

Tell your story

Every organization has stories to tell and they are powerful tools for fundraising. Use this worksheet to brainstorm and outline an impact story for an appeal, a newsletter, or a blog. As you answer the questions, keep in mind the overall goal of showing how your organization helps foster positive change.

 **DESCRIBE THE CHARACTER**

Who is the main character of this story? What personal details do we know about them (e.g. occupation, family, hobbies, appearance)?

What is the character's goal?

 **EXPLAIN THE CONFLICT**

What obstacles are preventing your character from reaching their goal (e.g. environmental, cultural, economic)? **Highlight obstacles** that your organization will help overcome.

Will you portray one or more obstacles as a villain? What foe are you and the character fighting?



TAKE ACTION

What actions does your organization take to help the character, or how do you and the character work together to face the challenge?

What programs or initiatives specifically support this character?



END WITH IMPACT

What is the outcome for the character? Did they reach their goal or make progress? How is the character's life different now?



CONTINUE THE STORY

What is still left to be done? Are there other people like the main character that could use some help too? How is your organization helping to bring about change to them or the community as a whole?

How can donors and fundraisers help? Connect donations with concrete impact.

Congratulations, you're a storyteller!

Having answered these questions, you have laid out the important parts of your story and now you're ready to share it with your community. Impact stories are ideal for all kinds of donor communications: emails, blogs, videos, social media, and more!



WANT TO KNOW MORE ABOUT STORY-TELLING?

Check out articles like [5 Beautiful Examples of Compelling Nonprofit Storytelling](#) & [Content Marketing 101 for the Modern Nonprofit](#) on the Classy Blog.