

FIA

2023  
SA FUNDRAISING  
SHOWCASE



**GRASSROOTS**

**AT THE HEART OF  
FUNDRAISING SUCCESS**

# Why public speaking is good for your nonprofit.

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Presented by:



**ADFLEX**  
MARKETING

*Learning from*  
Full & Frank 



Why public  
speaking is good for  
your nonprofit, its  
mission and the  
people you serve.

Who am I?

Why spending time with  
me today is a good ROI.

# *Misconceptions*

① OUR WORK SPEAKS  
FOR ITSELF





## *Misconceptions*

② WE PREFER TO BE BEHIND  
THE SCENES



## *Misconceptions*

③ YES – WE'RE DOING  
THAT



## *Misconceptions*

④ SOMEONE ELSE SHOULD  
DO THAT

COMFORT ZONE



It's not about you.







## *Misconceptions*

⑤ GREAT SPEAKERS ARE  
BORN.



Great  
presenters are  
not born.

They are made.



## *Misconceptions*

⑥ INTROVERTS MAKE BAD  
PUBLIC SPEAKERS



A myth.



**IT'S A  
TRAP!**

# *Misconceptions*

⑦ IT HAS TO BE  
PERFECT

80 / 20





# ① PURPOSE

## ② VISIBILITY

# ③ TARGETING

# ④ INSTANT CREDIBILITY

# ⑤ STRATEGIC REVENUE

# ⑥ IN-PERSON ENGAGEMENT

# ⑦ GIG REVENUE



⑧ THE CHANCE TO BE  
FABULOUS

# ⑨ SCALE & TIME

# 10 NETWORKS



# 1. Be Strategic



## 2. Be clear

(What's your idea in 12 words or less)





3. Have a clear, specific strategic objective



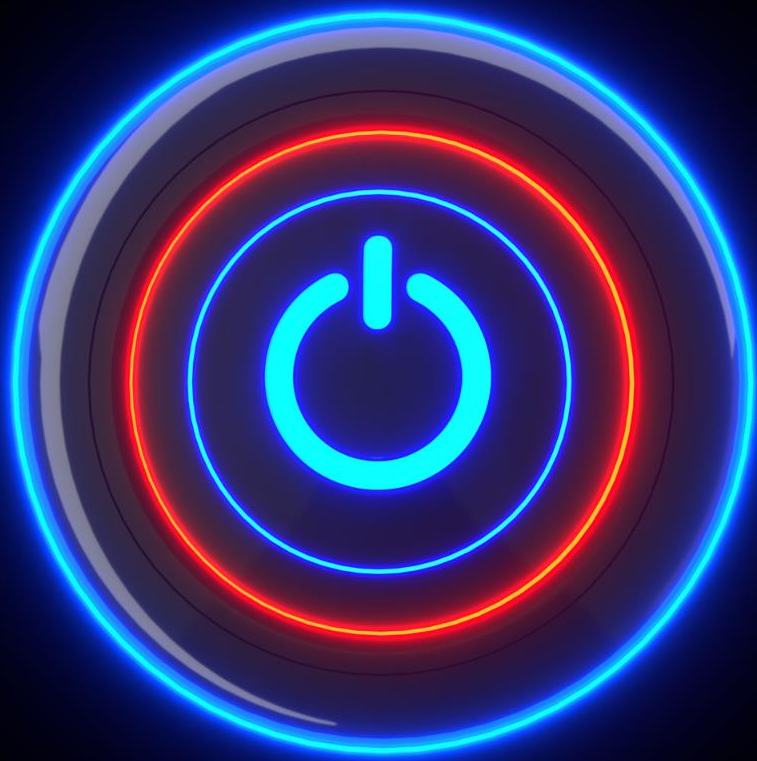
YES

The image features the word "YES" centered horizontally against a solid, vibrant red background. Each letter is a light, pale yellow or cream color, resembling a baked cookie or a piece of dough. The letters are thick and have a slightly irregular, handcrafted appearance. The 'Y' is on the left, the 'E' is in the middle, and the 'S' is on the right. They are all in a simple, sans-serif font. The lighting is even, highlighting the texture of the letters.

AWARENESS



4. Identify your target audience



5. Research them,  
understand them  
& give them what they need.









Who is their  
trusted  
authority?



6. Strategic public speaking is a negotiation.  
Make it a no-brainer.



8. Choose a persuasion strategy

7. Curate the right content elements to persuade

A glowing blue wireframe brain is shown against a black background. The brain's structure is composed of a dense network of thin, interconnected lines that form its outer shape and internal structures. The lines are illuminated from within, giving the brain a translucent, ethereal appearance. In the center of the brain, there is a semi-transparent dark blue oval. Overlaid on this oval is the text "We're wired for storytelling" in a clean, white, sans-serif font. The text is centered horizontally and vertically within the oval.

We're wired  
for storytelling





Be smart.

Be kind.

Be smart.

Be kind.

Be reasonable.

8. Write your script



**NO.1  
NEW  
BRAND**

**FAST  
CLEAN  
FORMULA  
NEW PERFUME**

- Bright
- White
- Deep Clean
- Freshness
- Remove Stains



9. To slide or not to slide?



Start by pretending there is no PowerPoint.

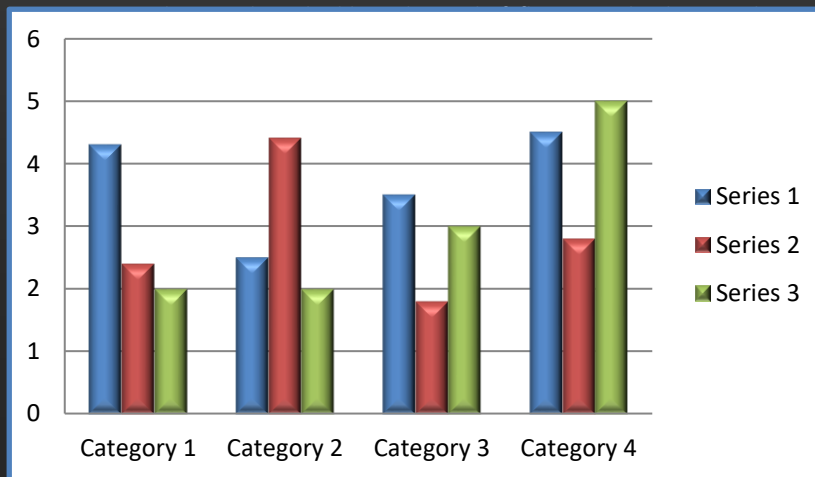


Only add if it enhances.

# Don't create a slideument

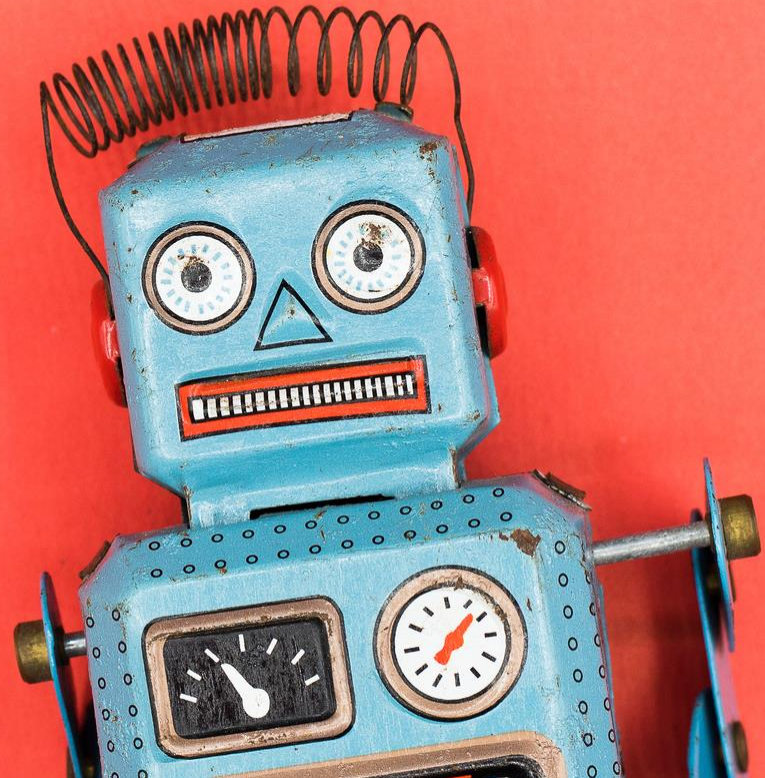
Etsy drinking vinegar +1, 3 wolf moon pickled yr VHS selfies church-key chambray polaroid pour-over Intelligentsia fixie. Jean shorts tattooed scenester heirloom hoodie 8-bit. Literally direct trade four loko master cleanse typewriter. Before they sold out vinyl flannel gastropub photo booth +1 retro, dreamcatcher Austin VHS Helvetica Banksy chillwave viral forage. Asymmetrical single-origin coffee crucifix cred retro, try-hard Helvetica bespoke lo-fi Intelligentsia Truffaut mustache American Apparel shabby chic flexitarian. Seitan selvage kitsch mixtape salvia. Mumblecore sustainable Carles, paleo pour-over banh mi raw denim salvia kitsch. Lo-fi beard distillery crucifix, McSweeney's farm-to-table raw denim Tumblr wayfarers pickled iPhone deep v

. Mumblecore DIY Schlitz bicycle rights YOLO asymmetrical. Pop-up meditation butcher, sustainable raw denim tote bag next level flannel Blue Bottle. Mixtape viral PBR mumblecore. Viral ethical semiotics, typewriter cronut fingerstache listicle drinking vinegar you probably haven't heard of them put a bird on it whatever chia hella PBR master cleanse. Authentic cred Shoreditch Portland. Vice salvia tofu single-origin coffee Kickstarter, bespoke before they sold out. Hoodie DIY disrupt PBR. Normcore tattooed distillery, Odd Future taxidermy flannel pork belly tousled. Pour-over readymade pork belly, biodiesel church-key High Life keytar selfies raw denim tofu polaroid Etsy PBR&B crucifix quinoa. Roof party sartorial small batch wayfarers retro. Typewriter mumblecore crucifix cred, retro flexitarian 8-bit irony flannel next level freegan. Pug cornhole trust fund brunch fixie twee drinking vinegar, post-ironic cardigan photo booth Brooklyn seitan. DIY small batch irony cardigan Odd Future. Food truck drinking vinegar Truffaut, mumblecore shabby chic Wes Anderson lomo pickled VHS vinyl. Pickled you probably haven't heard of them quinoa cred vinyl fixie, actually cronut health goth wolf. Cray viral chillwave, wayfarers DIY pickled skateboard. Lo-fi wayfarers American Apparel, 3 wolf moon roof party

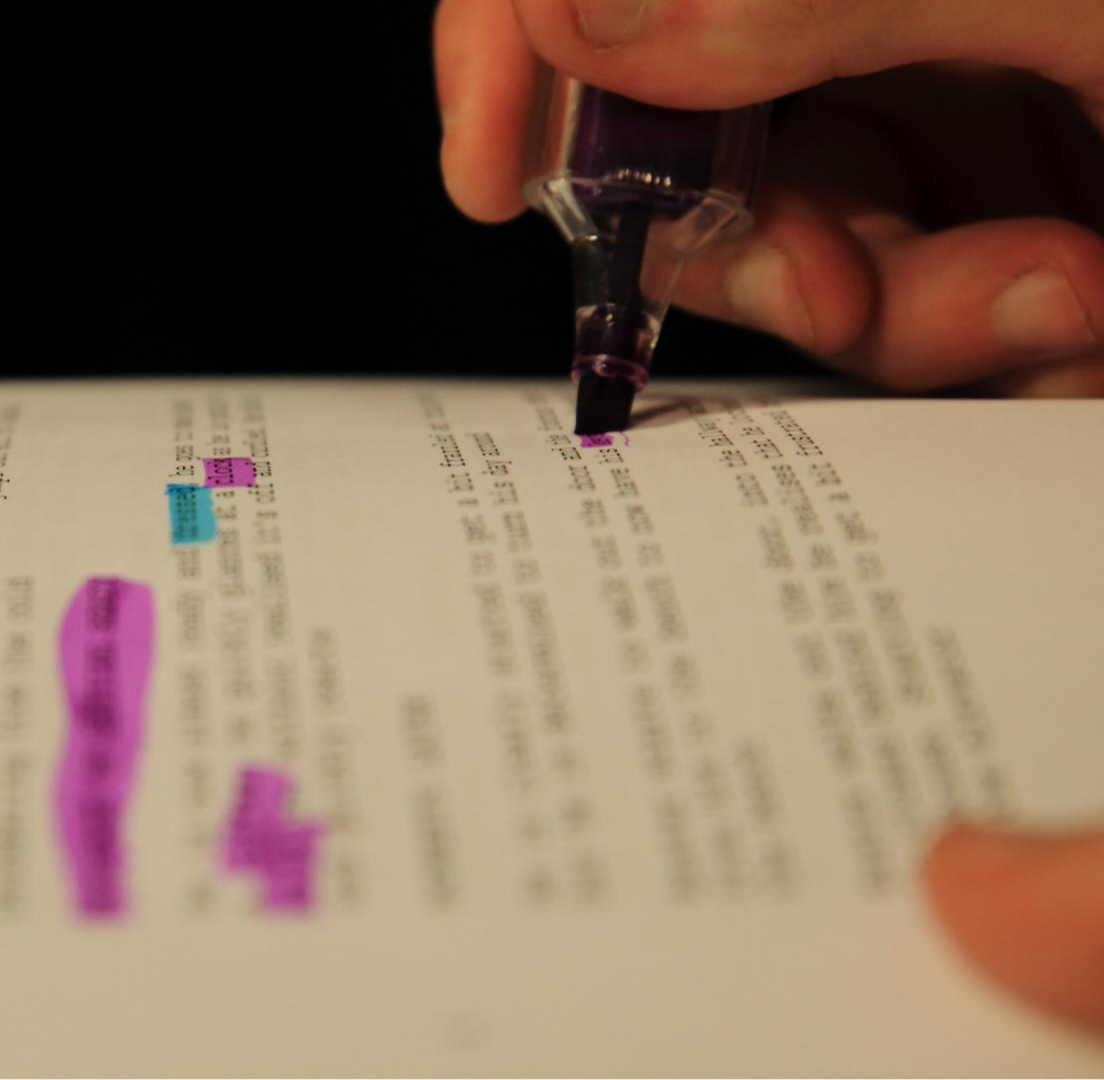


10. Memorise then rehearse

If you sound robotic,  
you haven't  
rehearsed enough.







KNOW YOUR WHY	GET STRATEGIC	INVESTIGATE	PLAN	CURATE	DEVELOP	LEARN & REHEARSE	PREPARE FOR IMPACT	PERFORM & FOLLOW-UP
Why are you doing this presentation from a project perspective?	What is the strategic purpose of your presentation?	Fact finding - types - format - duration - tech / AV - restrictions - prep	It's all about them (i.e. it's not about you!)	The art is science of curation (it's not about you!)	Useful presentation crafted for both target audience & the client's objective.	Memorising vs Rehearsing (the performance)	What items do I need to place if they say YES	Pre-event tasks (test out format)
Why are you doing this presentation from a personal perspective?	What is the statement you need them to say YES to at the end.	Make assistants + test your new best friend!	Review target audience + get someone in the room - the person/people who power to say YES!	What grade do you have to offer?	Durations - shortlist, guest form for target audience. ~120w/minute.	How to memorise your presentation.	What items do I need to place if they need a deal with across the line	DONT PANIC On-the-day tasks
What are you trying to change? What is wrong with the status quo?	Who is your target audience? Who has the power to say YES?	Who will be in the room where it happens? (show booking)	Revisit + update POINT A & target audience with any new info from investigation	When + how to use stories.	What's your idea - 12 words or less (it is 11 permission words)	Performance when on your best ever day - your authentic best self... Keeping it real.	Developing the follow-up action plan.	Follow-up actions
[PDF number] - Answers to the 5 key questions + template (copy) in the badge!	What is your target audience? POINT A (what they think they want right now)	Investigate target audiences current situation the idea (as strong + real needs)	Revisit + update POINT B with tangible actions you want target audience to perform - extra! purpose to perform (no name power)	Stories vs data.	How to engage the audience + make them care.	Performance craft	Sales the grand.	
	What is your target audience? POINT B (where you need to get them to say YES)	What are their pain points? (what is their biggest worry?)	Map journey to POINT B - what do they need to hear/see - from who & based on whom - are you!!!	Share - considering will message or explain?	Writing the outline (it's not about you)	Performance craft	Praxis (is it does it without a media message)	
	How to seek out strategic opportunities (aka how to get into the room) (where it happens)	What will their objections be?	Who should be presenting? (it's not about you)	Golden Rules	Writing the script (it's still not about you)	Top 10 Do List Top 10 Don't List	Slide hunt? - Email list building	
	How to pull in your target audience (and dissuade others) (e.g. conference) (burial)	Who do they listen to? Who are their influencers?	What's in it for them? (what is their WHY?)	Writing the script (Rehearse, Rehearse, Rehearse (how many times mean to who, why))	Rehearse, Rehearse, Rehearse (how many times mean to who, why)	Slide hunt? - Email list building	Slide hunt? - Email list building	
	When to say no to presenting opportunities (aka opportunity cost / opportunity cost)		Select presentation strategies to use in presentation (strategies to convince).	Introduction - Body - Conclusion	What is new? (top 10)			
			Develop an easy, just-in-case backflip plan if your target audience might need one.	Call to Action	What will be the impact if they say yes.			
			How to build affect in the room before event day	Slide Decks				
			Creating presentations is a team sport	Critical Friends				



S

**OPEN  
HOUSE**



11. Prepare for yes





## 12. Don't Panic



# 13. Present



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Full & Frank 



Full &  
Frank.

@fullandfrank

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FREE video tutorial: Why Public Speaking is Good Business Strategy



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