



# Amplify Austin

## Activity | Leading With Your WHY

So you've sign up to be a Fundraising Champion or Free Agent Fundraiser for Amplify Austin Day. While you may feel really excited about the nonprofit organization, you're unsure about how to ask your friends and family for money. But what if instead of asking for money, you asked your friends and family to believe in the value of your favorite nonprofit and helped them to see the organization through your own experience? What if you could compel them to give from an inspired place?

As you build your Fundraising Champion or Free Agent Fundraiser Profile for Amplify Austin Day, you have the opportunity to Tell Your Story. But many of us struggle with where to start. This activity will help you reflect on WHY you signed up to be a Fundraising Champion and is a starting point for creating a profile that inspires!

**1. Watch this TED Talk from Simon Sinek, author of Start With Why: How Great Leaders Inspire Everyone to Take Action.** [Edited version](#) (7 minutes) | [Full-length talk](#) (18 minutes)

In his talk about the Golden Circle, Simon Sinek points out that so often, we start with facts and figures. For nonprofits, this may look like the name of the organization, mission, the people they serve, where they are located, etc. (WHAT). Then we may pivot to talk about the programs and services (HOW). What will motivate your family and friends, however, is knowing WHY you as a Fundraising Champion care so much about this nonprofit organization. Let's get to the heart of your WHY.

**2. Brainstorm: Reflect on the following questions.**

*Dot down whatever comes to mind with as much detail as possible. Don't worry about putting this into complete sentences or perfecting your profile.*

- Think back to when you first learned of or were introduced to this organization. What were the circumstances? Were there any people who were part of the introduction?
- What is motivating you to be a Fundraising Champion or Free Agent Fundraiser?
- Why are you passionate about the mission of this nonprofit? Why do you value their work? Is there anything that sets them apart about the way they carry out their mission or the people they serve?
- Why do you believe the work they do makes our community better? How have they made you and your life better?

**3. Draft your WHY Statement**

*This will be the starting point for your profile, where you inspire people to join your cause! From there, you'll describe the HOW and the WHAT.*

To \_\_\_\_\_ so that \_\_\_\_\_.

*In the first blank, write down your contribution. In the second blank, write down the impact of your contribution.*

Activity Source: Simon Sinek, Start With Why: How Great Leaders Inspire Everyone to Take Action



Examples:

To connect people with causes they care about so that they can be empowered to make change in their communities and in the world. *-LHIGH Staff Member*

To remove financial barriers to domestic and international travel so that we can build windows of cultural exchange, not walls of misunderstanding. *-Hostelling International board member*

To offer nutritional support and education so that foster youth will have the tools and foundation to build thriving lives. *-Fresh Chefs Society volunteer*