

NONPROFIT STORYTELLING

Template

A well-crafted and supporter-centric story can be the deciding factor that compels someone to support or continue supporting your organization: more than half of nonprofit supporters report that reading a compelling story motivates them to take action and upwards of 70% of them are motivated to donate based on that story!

Example of a Great Nonprofit Story:

Once Upon a Time, there was a library in desperate need of repair. Although the local community loved frequenting this library and greatly benefited from the services it provided to them, the building was in shambles, preventing certain events from occurring there and causing members of the community to feel uncomfortable visiting.

Every Day, community members inquired about the status of their dear library, wondering when - if ever - it would receive the repairs it so desperately needed.

Then One Day, kindhearted supporters like you showed up and gifted their time and resources to bring new life to their library.

Because of That, the library was a safer and more enjoyable place for members of the community to visit.

Because of That, more programs were able to occur at the library and the number of community members benefiting from these programs steadily increased.

Until Finally, supporters like you helped completely repair the library, making it one of the safest and most popular places to visit in the entire county!

Now You Try!

Print pages 3-4 to tell your own nonprofit story! Feel free to try a few different versions and to ask others in your organization to try their hand at it as well!

Revision No. _____

Once Upon a Time...

Every Day...

Then One Day...

Because of That...

Because of That...

Until Finally...

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Nonprofit Giving Platform

GiveGab helps nonprofit leaders, like you, engage with supporters and raise funds online by providing a simple, yet powerful, online giving platform.

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