



Telling Your Nonprofit's Story Worksheet Packet

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Know your audience

Your audience determines what story you tell and how you tell it.

Who is your audience?

Who are they?	Where are they?
<ol style="list-style-type: none">1. Donors2. Volunteers3. Board Members4. Clients/Audience Members5. Strategic Partners6. General Public	<ol style="list-style-type: none">1. Geographically2. Field of work3. Recreation/Spare Time4. Online5. Events

Nonprofit Storytelling Formats and Audiences

Communications	Fundraising	Public Relations
<ol style="list-style-type: none">1. People who you currently serve2. People who you want to serve	<ol style="list-style-type: none">1. People who give you money or time2. People who you want to give you money or time	<ol style="list-style-type: none">1. Stakeholders2. Policy makers3. General public

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Audience Identification Cheat Sheet

Format	Donor (Individual + Institutional)	Volunteer	Board Members	Clients/Audience Members	Strategic Partners	General Public
Newsletter	X	X	X	X	X	X
Fundraising Materials (appeals, thank you notes, etc.)	X	X	X	X		
LOI/Grant Proposal	X				X	
Op-Ed, Letter to the Editor	X	X	X	X	X	X
Marketing materials	X	X		X		X
Reports	X				X	X

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Elements of Storytelling

All good stories follow a formula

Basic Story Elements

Setting	Geography + Culture
Character	People you serve
Plot	Situation people you serve are in
Conflict	Challenge your people must overcome

Narrative Arc

Set up	Setting + Character + Plot
Rising Action	Conflict + Character
Climax	Conflict + Character + Plot
Resolution	Setting + Character + Plot

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Elements of Storytelling

Basic Storytelling Elements Identification Sheet

Reflect on your organization and its programs to fill in the following.

Audience	
Setting	
Character	
Plot	
Conflict	
Set Up	
Rising Action	
Climax	
Resolution	

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Example: Homeless Children's Shelter Annual Appeal Letter

Audience	Donors, Volunteers, Board Members, Clients (former)
Setting	Physical state of shelter (transitional living facility)
Character	Homeless children at transitional living facility
Plot	There were four homeless youth who have aged out of foster care living in our transitional living facility.
Conflict	Our transitional living facility suffered a fire and is not habitable.
Set Up	Currently, four homeless youth who have aged out of foster care are living in a transitional living facility with the support necessary to become self-sufficient. They are doing great!
Rising Action	The transitional living facility was damaged in a fire and rendered unsafe for living. The youth are okay, but they've, yet again, lost their home.
Climax	We located temporary places for these four youth to stay and they are continuing to do well in our programs. There are more youth who are aging out of foster care and need transitional housing. We need you to help give these youth a home.
Resolution	We need \$35,000 to repair the transitional living facility. Your donation of \$100 will go a long way to giving these youth a good home.

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