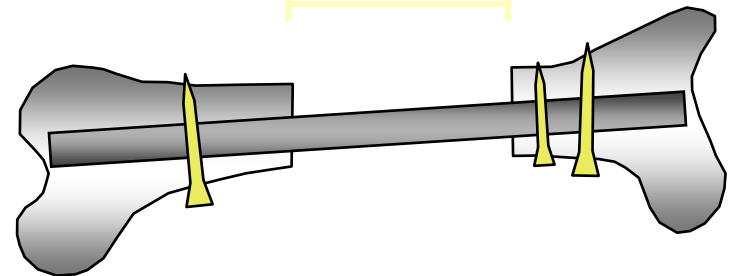
- Bone turnover is mediated by two types of cells:***
- (1) Osteoclasts - Remove old bone**
 - (2) Osteoblasts - Synthesise new bone**

A Large Animal Model of Segmental Bone Loss



- 25-30% of the mid portion of the femur is resected.
- Structural stability maintained by intramedullary “nail” locked proximally and distally by transfixing screws.

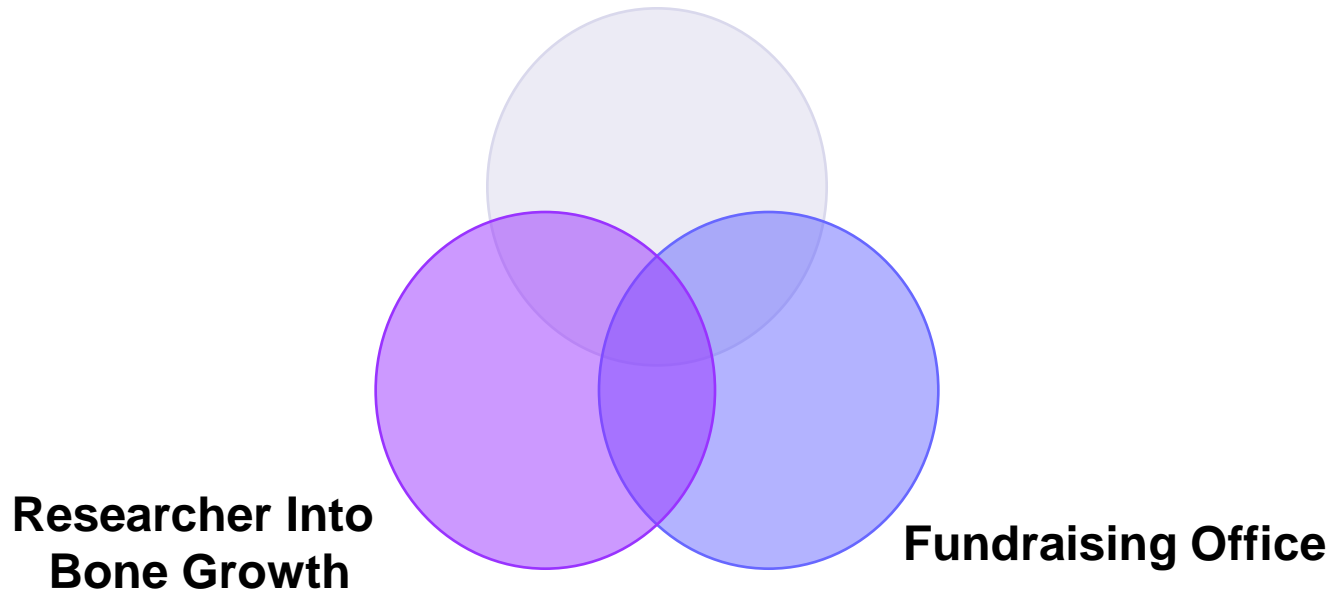
5 cm



Telling the Story!



**10 year old Boy
with Bone Cancer**



**Researcher Into
Bone Growth**

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Telling the Story!

The real
Story is here

1
10 year old Boy
with Bone Cancer

3.
6 Months
later he
walked!

1
Researcher Into
Bone Growth

Fundraising Office 1

The story is everything! Tell it well and people will respond



Telling the Story!

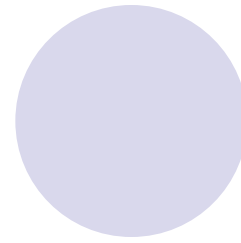


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Changing Emotion into Fundraising

- Tell them how to respond
- Ask people to join you
- If people ask questions - answer them

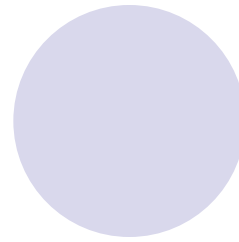
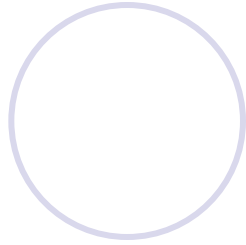
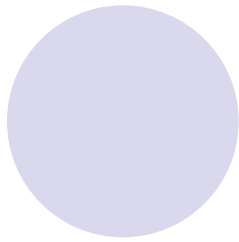
Telling the Story!



- Learn the art of storytelling.
- Thinking in the future tense!
- It will transform your Fundraising

Tell me a story & I will buy you a coffee!

peter.fletcher@uhb.nhs.uk



Thank you!

Tikkun Olam