

TEN RULES

To Remember

1. Stories must be about the impact your organization has in the community.
2. Have a personal connection to the story you are telling.
3. Know why you are telling the story (what do you want your audience to think, feel or do).
4. Start your story by connecting with your audience first (find shared values).
5. The main character in your story should be your client, not your organization.
6. The hero of your story is your organization and/or its donors.
7. Use outer and inner conflict to drive your story.
8. Include only details that move your story along.
9. Practice telling your story.
10. Tell your story with passion.