

What I've Learned from Four Decades in Gifts in Wills Fundraising

Stephen George

“Once you hit a certain age, you become permanently unimpressed by a lot of stuff”

Unknown

**“What must I do to
be at peace with
myself so that I may
live presently &
die gracefully”**

Alua Arthur - Founder, Death Doula



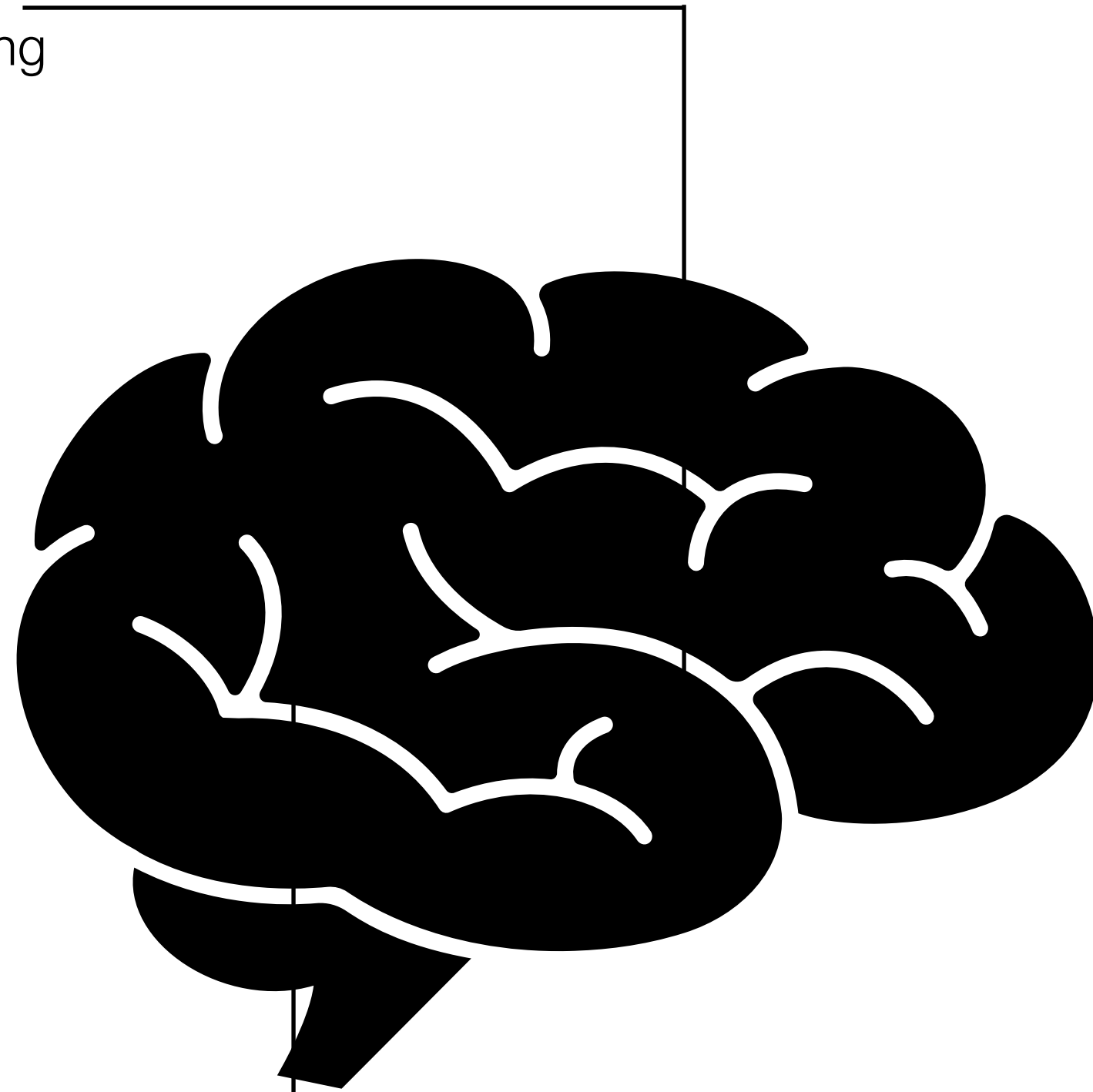
“He has achieved success who has lived well, laughed often, and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task, who has left the world better than he found it, whether by an improved poppy, a perfect poem, or a rescued soul; who has never lacked appreciation of earth's beauties, nor failed to express it; who has always looked for the best in others and given the best he had; whose life is an inspiration; whose memory a benediction”

Robert Louis Stevenson (1850 - 1894)

Your Brain on **Data**

Broca's Area

Language Processing



Wernicke's Area

Language Comprehension

Your Brain on **Stories**

Motor Cortex

Movement

Sensory Cortex

Language Comprehension

Auditory Cortex

Sounds

Broca's Area

Language Processing

Wernicke's Area

Language Comprehension

Visual Cortex

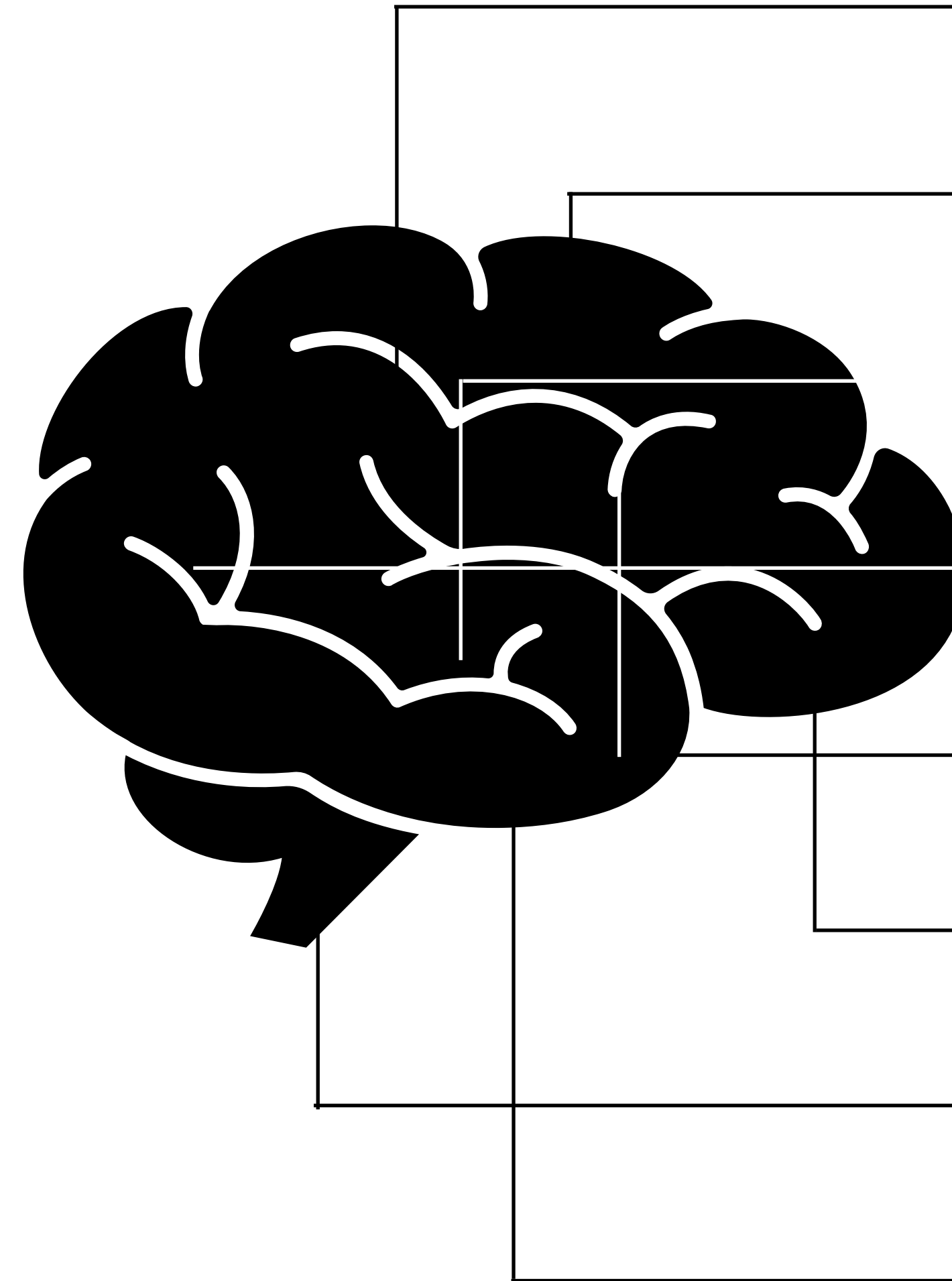
Colours & Shapes

Olfactory Cortex

Scents

Cerebellum

Language Comprehension



Purpose

Getting the why and where
to as the compass



Strategy

Getting the roadmap
embedded as the key for
how to get there



Story

Reaching, connecting and
inspiring through stories



Leadership

Finding the tools and
confidence to lead change



Teams

Building energy through
gangs and tribes together



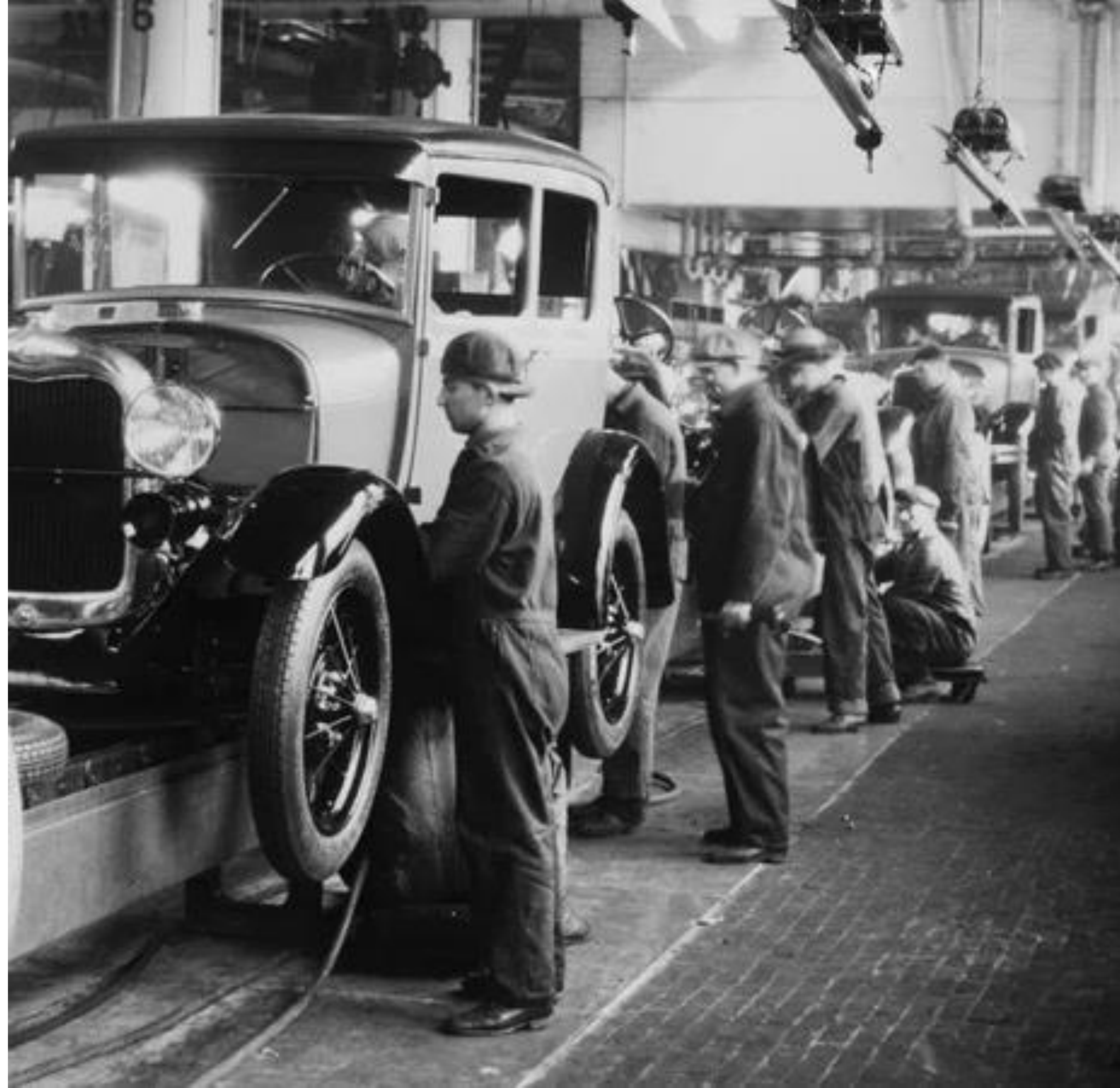
Discovery

Curiosity and innovation to
discover, refresh and invent



Productivity

Getting a system, process & platform to drive the engine




Legacy

Building and leaving
something that endures




Our Quest is Clear ...The Path is Harder




1

Why this?



2

Why me?



3

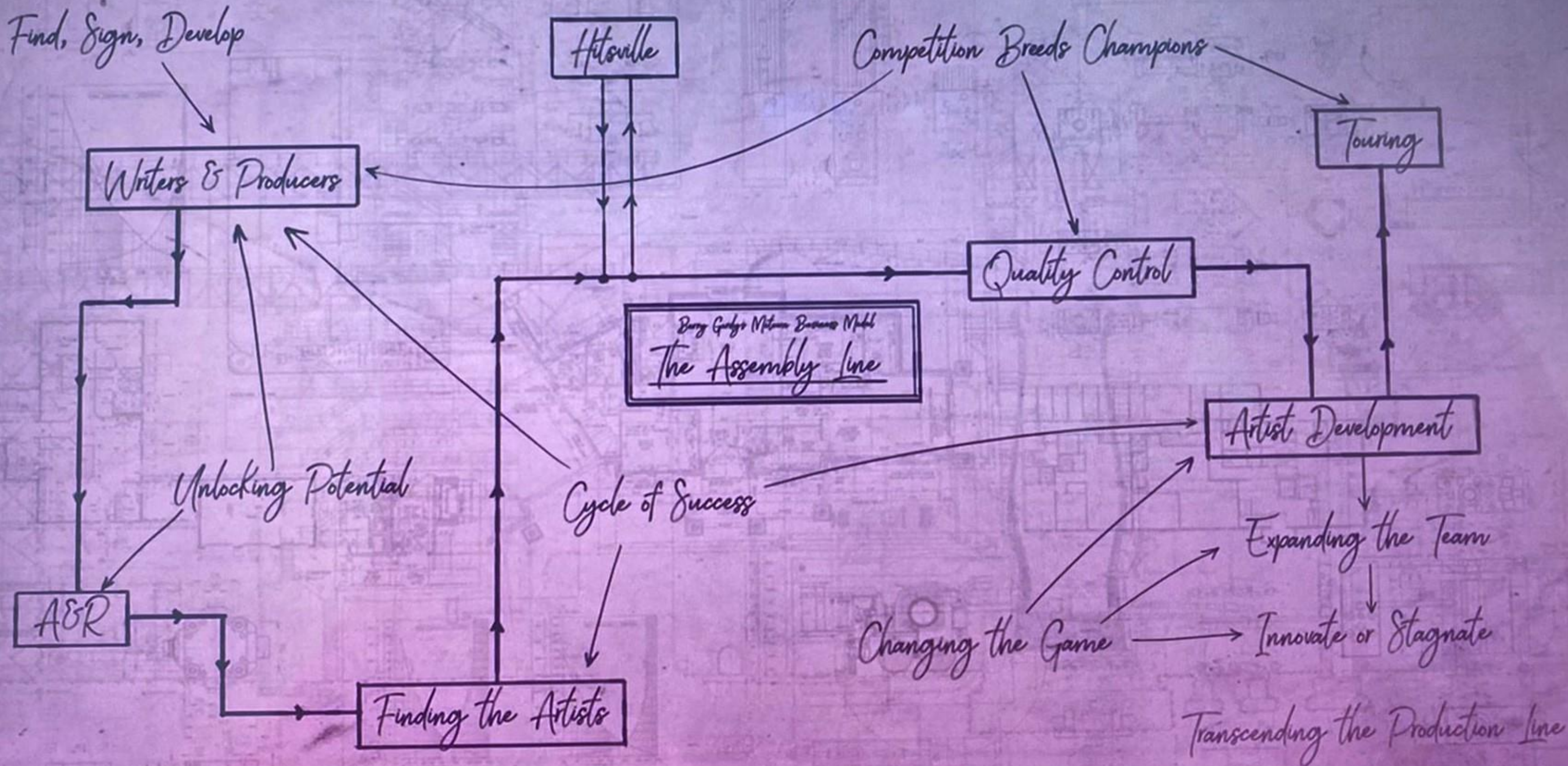
Why now?





POSSIBLE

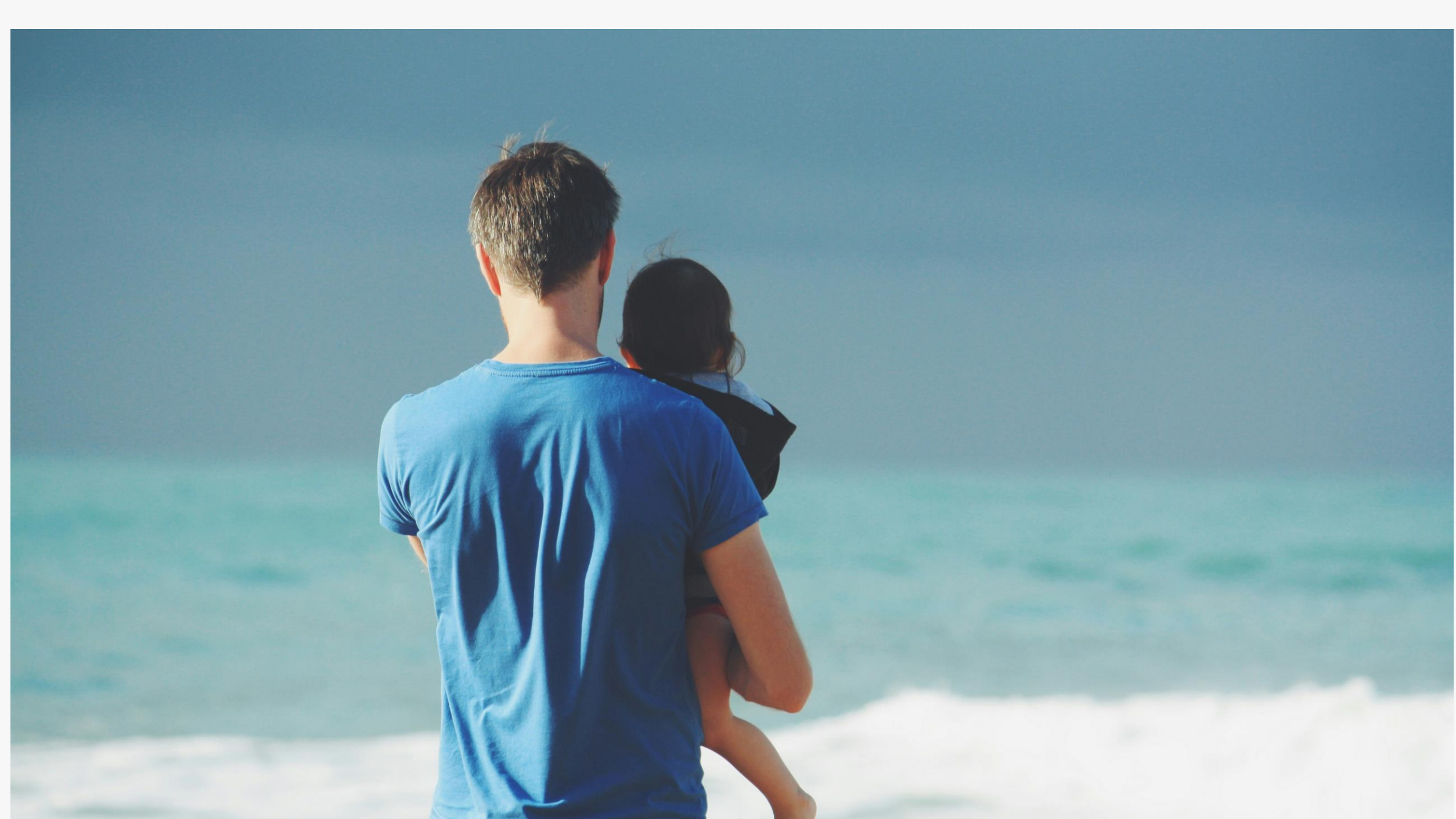
Find, Sign, Develop













THE WORLD IS A SCARY PLACE
BUT I HAVE ARMBANDS





"Eat at a local restaurant tonight. Get the cream sauce. Have a cold pint at 4 o'clock in a mostly empty bar. Go somewhere you've never been. Listen to someone you think may have nothing in common with you.

Order the steak rare. Eat an oyster. Have a negroni.

Have two. Be open to a world where you may not understand or agree with the person next to you, but have a drink with them anyways.

Eat slowly. Tip your server. Check in on your friends.

Check in on yourself. Enjoy the ride."

Anthony Michael Bourdain (June 25, 1956 – June 8, 2018)

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www.includeacharity.com.au

THE MEANING OF
LIFE
...and Legacy
GIFTS IN WILLS VIRTUAL CONFERENCE

