

STORY-TELLING WORKSHEET

This is an easy way to jumpstart your writing, whether for a grant, direct mail campaign or major gift proposal.

1. Who is the audience for your story—a foundation? A private donor? Many new donors?

2. Where will you tell your story? Through a grant application? A direct-mail piece? At an event?

3. Describe the community need (NOT your organization's need).

4. Illustrate this need by one specific example.

5. Describe your solution.

6. Paint a picture in words of how your solution will impact the person or people in the example above.

7. What will be improved or solved in the future? What will this look like for the person or people in your example above?
