



# What Hollywood Screenwriters Can Teach Us About Fundraising

Presented by: Ryan Thomas, Oneicity

Tuesday, April 11 | 2:00-3:00 p.m. EDT



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# A little housekeeping...

*We're recording this webinar!*



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

*Feel free to ask questions!*



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



### Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



# Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Oneicity, a member of our partner network.



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer  
Auctions | Integrations & Data



Oneicity was born from our desire and passion to serve small- and medium-sized ministries and non-profits with affordable fundraising and marketing.



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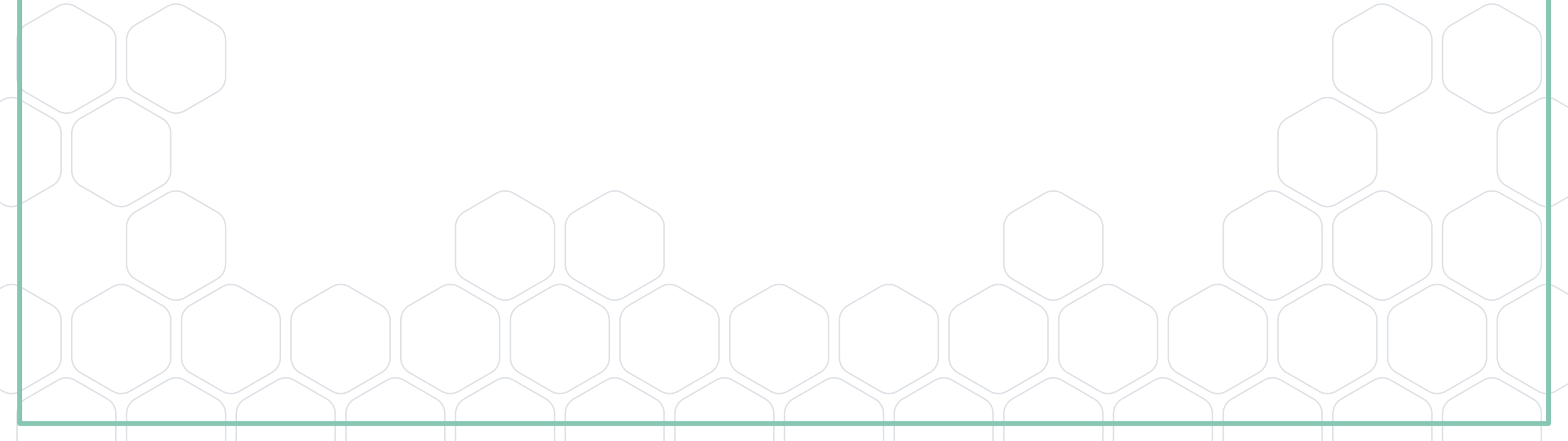
# Today's Speaker



**Ryan Thomas**  
**President - Oneicity**

In his role as President of his marketing and advertising agency, Oneicity, Ryan develops and executes fundraising campaigns of all kinds. Through direct mail, email, social media, digital ads, and holiday campaigns, his clients are seeing successful results and ROI year after year.

Who Am I?



# Who Am I?

/wuhn • 'i • si • tee/  
- *noun*

1. Singular purpose, unity, oneness
2. Knowing and being known, transparency

# Who Am I?

Boutique ad agency on Bainbridge Island, Washington

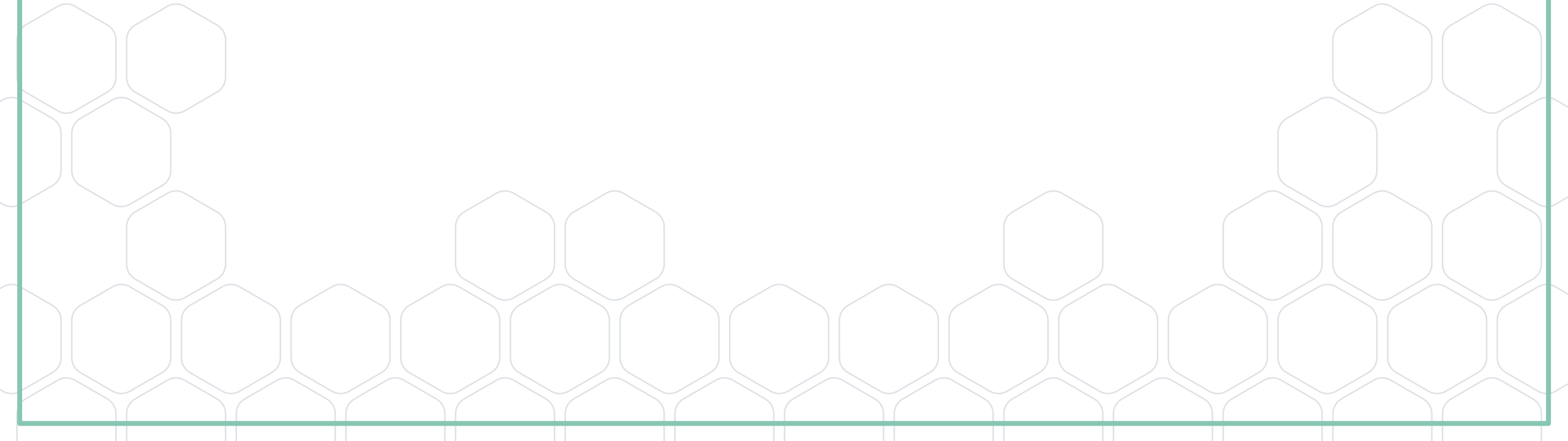
Specialize in fundraising and marketing for nonprofits

Helped clients raise ~\$35 million in 2021

I lead omnichannel strategy for some clients, lead digital strategy for all clients



# Groundwork



# Groundwork

Branding is bonding

Fundraising is bonding

People first, organization second

# Groundwork

A plot helps people watch a movie to the end

But *interesting characters* make people rewatch again and again

People bond to people—even *fake* people

# Groundwork

“People give to people.”

But also...

“People give to people.”



**So...How Does This Help Me  
Raise Money?**

# How Does This Help Me Raise Money?

Be *in* the living room

Come off paper, out of screen

Don't be 2-D

Okay, But How?

# The Character Diamond



# The Character Diamond

## David Freeman

Originator of the Character Diamond

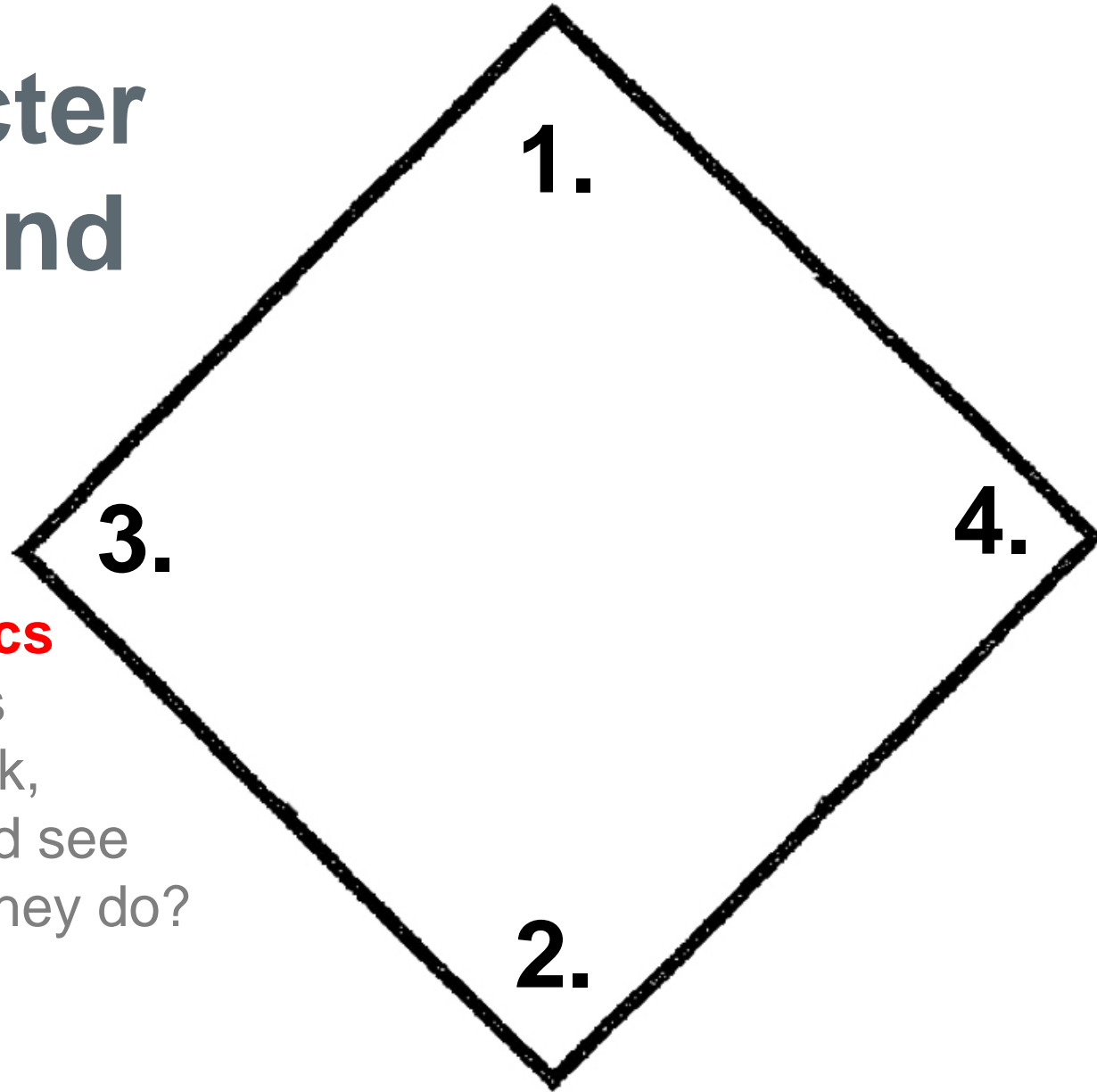
Used by the writers of...

Good Will Hunting	12 Monkeys	Married with Children
X-Men: First Class	Total Recall	Mr. Holland's Opus
Twilight	E.R.	Chicago Hope
Austin Powers Films	Private Parts	Roseanne
Meet the Fockers	Buffy the Vampire Slayer	In Living Color
Minority Report	Star Trek: Voyager & Deep	Coach
Parenthood	Space Nine	Chariots of Fire
Sling Blade	The X-Files	The Nanny
Law & Order	The Simpsons	King of the Hill
Legally Blonde	The Wedding Singer	Saturday Night Live
Rush Hour 1&2		Cheers

**Adapted by Roy H. Williams for Advertising**

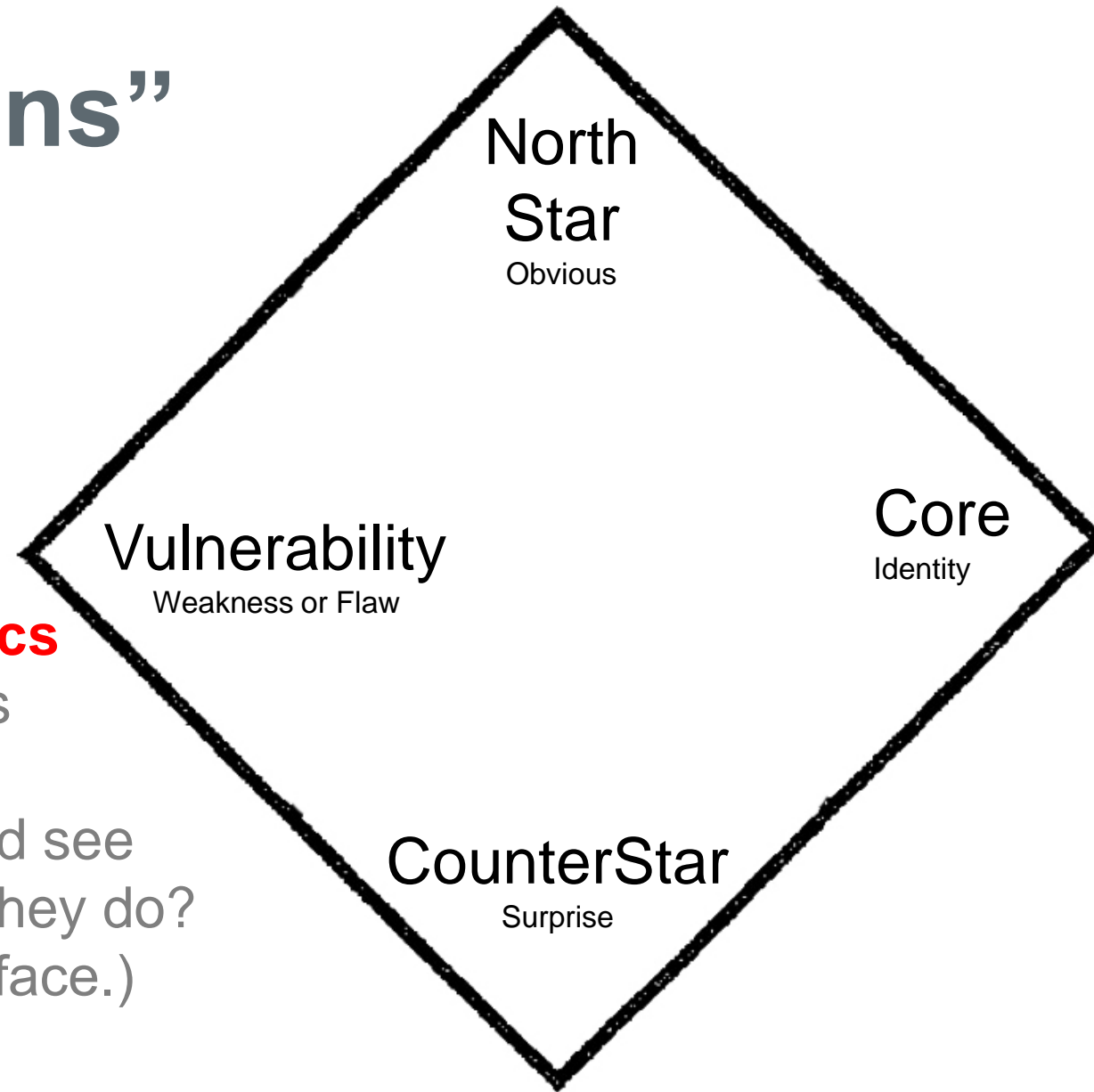
# Character Diamond

What are the **defining characteristics** that make this character think, speak, act and see the world as they do?

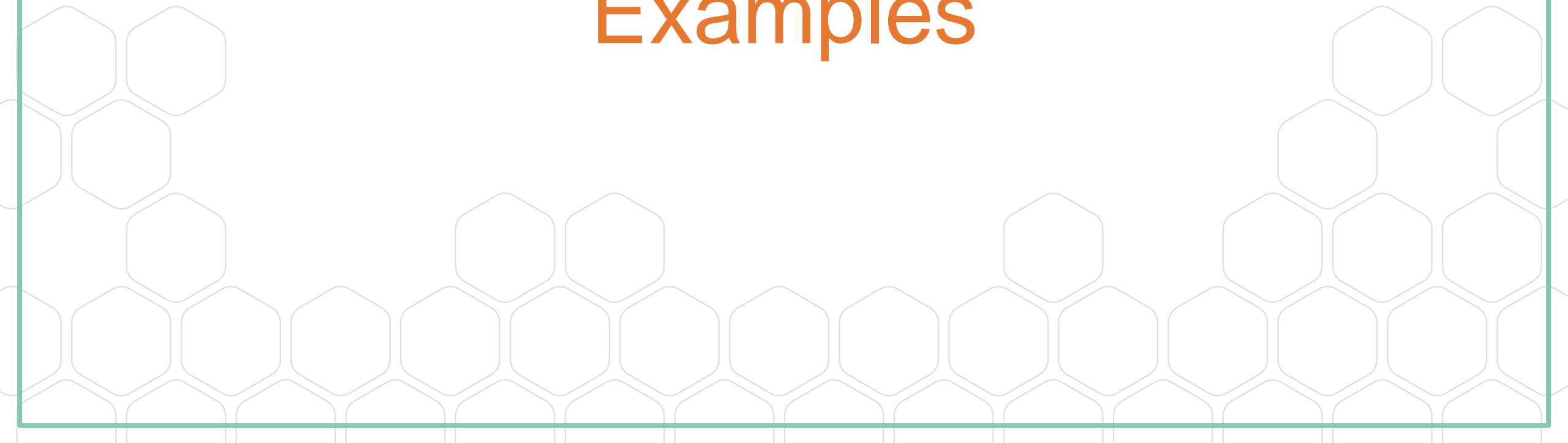


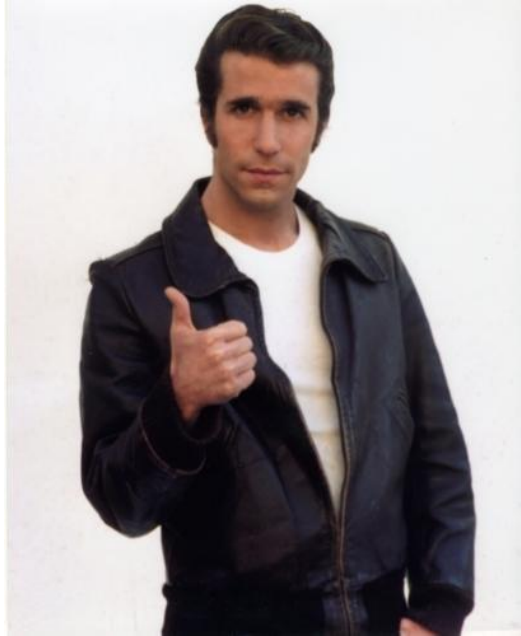
# “Leader Lens”

What are the **defining characteristics** that make this **leader** think, speak, act and see the world as they do? (The “public” face.)



# Examples





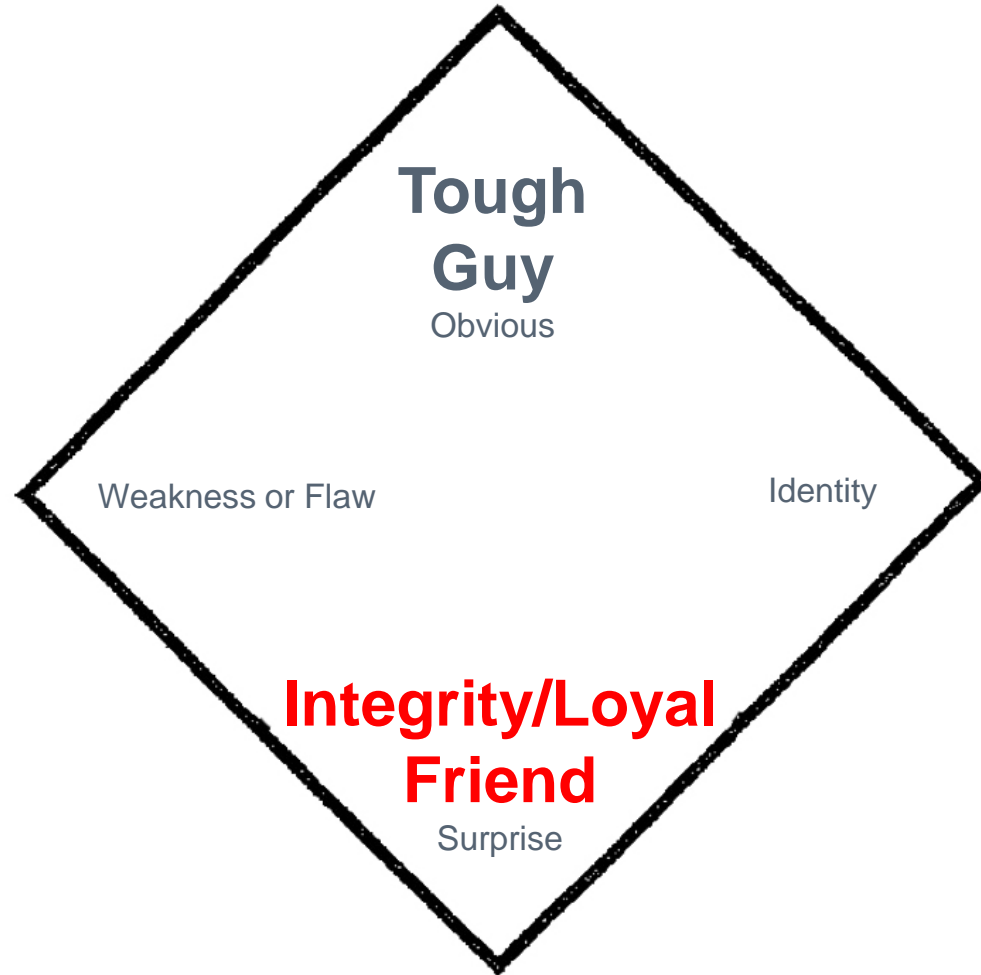
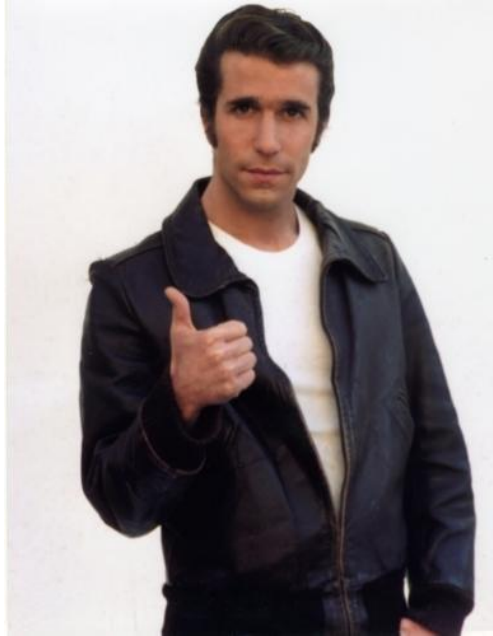
# Tough Guy

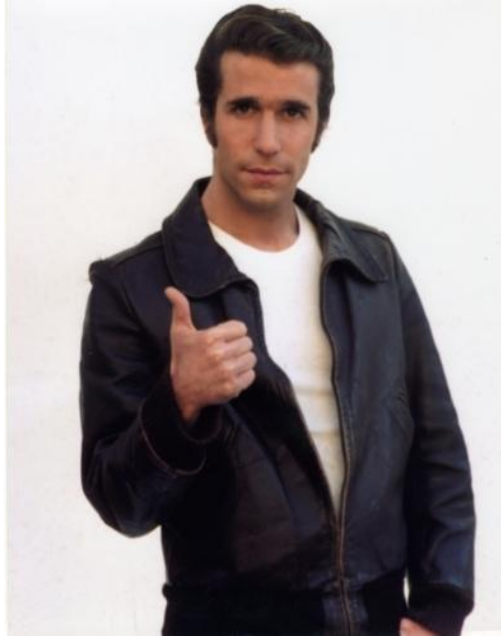
Obvious

Weakness or Flaw

Identity

Surprise



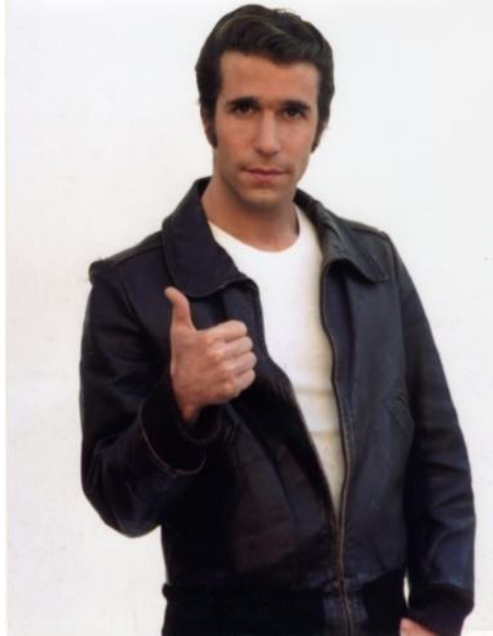


**Tough  
Guy**  
Obvious

**Can't admit  
when wrong**  
Weakness or Flaw

Identity

**Integrity/Loyal  
Friend**  
Surprise



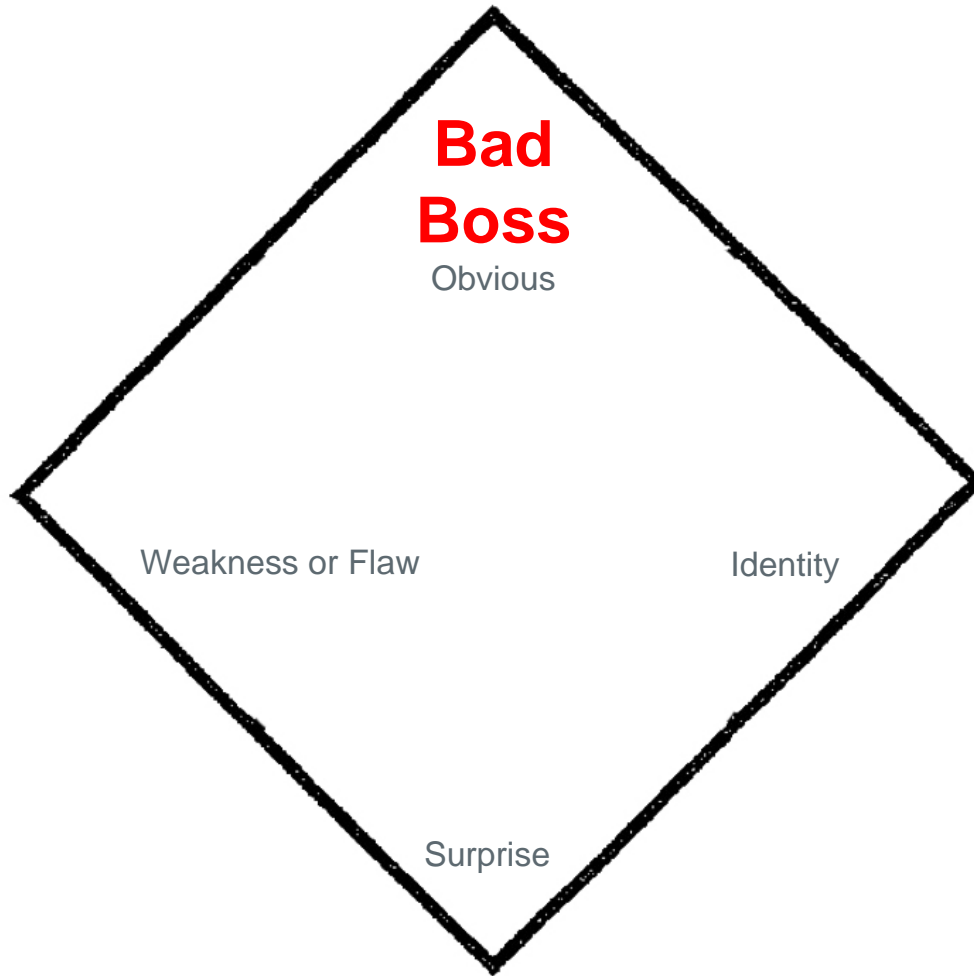
**Tough  
Guy**  
Obvious

**Can't admit  
when wrong**  
Weakness or Flaw

**Always  
Cool**  
Identity

**Integrity/Loyal  
Friend**  
Surprise











**Bad  
Boss**  
Obvious

**Want to Make  
People Laugh**  
Weakness or Flaw

**Back His  
People**  
Identity

**Great  
Salesman**  
Surprise



# Brilliant Doctor

Obvious

Weakness or Flaw

Identity

Surprise



**Brilliant  
Doctor**

Obvious

Weakness or Flaw

Identity

**Drug  
Addict**

Surprise



**Brilliant  
Doctor**

Obvious

**Bad People  
Skills**

Weakness or Flaw

Identity

**Drug  
Addict**

Surprise



**Brilliant  
Doctor**

Obvious

**Bad People  
Skills**

Weakness or Flaw

**Save the  
Patient**

Identity

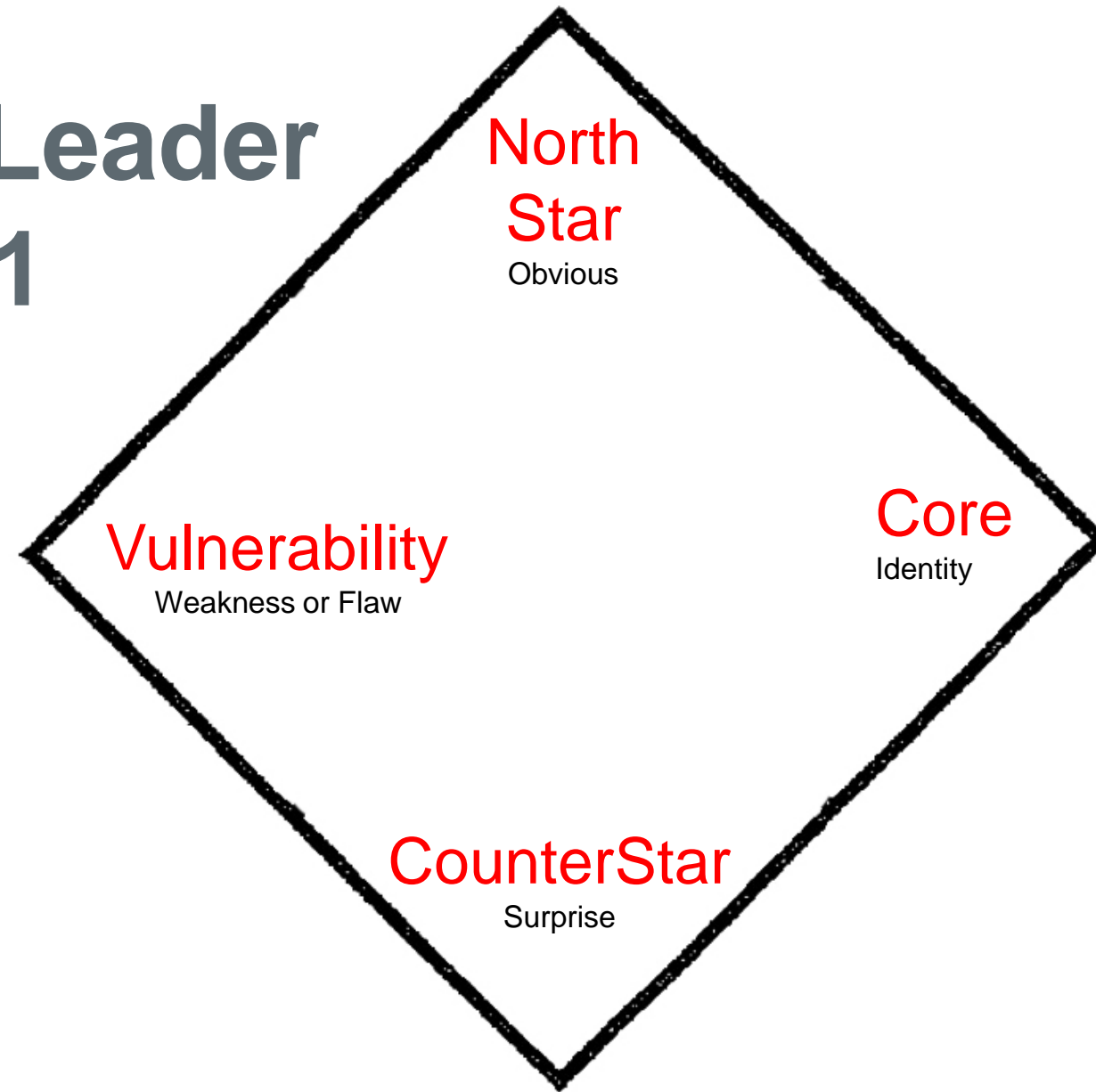
**Drug  
Addict**

Surprise



# Nonprofit Examples

# Client Leader #1



# Client Leader

## #1

Silicon  
Valley  
Female  
CEO

Vulnerability  
Weakness or Flaw

Core  
Identity

CounterStar  
Surprise

# Client Leader #1

Silicon  
Valley  
Female  
CEO

Vulnerability  
Weakness or Flaw

Core  
Identity

Prayer  
Warrior

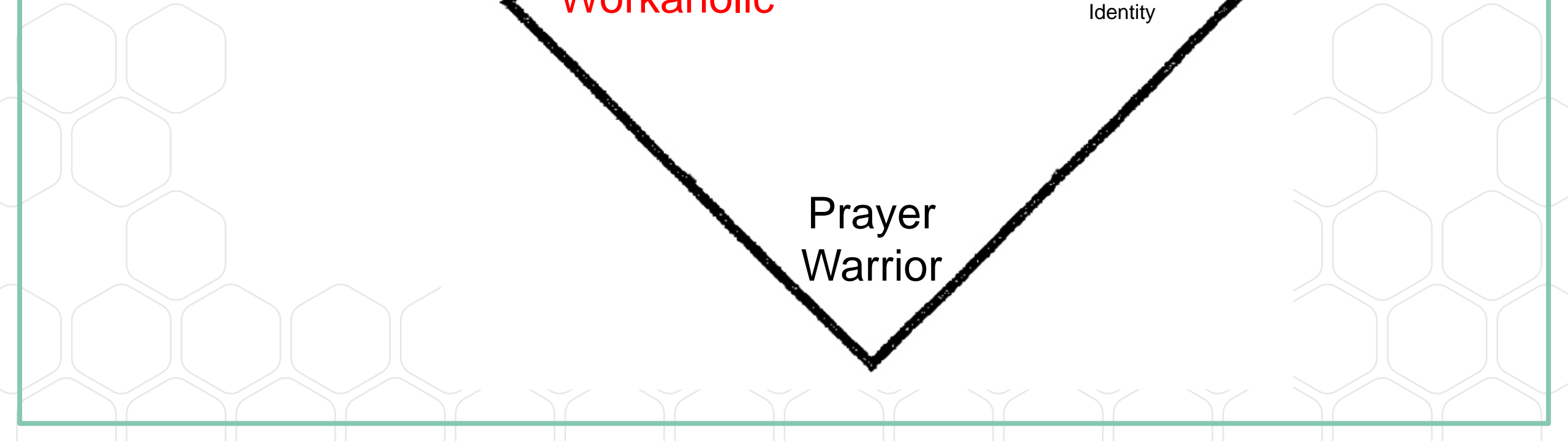
# Client Leader #1

Silicon  
Valley  
Female  
CEO

Workaholic

Core  
Identity

Prayer  
Warrior



# Client Leader #1

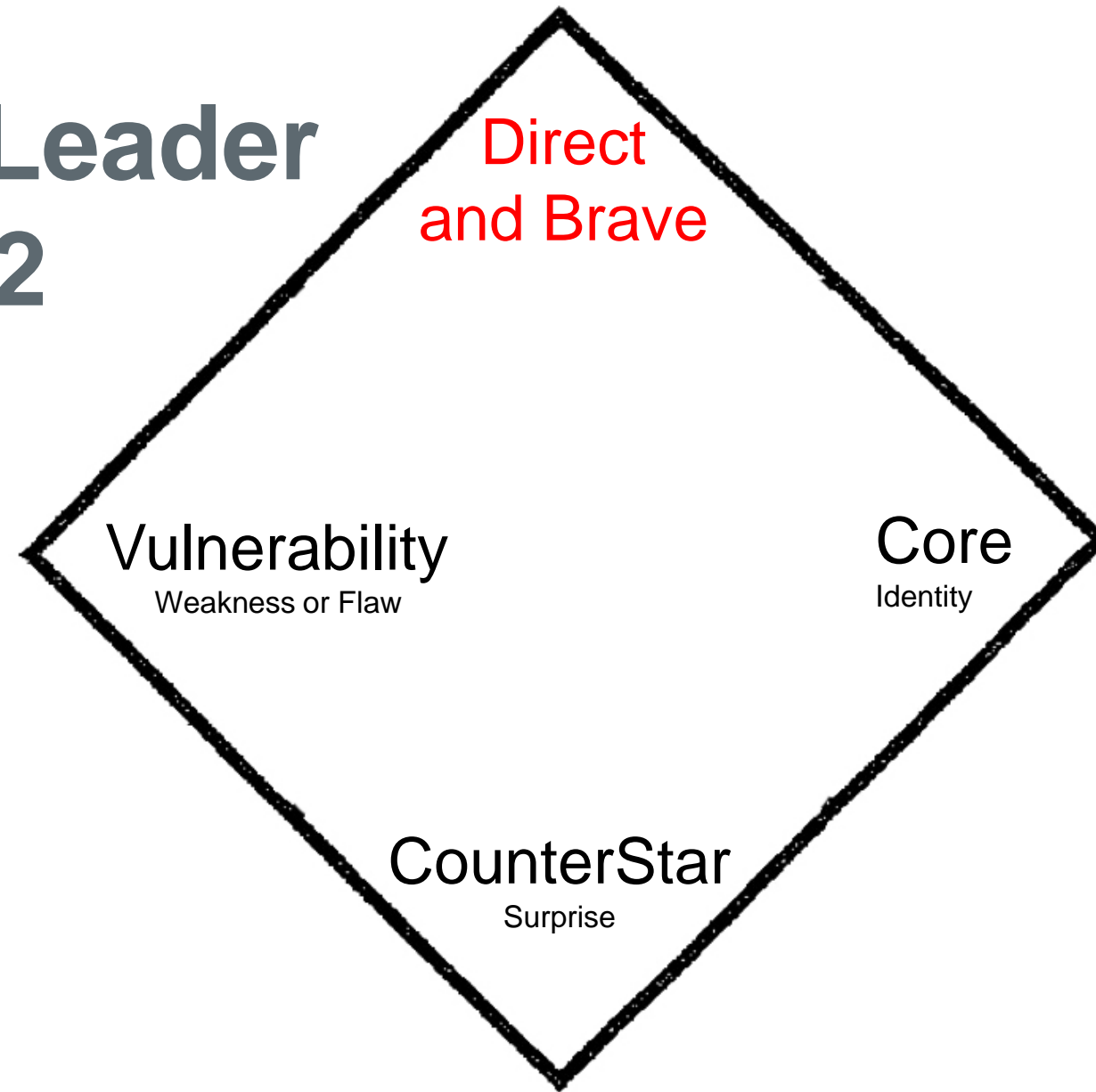
Silicon  
Valley  
Female  
CEO

Workaholic

Anything  
For Kids

Prayer  
Warrior

# Client Leader #2



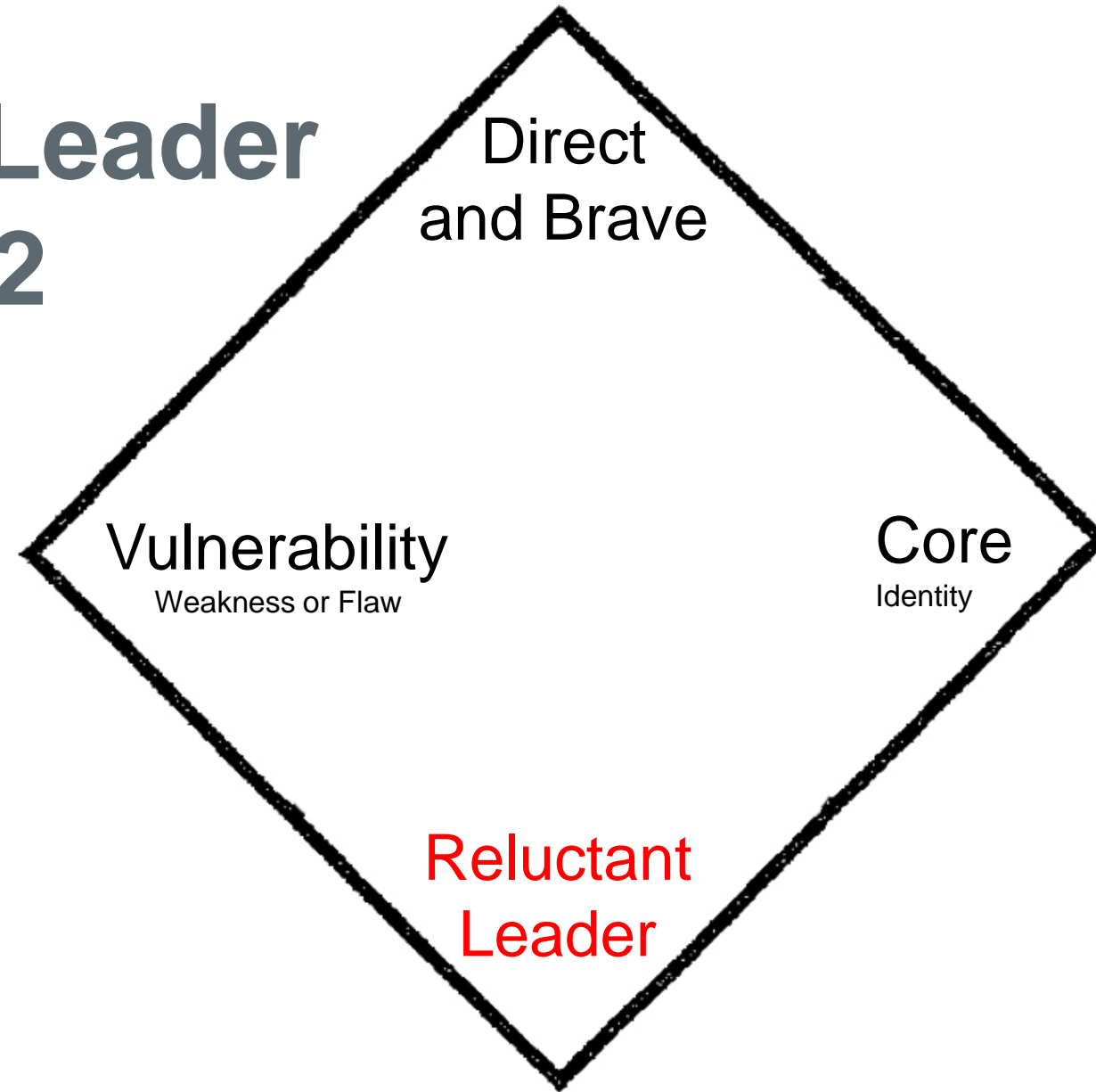
Direct  
and Brave

Vulnerability  
Weakness or Flaw

Core  
Identity

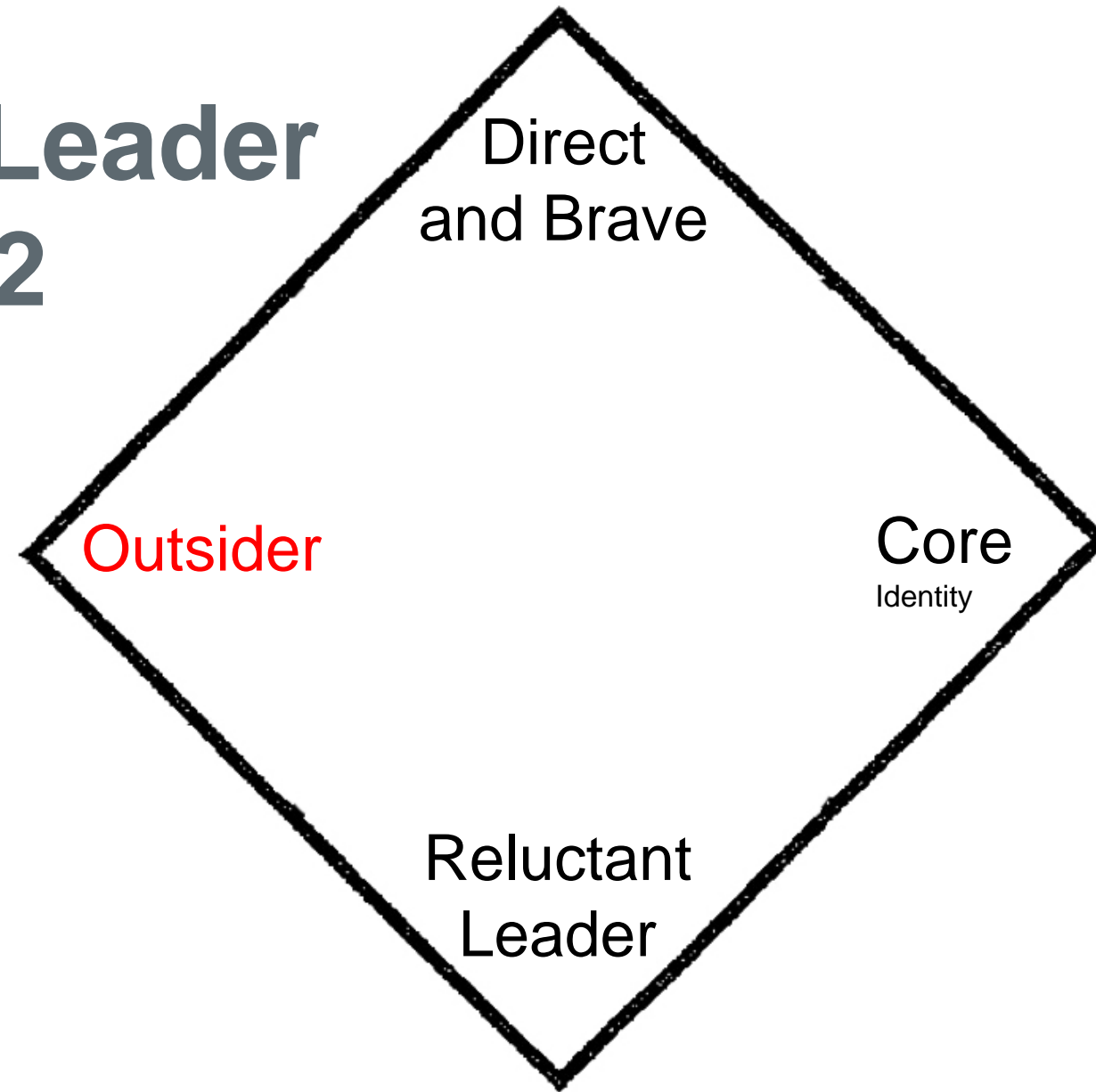
CounterStar  
Surprise

# Client Leader #2

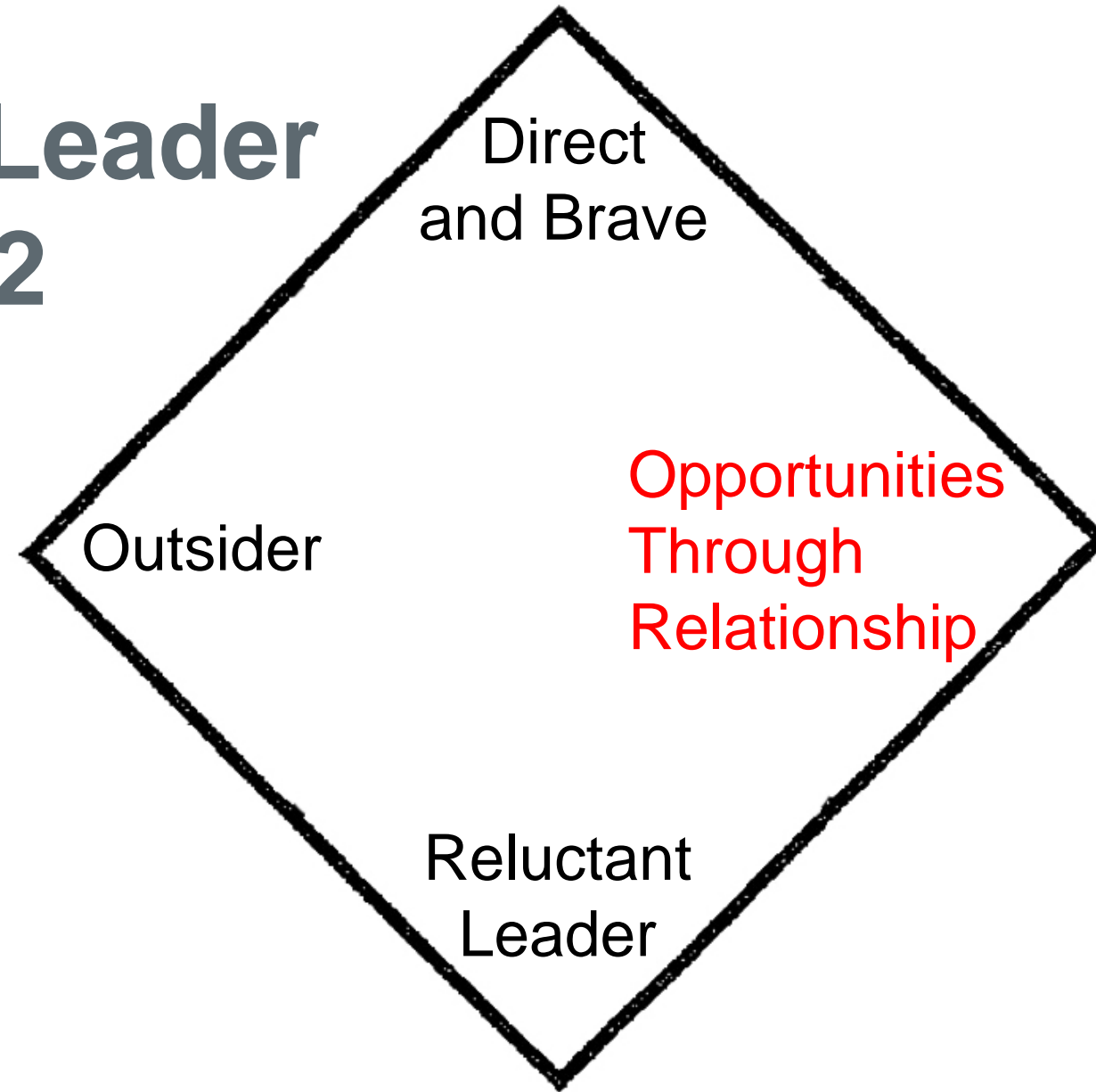




# Client Leader #2



# Client Leader #2



# Client Leader

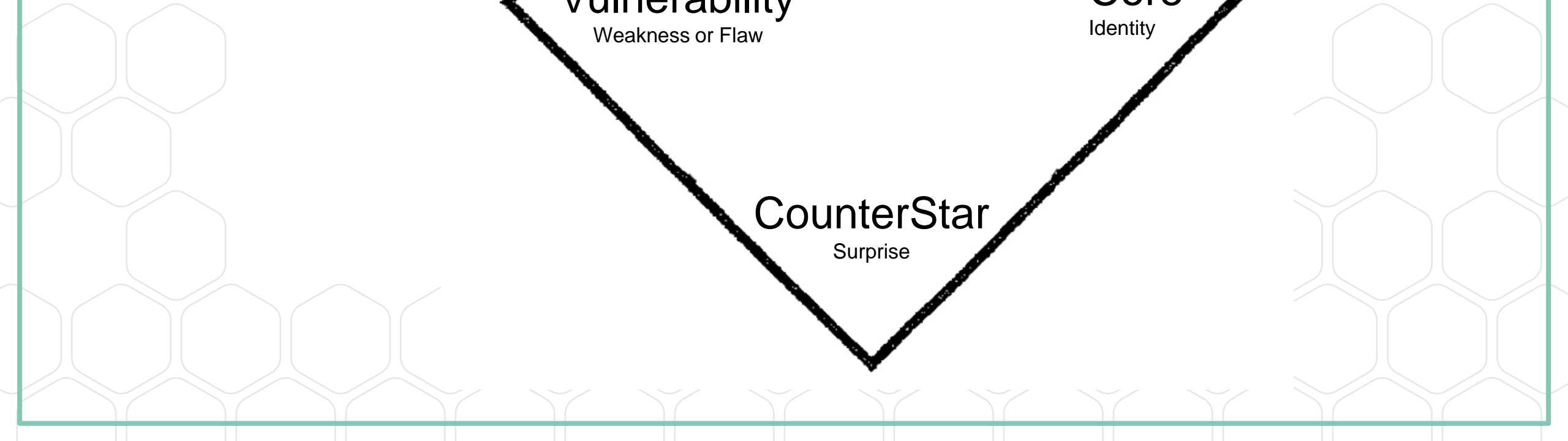
#3

Charismatic,  
Hip Leader

Vulnerability  
Weakness or Flaw

Core  
Identity

CounterStar  
Surprise



# Client Leader

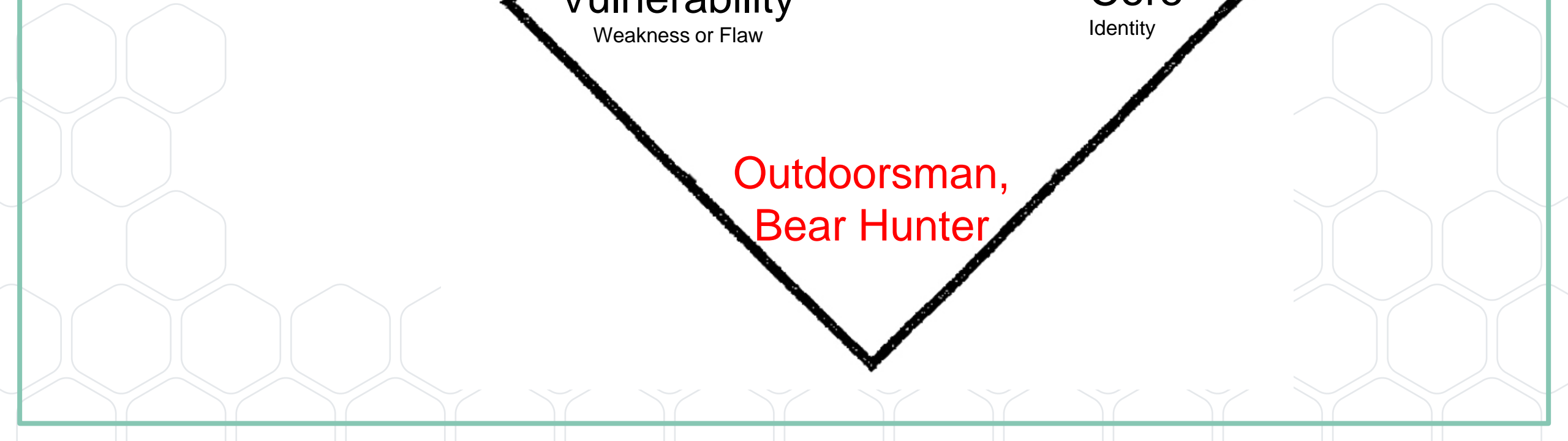
#3

Charismatic,  
Hip Leader

Vulnerability  
Weakness or Flaw

Core  
Identity

Outdoorsman,  
Bear Hunter



# Client Leader

#3

Charismatic,  
Hip Leader

Everything to  
Everyone

Core  
Identity

Outdoorsman,  
Bear Hunter

# Client Leader

#3

Charismatic,  
Hip Leader

Everything to  
Everyone

Jesus is the  
Only Way to  
Change

Outdoorsman,  
Bear Hunter

# Usage in the Wild

# Example #1

Last month, I was packing my things and leaving my office—and after a long day of meetings, I'll be honest. I wasn't in a great mood. The kids' common room is on my way to the parking lot, and I love popping in to see what they're up to. That night, I came in just as the nightly bedtime stories started.

And it changed my day.

It delayed me getting home, but the time I spent reading books, laughing, and sharing milk and cookies was the highlight of my month. Kids here at ORGANIZATION end their nights like this because it helps them know they're in a safe place, builds healthy relationships, creates memories...and it's fun.

And you can provide more of those healthy, healing nights for \$35....



# Example #2

Two dollars and a quarter won't buy much of anything these days—as I became acutely aware of when I saw how much it cost to fill up my truck coming back from the lease over the weekend.

But, here at ORGANIZATION, \$2.25 can help someone get off the street. By providing a meal that leads to a life built on the foundation of Jesus, free from addiction.



How Do I Make My Own?

# How Do I Make My Own?

Difficult

Not sandbagging

[howdy@oneicity.com](mailto:howdy@oneicity.com)

# How Do I Make My Own?

Collaborative process

Ask the questions

Get reactions

Grapple

# How Do I Make My Own?

Questions to ask:

What does someone first notice about them?

After five minutes of conversation with them, what would surprise someone to learn about them?

What's their résumé weakness?

What hill will they die on?

**Too Long; Didn't Read**

# TL;DR

“People give to People” is true, and applies to your organization, not just those you’re helping

Make the donor feel like your leader is in the room with them, instead of on the screen or letter

Process isn’t easy, but if done well, it will be worth it

# Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ [contactus@qgiv.com](mailto:contactus@qgiv.com)

+ 888-855-9595

For more information on Oneicity, please contact:

+ <https://www.oneicity.com>

+ [howdy@oneicity.com](mailto:howdy@oneicity.com)

+ <https://www.facebook.com/Oneicity/>



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



# Questions?



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