

MODULE 3: Identifying Story Sources

CORE CONCEPTS

 **The Process of Finding Stories**

 **MODULE PRACTICE:**
Identifying Your Story Sources



Identifying Your Story Sources

PEOPLE YOU SERVE

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

FAMILY MEMBERS OF THE PEOPLE YOU SERVE

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

BOARD MEMBERS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Identifying Your Story Sources

FORMER BOARD MEMBERS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

LONG-TIME DONORS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

FIRST-TIME DONORS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Identifying Your Story Sources

STAFF (NON-FUNDRAISING)

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

EVENT SPONSORS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

VENDORS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Identifying Your Story Sources

REFERRAL AGENCIES OR PROGRAM PARTNERS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

ELECTED OFFICIALS

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

MEDIA AND OTHER

Name

Who knows them best?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

