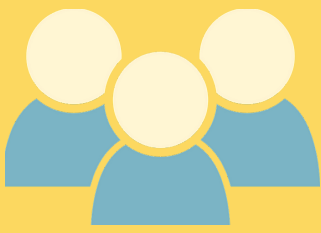


Storytelling Guide for Nonprofit Appeals

Why?

Why are you doing this work? So that ____. (The 5 whys tool). Does your final answer reflect inarguable impact? Does your story link to something the reader cares about?



Whose life will be impacted?
Use names.
Be descriptive.

Characters



Use surprising facts to grab attention.

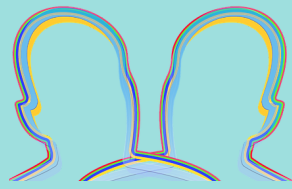
Unexpected



What is the challenge?
Will it be solved?

Challenge

Can the reader relate?



Understand

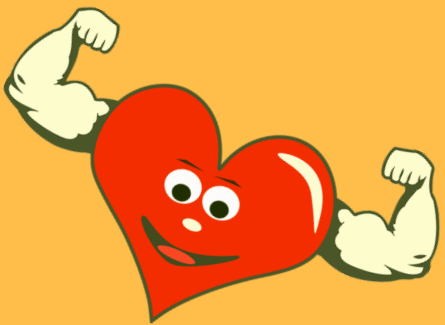


Put story in larger context. But be succinct.

Context

Connection

What images create a connection. What descriptive words describe the situation? Can you link the story to an experience the reader has had?



What will happen?
How can they help?

Action



Use the word YOU repeatedly.



25%

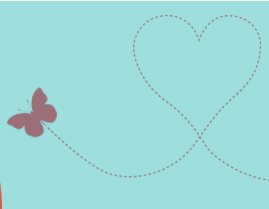
Facts

Hero

Donor

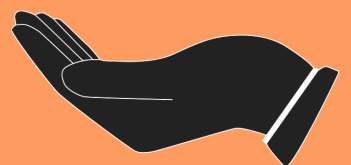
IMPACT

The reader wants to know they can have an impact. What is the solution to the challenge?



Give
HOPE

ASK



Make a specific \$ ask



Know your reader. Who are you talking to?



INSPIRE