

Jen Love

Jen Love is a Partner at Agents of Good, a collective of donor champions, donor lovers, agitators, and instigators.

The Agents challenge and inspire each other— and their clients— to ask more questions. Dig as deep as necessary to find and share emotional stories that allow their kind and generous donors to help solve urgent, but fixable, problems. And to make their donors feel good! That's #donorlove!

To write a successful Case Statement, you must be a storyteller. Jen Love is a storyteller without parallel. Not in a poetic sense. In a fumbling, arm-waving, half-sentence-speaking, let's-get-to-the-heart-and-the-feelings sense. Write drunk, edit sober...even if you're only drunk on emotions. Inhaling an attitude of gratitude and exhaling #donorlove,

“Agents of Good are fierce and uncompromising donor champions. Bringing both rigor and creativity to every project, they challenge their clients to question organizational assumptions that compromise not only #donorlove, but also donor respect. They have helped us to give donors a stronger voice in our organization, to revitalize our culture of philanthropy through storytelling.”

“Our sessions and training are focused on one simple thing: showing you how you can raise more money from these amazing humans we call donors.”

Our goal is to inspire you with work that works! Here's what you'll learn:

- **practical examples** of fundraising and direct response that are working all over the world, regardless of charity or market
- the **amazing benefits** that come from making the critical shift from “what we do” to “what you make possible”
- **who is your donor** and **why should she** care about you right now?
- **legacy fundraising** and how easy it actually is, online and offline
- how to make shedloads of money from **newsletters**
- thousands of **simple creative tips**, tactics and tricks that will instantly transform your messaging and fundraising”.