

# EXCEED Your Fundraising Goals at Your Next Event

And Minimize Your Risk!

Successful fundraising events are the lifeblood of every non-profit cancer organization. Getting donors and supporters to give generously is always the biggest challenge.

## The Secret to Exceeding Your Goals

Donors respond most by how you *touch their hearts*, not just being entertained. To do this requires *highly experienced professional speakers* who:

- ▶ Are members of the survivor community, have a powerful presence and an **unforgettable cancer Hero's Journey** story to share, and
- ▶ Know how to **connect with the hearts of donors** so they see their donation as a gift to themselves as much as it is to your organization.

Essentially, professional speakers who **deeply inspire your donors** in a way that makes them feel thrilled to give more than they ever have before.

## Minimize Your Risk – Innovatively

The last thing you need is to pay for keynoters who don't deliver. We are so confident of our work and mission that, on a case-by-case basis, we guarantee your funding goals will be *significantly exceeded* or you pay no fee.

## Speaker Info



**Michael J. Russer** is an ongoing survivor of two forms of cancer, a 20+ year international professional speaker, TEDx alum, author and radio co-host who happens to be clinically impotent due to castrate-resistant prostate cancer. He has written well over 100 articles several of which have been published by Huffington Post, MariaSchriver.com and Coping with Cancer magazine.



**Jacqueline V. Lopez** is Michael's life partner, professional speaker and co-keynoter at many events. As a native of Brazil and Paraguay, her rich cultural heritage brings a unique and engaging flavor to her speaking. She is also a Certified Public Accountant, CEO of an international web development firm, professional event organizer and radio co-host.

Michael and Jacqueline frequently speak to cancer survivors and their partners (typically pro-bono) as their ongoing mission to support the healing and wellbeing within this community. They have also co-authored their newest book: "Return to Sex & Intimacy – for Cancer Survivors and Their Partners" (scheduled for release March '17)

## Recommended Fundraising / Gala Keynote (30 - 45 minutes / flexible)

"Turning Tragedy into Triumph" is the speech that will deeply touch the hearts of every audience member and leave them inspired and empowered to handle any obstacle or crisis. They will learn from Michael and Jacqueline's experience as a clinically impotent double-cancer survivor and his Partner on how to use the power of acceptance and being open-hearted to turn any challenge that life throws our way into something profoundly and unexpectedly positive.

This speech is a true celebration of life and appreciation for your mission, staff, benefactors and commitment to your community and their quality of life.



“

Your talk “From Tragedy to Triumph” was perfect for our venue. Your words and experience brought the audience together. Your wisdom from your experience and how to truly connect, open your heart, and find your light and happiness resonated with the entire room. I have received feedback from a number of the guests who truly “experienced” the evening and were deeply touched.

”

**Darci McNally, MSW, LCSW, OSW-C**  
**Lynn Cancer Institute - Program Director**

## Partial Client List ...



## Raving Reviews ...

“Everyone who attended the event felt your heart. Your candid story and the information you shared was vital and many people who attended this presentation reported to me afterwards, of feeling connected with you, inspired by your tale and how they hung on to the edge of their seats to hear your words of hope and love. You are a wonderful speaker who touched all of us with your wisdom.”

**Rev. Maryum Morse, Senior Minister Center of the Heart**

“Michael, you are a superb speaker who can effectively communicate unique and timely messages in a very understandable and engaging way. Once again you’ve shown why we don’t hesitate booking you for our clients—thank you!”

**Darlene Lyons, CEO EZ Events, Inc.**

“We are absolutely thrilled that you drew record-breaking crowds and rave review from attendees who were inspired with your delivery and empowered with positive and immediately useful leading-edge ideas. It doesn’t get any better than that!”

**Pam Braman, Director of Promotional Services**

“You did it again. The results are back from our attendee survey and you were by far the highest rated speaker for our conference in Scottsdale, AZ. I’m not surprised given the incredible feedback we received immediately after you left the stage!”

**Scott Goodfellow, President OKG International, Inc.**