

START**NEW** FUNDRAISING LESSON 3

Reflection Exercise:

1 What parables or other New Testament teachings come to mind as you reflect on the idea of focusing on *one* story, rather than *many* statistics?

2 Review your *Customer* segment.
Who are some of the people represented in that segment? We will return to and leverage this work in & for our next lesson.

3 Name *just one person* within the Customer segment: *Who is he or she?* Focus now: What is his or her *first name*? Again, we will return to and leverage this work in & for our next lesson.

4 Describe, in writing, the sacramental context in and for this work? For many of us, this might be how *our own personal story* intersects with the other person's story. It can be as simple as "I have sensed a profound call from the Holy Spirit to serve people like _____. " Again, we will return to and leverage this work in & for our next lesson.

Optional further reading:

FiveTwo's StartNew training process borrows from some of the best practices seen in approaches to funding from venture capital. With that as background, read a brief, poignant article about the *indispensable* power of story from the perspective of venture capitalist [Anthony Tjan in the Harvard Business Review](#).

He notes, "It's not the facts of the presentation that matter most, it's the person and the way that person shares his or her [story](#) and how that fits with our fund's objectives. Heart, guts, and the ability to connect are critical in the early stages of company creation and beyond."