

Before and After Story Worksheet

Definition:

A story about one good thing that happened because of your organization and its work.

Ingredients:

Before – the specific negative situation that was happening that your organization could help with.

Beneficiary -- the who or WHAT that was in the situation.

After -- the improved situation for the beneficiary.

Exercise:

Who is your beneficiary?

e.g. A family

What is ONE specific problem you solved for ONE beneficiary?

e.g. Facing homelessness

What was life like for that beneficiary AFTER the problem was solved?

e.g. The family has a safe place to live

Before and After Story Examples

1) “There was no advocacy campaign to change a State law that is discriminatory. Our organization ran an advocacy campaign that resulted in several hundred calls to the State’s senators.”

- Beneficiary: The cause
- Before: There was no advocacy campaign for the beneficiary
- After: There was an advocacy campaign for the beneficiary

2) “A person had leprosy and was unable to afford the cure. They received the cure and the disease is gone from their body.”

- Beneficiary: A person
- Before: The beneficiary had leprosy
- After: The beneficiary no longer has leprosy

3) “A person experiencing homelessness had no way to afford a meal on Thanksgiving, and they received a full Thanksgiving feast at a shelter.”

- Beneficiary: A person
- Before: The beneficiary needed a meal on Thanksgiving
- After: The beneficiary received a Thanksgiving meal

4) “A children’s art museum experienced a shortfall because of the pandemic and was going to have to close forever, and they raised enough money to keep their doors open.”

- Beneficiary: The museum
- Before: The beneficiary was in danger of closing
- After: The beneficiary was able to stay open

5) “A boy in 7th grade was behind in math (he tested at a 4th grade level), but today he’s testing even with or ahead of his peers.”

- Beneficiary: A boy
- Before: The beneficiary was behind in math
- After: The beneficiary is now even with his peers in math

6) “A child was in danger of sexual predators because no one around them could recognize the signs of sexual abuse, but now their teachers, bus drivers and coaches have been trained to spot the signs of abuse and to take action.”

- Beneficiary: A child
- Before: The beneficiary was in danger of ongoing sexual abuse
- After: The beneficiary is safer

7) “A building of historical significance was going to be torn down, now it’s permanently preserved and on the state register of historical buildings.”

- Beneficiary: A building
- Before: The beneficiary was in danger of not existing
- After: The beneficiary is now permanently preserved

8) “A beautiful and historical quilt was stored where no one could see it, now it is preserved and exhibited in the quilting museum.”

- Beneficiary: A quilt
- Before: The beneficiary was in a drawer
- After: The beneficiary is preserved and displayed

9) “A child in China was unable to be adopted because the adoptive family could not afford to fly to china to pick up the child, but the flights have been paid for and now the family can travel to meet their new daughter.”

- Beneficiary: A child
- Before: The beneficiary was unable to be adopted
- After: The beneficiary is now adopted

10) “Knowledge of the Jewish community’s involvement in the founding of Seattle was being lost, so a tour has been established to educate people and preserve the history.”

- Beneficiary: The community’s history
- Before: The beneficiary was in danger of being lost
- After: The beneficiary will not be lost

11) “An organization was behind budget at the end of the fiscal year, but donations erased the shortfall.”

- Beneficiary: The organization
- Before: The beneficiary was in danger of not making their budget
- After: The beneficiary was able to make their budget

Would you like additional help writing your Donor Reporting Letter?

Go to www.DonorReportingLetter.com

Steven Screen wrote the first draft for you. And he will walk you through how to customize each paragraph to fit your organization.

Your donor reporting letter will have the right ingredients, in the right order. Your donors will love it, and you’ll love the money that you raise.

HIGHLIGHT!

Introduction

**Before/Solution/After
Short Summary**

**Before & After
Story**

**Before/Solution/After
Summary**

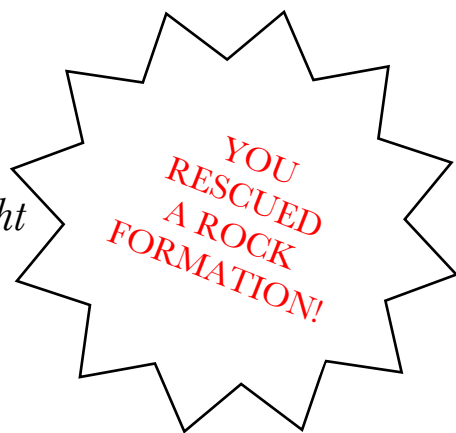
Wrap-up

FROM THE DESK OF
STEVEN SCREEN

September 15,

Dear [DonorFIRSTNAME],

1 - *Highlight*



2 - *Intro*

You need to hear about the incredible impact you had!

I just heard an amazing story, and it's the perfect example of what your gift did. So I decided to sit down and write you this old-fashioned letter.

3 - *Before/
Solution/
After Short
Summary*

Here's the quick story.

You helped rescue a rock formation that was in danger of being strip-mined! Your generosity protected precious limestone by making the lobbying efforts possible.

Your gift came at a really good time. Let me tell you what happened . . .

Davenport Hill is in southern Idaho. It's a hillside rich in limestone – and coveted by several mining companies. Negotiations to strip-mine the limestone were under-way.

You and I both know that untouched limestone was going to be ripped from the ground where it has been living for millions of years.

Here's what was at risk of happening. Some of the limestone would be crushed, turned into powder and used to make industrial products.

Davenport Hill is full of natural beauty, adored by hikers, and provides shelter to wildlife . . . but it couldn't defend itself. It needed someone's help.

4 - *Before &
After Story*

(over, please)

✕
My Next Gift to Rescue a Rock!

YES, Steven! I will help a rock who needs to be rescued, and support all the work of Rock Orphanage.

Enclosed is my gift of:

- \$<ASKx1> to rescue rocks
- \$<ASKx1.5> to rescue rocks
- \$<ASKx2> to rescue rocks
- \$_____ to help as much as possible

<Addressee>>
<Address Line 1>
<Address Line 2>
<City>, <ST> <ZIP>

ROCK
ORPHANAGE.org

P.O. Box 5555 Granite, WA 98000
800-SAV-ROCK

To give by credit/debit card, please
see other side

4 - Before &

After Story
(con't)

And you helped!

Because of your generosity, Davenport Hill was saved from being strip-mined! This beautiful rock formation will now remain unbroken and exactly where it's supposed to be, because the Rock Orphanage lobbying campaign succeeded.

5 - Before/
Solution/
After
Summary

[DonorFirstName], this is the story of just *one* of the rock formations you've helped. For this pristine limestone deposit in southern Idaho, your gift was the difference between being ripped out of the hillside . . . and being preserved and protected. That's an incredible difference – and you helped make it possible!

6 - Wrap
Up

On behalf of Davenport Hill and all the rock formations you've helped with your generosity, thank you.

With gratitude,

Steven Screen
Executive Director

Need Help Writing a
Donor Reporting Letter?
Visit
www.DonorReportingLetter.com

✂
My Next Gift to Save a Rock!

GIVING BY CREDIT CARD:



Required Information:

Card #: _____ Exp Date: _____ / _____

Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email(s): _____

Signature: _____

This gift is a:

- One-time gift.
- Monthly gift. Please charge my card each month on the 5th or 20th of the month.

Give securely online at: **www.RockOrphanage.org/donate**

Your gift to Rock Orphanage is tax-deductible as allowed by law. If donations exceed what is needed for a project, gifts will be used to meet the most urgent needs. Rock Orphanage is a made-up 501 (c)(3) organization, not registered with the Washington Secretary of State. Tax ID# 867-530NI-EE-EIN.