

For nonprofits, I'd encourage you to flip this pyramid

WHAT? >

1 DATA & INSIGHTS

2 CLIENT EXPERIENCE

3 THE BIG IDEA

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SOCIAL IMPACT ARCHITECTS

Confused Identity

FOCUS ON ONE THING VS. EVERYTHING

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Rekindle the Future

Childhood Obesity: Pick The Patient

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Stolen Identity

WHO TELLS YOUR STORY? STORIES EXIST WHETHER YOU CREATE IT OR SOMEONE ELSE DOES.

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Tuesday, April 27
8:00 am

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SOCIAL IMPACT
ARCHITECTS

MADE to STICK
SUCCESS Model

HOW? ➤

STRATEGY	IMPLEMENTATION	CONNECTION	ENGAGEMENT	MEASUREMENT	EVOLUTION
S	U	C	C	E	S

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✓ Consistency
 ✓ Cross-pollinate
 ✓ Monitor & Evaluate
 ✓ Get Permission
 ✓ Identify storytellers and story collectors

HOW? >



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Post-Test



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Additional Readings

- ELEVATOR PITCH
<https://socialimpactarchitects.com/are-you-elevator-ready-6-cs-for-a-dynamite-nonprofit-pitch/>
- LESSONS ON STORYTELLING FROM DR. SEUSS
<https://socialimpactarchitects.com/nonprofit-storytelling/>
- STORYTELLING AS SHOT OF ADRENALINE
<https://socialimpactarchitects.com/storytelling-tips/>
- BUSINESS PITCH
<https://socialimpactarchitects.com/nonprofit-business-pitch/>
- ANNUAL APPEAL
<https://socialimpactarchitects.com/annual-appeal/>
- ICE BUCKET CHALLENGE & SUCCESS MODEL
<https://socialimpactarchitects.com/what-the-ice-bucket-challenge-teaches-nonprofits-about-marketing/>
- SOCIAL MARKETING
<https://socialimpactarchitects.com/social-marketing/>

Social trendSpotter
 Leads Trends in the Social Sector

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SPECIAL OFFER

ONLINE STORYTELLING COURSE

- Go to www.changemakerinteractive.com by August 31, 2019
- Regular Price - \$199
 - For Attendees - \$99 (\$100 off with code IMPACT 100)
- Includes:
 - Do's & Don'ts in Storytelling
 - Examples from the Social Sector
 - Latest Thinking from Experts
 - Step-by-Step Storytelling & Elevator Pitch Outlines
 - Measurement Tools
 - Board & Staff Exercises

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Suzanne Smith, MBA
 Founder & CEO, Social Impact Architects

Education

- MBA, Duke University's Fuqua School of Business
 - Selected as CASE (Center for the Advancement of Social Entrepreneurship) Scholar
- Adjunct Professor - University of North Texas

Awards & Honors

- "Best for the World" Small Business List - B Corp, 2015 & 2016
- Tedx Speaker, "Everyone Can be a Changemaker," 2015
- Huffington Post's Top 10 Social Sector Blog, 2014
- Next Generation Social Entrepreneurs Award, 2010

Community Leader

- Dallas, Texas - Dallas Commission on Homelessness, Mayor's Task Force on Poverty, Leadership Dallas, Leadership North Texas & Junior League
- Dallas Regional Chamber, Young ATHENA Award, 2014
- Dallas Business Journal's 40 Under 40 Award, 2012
- Cincinnati, Ohio - Founder, Flywheel Social Enterprise Hub

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