

# MODULE 7: Six-Word Stories

## CORE CONCEPTS

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 Impact Stories In Six Words

 **MODULE PRACTICE:**  
The Six-Word Story



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*NOTE: Time for exercise = 10 minutes. Do this at new board member orientation, at a board meeting, or with donors/volunteers.*

- Break into teams of 2 – 4.
- Identify one person or child.
- Create at least one, six-word story as a team in 2-4 minutes.
- Each team shares at least one story quickly.
- Brainstorm how to use them in emails, on website, etc.
- Award something fun to each person to acknowledge their participation!

**MAKE SURE YOUR SIX-WORD STORY:**

- Is not a tagline, but an actual story.
- Has an emotional connection to a real person.
- Shares a compelling, startling or fun fact.
- Causes reader/listener to “feel” something. The emotion you cause people to feel can be any emotion: happy, sad, proud, angry...more?

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## Your Six-Word Story



*NOTE: You can use this fun tool with your board, staff, volunteers and donors. This is a terrific tool to use when you want people to learn how to talk about your organization.*

### STORY #1


### STORY #2


Use this framework for your six-word story:

- Emotional connection to a real person
- Compelling fact

## Powerful Examples of Six-Word Stories

*Ashley goes to school for food.*



*Mary is no one's property anymore.*



*Ryan, age 5, Maestro someday soon.*



*Rachel's shelter: A piece of cardboard.*



*Together we built Julia's first home.*



*Joey couldn't walk. Now he dances.*



*Reynold is more than a felon.*



*Hear Tom's voice through his students.*



*Caleb's stroke did not stop him.*





