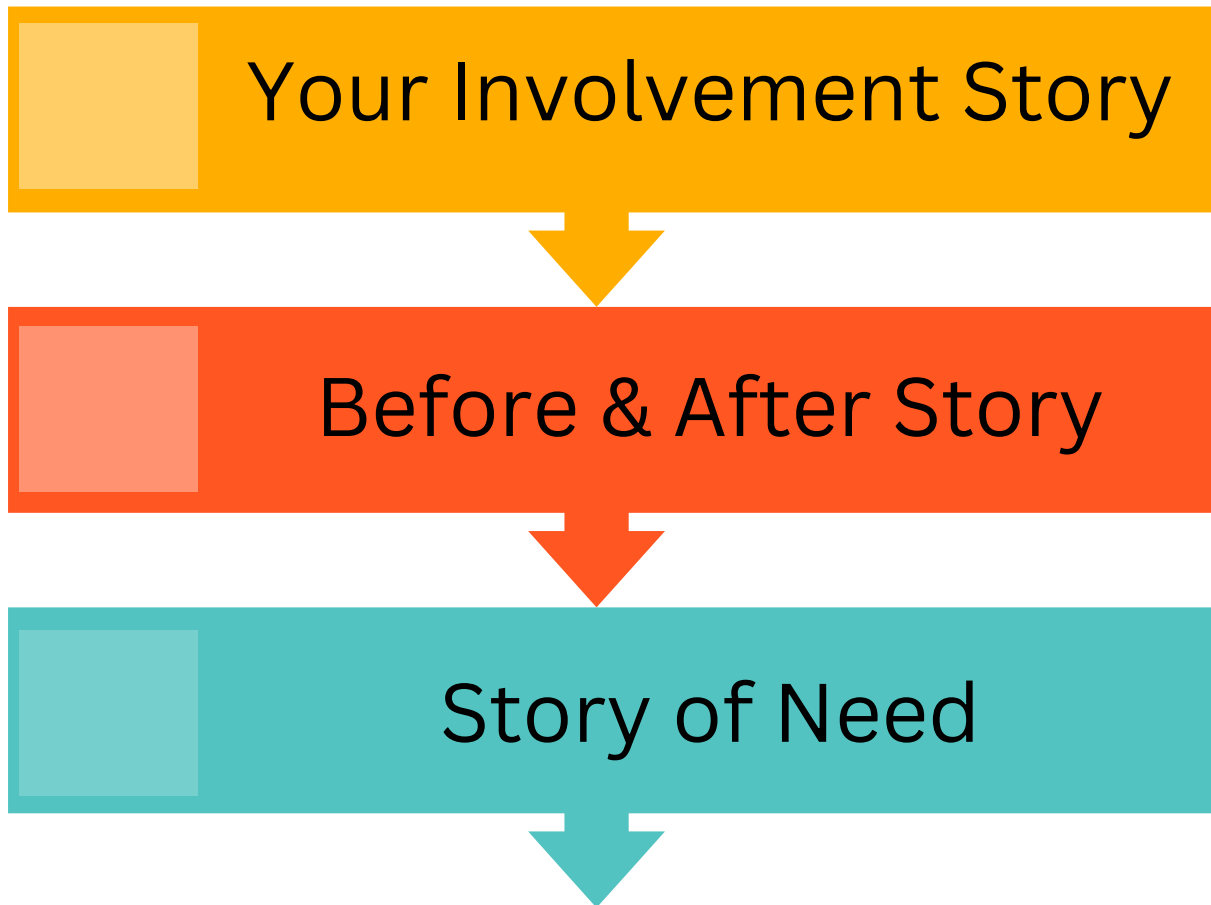


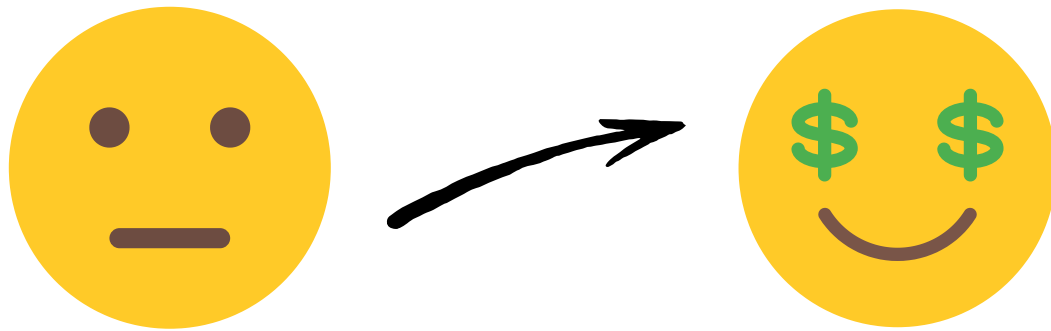
A Storytelling Framework



To Finding New Donors

Nonprofit
Storytelling
Conference

Stories are the best way to turn prospects to donors



A story can have an extremely powerful effect on a person.

A story can change a person's mind or inspire them to do something they haven't done before. Like become a donor to your organization.

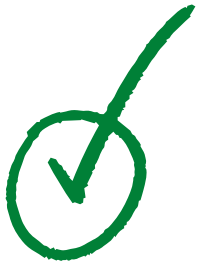
And in the nonprofit world, the best stories focus on the impact your organization creates.

Not the things you do or the programs you run.

Buckle up. Because you're about to learn the three most powerful stories you can tell prospects -- so they become donors to your organization.

1

Your Involvement Story



Tell this story to connect with a prospect and learn if they're interested in becoming a donor

This is a story about why YOU got involved with your organization.

Telling a prospect your involvement story helps you get past the icky 'sales' feeling you sometimes have when talking to a person who knows very little about your organization.

And when you tell your involvement story, you're sharing your values. When you share your values, it's easy to find out if your prospect shares your values.

And if they share your values, and the values of your organization -- well then they're likely to become a donor.



Here are some questions to help you craft your involvement story

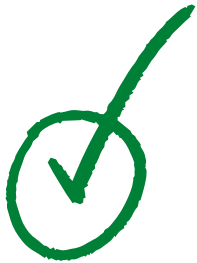
1. When were you first aware of your organization?
2. What one thing stood out to you at first?
3. What was the impact the organization had in the community that made you want to give your time, talent and/or money?
4. Why do you personally feel compelled to be involved in your organization?
5. Is there a special person or reason you continue to support the organization?
6. Why do you think it's a worthy cause?

Anticipate the questions your prospect may have -- and in your answer reflect on your own journey of becoming involved in the organization

Want to learn more about how an 'Involvement Story' can help engage your board in fundraising? [Click here.](#)

2

Before and After Story



Tell this story to show a prospect the powerful change your organization makes

This is a story about one good thing that happened because of your organization and its work.

Telling a prospect a before and after story helps them understand who your beneficiary is, what the problem is that you solve, and what change your organization makes.

Here are the three ingredients in a Before and After Story:

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

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

After -- the improved situation for the beneficiary



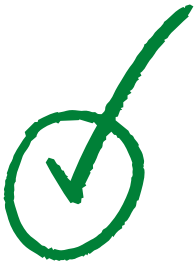
Here are some examples to help you craft your before and after story

1. There was no advocacy campaign to change a State law that is discriminatory (before). Our organization ran an advocacy campaign that resulted in several hundred calls to the State's senators (after).
2. A person had leprosy (before) and was unable to afford the cure. They received the cure and the disease is gone from their body (after).
3. A children's art museum experienced a shortfall because of the pandemic and was going to have to close forever (before), and they raised enough money to keep their doors open (after).

Want to learn more about Before and After stories? [Click here](#) for a quick video training

3

A Story of Need



Tell this story when you want to convert a prospect to a donor

This is a story about one specific thing your donor can do to solve a problem for a beneficiary (or the cause your organization works on).

When you tell your prospect a Story of Need, you help them visualize and feel exactly what their gift is going to do. And it lets your prospect know there is a need that's happening now -- a reason to give today.

A story of need is a big shift for most nonprofits. You're not talking about your organization or a beneficiary who has already been helped.

Telling a prospect a story of need can be the difference between them becoming a donor ... and them not becoming a donor.



Here are the ingredients and formula for crafting a story of need

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

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

Note: The formula is the 'sentence at the center' of your fundraising ask. It doesn't have to appear in your appeal. However, it should be obvious to readers that their gift is needed to help solve a problem for a beneficiary.



Here are some examples of to help you craft a story of need

There is a family who drinks dirty water from the river, will you provide a water filter so they can have clean drinking water?

There is a wild elephant whose habitat is threatened, will you provide a gift to preserve the land so the elephant thrives?

There is a community theater that needs funds this season, will you provide a gift so a child has their first Broadway experience?

Next: Using the formula as a starting point, create a story with specific details about the problem and the hopeful future.

Pro-tip: Leave your organization OUT of the story!

Want to learn more about telling a Story of Need? [Click here](#) for a quick video training

Nonprofit Storytelling Conference

Donations are everywhere

When you come to the Nonprofit Storytelling Conference, you'll learn the stories you need to help more of your beneficiaries, do more good in the world, expand your mission.

And you'll learn how to raise more money 😊

To learn more click the link below:
<https://nonprofitstorytellingconference.com>