Simple Storytelling Framework

Let me tell you about:

_____

_____

_____

_____

(Fill in their name, age, and a few descriptive details about them.)

Their life was:

_____

_____

_____

_____

*(Share specific details about how they felt about their choices, unasked for situation, health issue, etc.
You get the idea.) Special note: Stay away from jargon and "grant-writer" speak.*

_____ made their way to us because:

_____

_____

_____

_____

*(Share how the person found you or your programs. Be specific. A helicopter didn't drop them off.
Maybe ten other homeless shelters turned them down or their doctor or landlord referred them to you.)*

Here's what your main character says **AND FEELS** about being a part of your organization:

_____

_____

_____

_____

(Be specific here. As you share examples of your work or the impact your staff has had be sure to choose engaging language and share what the person in your story felt about your support/work/program.)

Because of their work (use an adjective to describe a personal trait, i.e courage, resolve):

_____ is now:_____

_____

(What are the exact results AND transformations your main character is experiencing? Remember: even if you are serving the environment or an advocacy organization you are still talking about one person whose life is different because of your work.)

This is just one of thousands of stories I could share with you about how we:

_____

_____

(Explain briefly how you save or change lives.)

**Count how many "feeling and descriptive" words were used in this story.
Do your stories paint a clear picture for your listeners or readers?**

Don't forget to include *your money story*.

Be sure to include "what it takes" to do your important work & support one person. If you know it, also include how much has already been raised toward your annual fundraising goal.