

MODULE 4: Mining for Stories— The Right Questions to Ask

CORE CONCEPTS



**Drawing Out Your Best Stories
From Story Sources**



Asking The Right Questions



**MODULE SPOTLIGHT:
Frontline Staff as Storytellers
and the In-Depth questions to Ask**



The Best Story Mining Questions Reference Sheet

WHO TO ASK	SAMPLE QUESTIONS
People you serve	<ul style="list-style-type: none"> • What was your life like before you came here? • How has our team helped you? • What is your life like now?
Family members of people you serve	<ul style="list-style-type: none"> • What are the differences you've seen in your loved-one's life since they came to us?
Board members and former members	<ul style="list-style-type: none"> • Why did you join our board? • What is the most important part of our work for you? • Do you have a special "mission moment" you remember about someone you met who was helped by our organization?*
Long-time donors	<ul style="list-style-type: none"> • Why do you make a financial gift to us? • What is special for you about our work? • Do you have a special "mission moment" you remember about someone you met who was helped by our organization?
First-time donors	<ul style="list-style-type: none"> • What brought you to us in the first place? • What is special for you about our work?
Other staff	<ul style="list-style-type: none"> • Do you have a special "mission moment" you remember about someone you met who was helped by our organization?
Foundations	<ul style="list-style-type: none"> • Why have you funded our programs? • What is different/special about our work that compels your foundation to make a grant?
Event sponsors	<ul style="list-style-type: none"> • What do you know about our work? • Why do you make a financial gift to us? • Do you have a special "mission moment" you remember about someone who was helped by our organization?
Vendors	<ul style="list-style-type: none"> • What do you know about our work? • Do you have a special "mission moment" that you remember about someone you met who was helped by our organization?
Elected officials	<ul style="list-style-type: none"> • What do you know about our work? • Do you have a special "mission moment" that you remember about someone you met who was helped by our organization?

* This question can be asked of nearly anyone you come into contact with. It's powerful and a great conversation starter.

Mining for Stories—The Right Questions to Ask

PEOPLE YOU SERVE	
Name	Questions I Will Ask <i>(insert your own or use a sample from below)</i>
_____	1. _____ 2. _____ 3. _____
_____	1. _____ 2. _____ 3. _____
_____	1. _____ 2. _____ 3. _____

SAMPLE QUESTIONS

- What was your life like before you came here?
- How has your team helped you?
- What is your life like now?

Mining for Stories—The Right Questions to Ask

FAMILY MEMBERS OF PEOPLE YOU SERVE

Name

Questions I Will Ask

(insert your own or use the sample from below)

_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____

SAMPLE QUESTION

- What are the differences you've seen in your loved-one's life since they came to us?

Mining for Stories—The Right Questions to Ask

BOARD MEMBERS	
Name	Questions I Will Ask <i>(insert your own or use a sample from below)</i>
_____	1. _____ 2. _____ 3. _____
_____	1. _____ 2. _____ 3. _____
_____	1. _____ 2. _____ 3. _____

SAMPLE QUESTIONS

- Why did you join our board?
- What is the most important part of our work for you?
- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

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FORMER BOARD MEMBERS

Name

Questions I Will Ask

(insert your own or use a sample from below)

_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____

SAMPLE QUESTIONS

- Why did you join our board?
- What is the most important part of our work for you?
- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

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LONG-TIME DONORS

Name

Questions I Will Ask

(insert your own or use a sample from below)

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

SAMPLE QUESTIONS

- Why did you make a financial gift to us?
- What is special for you about our work?
- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

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FIRST-TIME DONORS

Name

Questions I Will Ask

(insert your own or use a sample from below)

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

SAMPLE QUESTIONS

- What brought you to us in the first place?
- What is special for you about our work?

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OTHER STAFF

Name

Questions I Will Ask

(insert your own or use a sample from below)

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

SAMPLE QUESTIONS

- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

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FOUNDATIONS

Name

Questions I Will Ask

(insert your own or use a sample from below)

<hr/>	1. <hr/>
<hr/>	2. <hr/>
<hr/>	3. <hr/>
<hr/>	1. <hr/>
<hr/>	2. <hr/>
<hr/>	3. <hr/>
<hr/>	1. <hr/>
<hr/>	2. <hr/>
<hr/>	3. <hr/>

SAMPLE QUESTIONS

- Why have you funded our programs?
- What is different/special about our work that compels your foundation to make a grant?

Mining for Stories—The Right Questions to Ask

EVENT SPONSORS

Name

Questions I Will Ask

(insert your own or use a sample from below)

_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____

SAMPLE QUESTIONS

- What do you know about our work?
- Why did you make a financial gift to us?
- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

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VENDORS

Name

Questions I Will Ask

(insert your own or use a sample from below)

_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____

SAMPLE QUESTIONS

- What do you know about our work?
- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

Mining for Stories—The Right Questions to Ask

ELECTED OFFICIALS

Name

Questions I Will Ask

(insert your own or use a sample from below)

_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____

SAMPLE QUESTIONS

- What do you know about our work?
- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

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MEDIA AND OTHER

Name

Questions I Will Ask

(insert your own or use a sample from below)

_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____
_____	1. _____
_____	2. _____
_____	3. _____

SAMPLE QUESTIONS

- What do you know about our work?
- Do you have a special “mission moment” you remember about someone you met who was helped by our organization?

