



The world is run by stories. Make some.

Can storytelling really help you solve problems? You betcha. Because think about it. That's what a story is — context; problem; and a solution. (Ninety-nine percent of the time in that order too.) So, when you're feeling stuck or unmotivated, storytelling can naturally help to keep you moving forward. Here are a couple of ways to do just that!

When you need to create greater connection and community, use a simple story generator to move you to action.

Some of the most powerful stories come from real human experiences. What kinds of experiences can you create for your supporters, staff, and volunteers?

➔ There is a [] who would like to [] .

Example: There is a major donor who would like to see a child read for the first time.

➔ I would like to [] for [] .

Example: I would like to send an ice cream truck to a sponsor's workplace to show their employees our gratitude.

When you need motivation to keep going or a new way to approach solving a problem, write a desired future story.

Some of our greatest ideas come from made-up stories. What is that story for you?

Context first. (What's happening?)

Problem, ugh. (What's wrong?)

Solution time! (What's the fix?)

HEA, yay! (What's the happily ever after?)

Example: Children in low-income neighborhoods get sick more often because their most convenient food options are both cheap and unhealthy. To help, we want to provide families access to fruits and vegetables with our mobile "produce stands". That way children have the nutrients they need to grow up strong, healthy, and happy.

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