

The Story You Should Tell Your Donors... And When You Should Tell It

Always remember the 'BIG STORY'

- Your donor is **NEEDED**
- Her gift makes a **DIFFERENCE**

Stories for Asking (appeals, e-appeals, major donor meetings, event asks):

- Incomplete stories
- Unmet need
- Unsolved problem

Then ask your donor to:

- **COMPLETE** the story
- **MEET** the need
- **SOLVE** the problem

Pro-tips for telling stories when asking:

- Tell the story of someone or something that has not yet been helped
- Tell the first half of a story of someone or something who has been helped
- Tell the story of someone or something you know exists, but you've not yet met

Stories for Reporting (newsletters, donor reporting letters, e-stories)

- Completed stories
- Met needs
- Solved problems

Want to take a deeper dive into storytelling and get helping finding stories that will inspire your donor to make a donation?

Come to the Nonprofit Storytelling Conference. Everything you need to know about this year's Conference is here:

<https://NonprofitStorytellingConference.com>