

09-01-15

AFP Greater Los Angeles Chapter

2015 SoCal Regional Philanthropy Conference

September 10 | Luncheon Plenary | Simone P. Joyaux, ACFRE, Adv Dip

**Asking isn't about money.
Neither is giving.**

A series of small stories and
quotations.

Are you listening to me?

Do you actually hear me?

“You’ll have more fun and success when you stop trying to get what you want and start helping other people get what they want.”
(Dale Carnegie, 1920 self-help guru.)

The Buddha tells us it’s the journey that matters. But it’s the donor’s journey – not your organization’s journey.

“The universe is made up of stories, not atoms.” (Muriel Rukeyser, American poet and political activist)

“Everything is a tale. What we believe, what we know. What we remember, even what we dream. Everything is a story, a narrative, a sequence of events with characters communicating an emotional content. We only accept as true what can be narrated.” (Carlos Ruiz Safón, *The Angel’s Game*)

“The world is shaped by two things – stories told and the memories they leave behind.” (Vera Nazarian, *Dreams of the Compass Rose*)

“What I know from my studies and from my life is that there is no such thing as a true event.

“We know dates and times and locations and participants but accounts to what happened depend upon the perspective from which the event is viewed...

“What we remember together we often remember differently. I’m sure that each of us has memories that for reasons of our own, we don’t share. Some things we prefer remain lost in the shadows of our past.” (William Kent Krueger, *Ordinary Grace*, a novel.)

“Yes, every brand has a story – that’s how it goes from being a logo and a name to a brand. The story includes expectations and history and promises and social cues and emotions. The story makes us say we “love Google” or “Love Harley”.

“But what do we really love? We love ourselves.

“We love the memory we have of how that brand made us feel once. We love that it reminds us of our mom, or growing up, or our first kiss.

“We support a charity or a soccer team or a perfume because it gives us a chance to love something about ourselves.

“We can’t easily explain this, even to ourselves. We can’t easily acknowledge the narcissism and the nostalgia that drives so many of the apparently rational decisions we make every day.

“But that doesn’t mean that they’re not at work.

“More than ever, we express ourselves with what we buy [and give] and how we use what we buy [and give]. Extensions of our personality, totems of ourselves, reminders of who we are or would like to be.

“Great marketers don’t make stuff. They make meaning. (Seth Godin blog, “The brand is a story. But it’s a story about you, not about the brand.”) [Bracketed references about “give” are notes from Joyaux.]

“If a story is not about the hearer he or she will not listen... A great lasting story is about everyone or it will not last. The strange and foreign is not interesting, only the deeply personal and familiar.” (John Steinbeck, *East of Eden*.)

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” (Maya Angelou)