

Story of Need Worksheet

The most effective stories of need have four ingredients. When you have the right ingredients, your story will resonate with your donors – and they'll be more likely to make a gift.

Beneficiary: the person, place or cause
that your organization helps.

Problem: the negative situation or acute
problem that your beneficiary is facing
that causes them to need help.

Solution: the service your organization
provides that solves the Problem.

Hopeful Future: the change to your
beneficiary that will be made possible
by the donor's gift and your work.

Sentence At The Center

*Write a sentence that has all four of the ingredients from the section above. For example:
There is a horse (beneficiary) who is sick (problem), will you provide medication (solution) so that the
horse is cured (hopeful future)?*

There is a _____
(beneficiary)
who/that is _____,
(problem)
will you _____
(solution)
so that _____?
(hopeful future)

The exact sentence you just wrote does not need to be in your email or appeal. However, it should be *obvious* to readers that their gift is needed to help solve a problem for a beneficiary.

Urgent E-Appeal Idea Structure

**Attention grabbing
introduction**

Ask Sentence 1

Story of Need

Ask Sentence 2

**(state how donor's gift perfectly meets
the need)**

Wrap-up