

# Use **STORIES** to grow your organization

**YOU ONLY HAVE THE ATTENTION OF OTHERS FOR A MOMENT.**

You must communicate your message quickly:

in the time it takes for a person to carry your year-end appeal from the mailbox to the garbage can. Luckily, storytelling is a powerful and intuitive tactic that works. Stories are powerful. We remember them more than facts, statistics, or websites.

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## TYPES OF **STORIES**

### TELL THE STORY OF YOUR ORGANIZATION

The organizational story is captured in the **Case for Support**, which has several elements:

**1**

Explain a problem that exists in the world.

Explain that these problems have solutions; your org is part of that solution.

**2**

**3**

Your strategy, tactics and team are uniquely equipped to help.

Explain how much money it will take this year to make a difference

**4**

**5**

Call to action: "Will you join us on this journey?"

### TELL THE STORY OF WHO YOU SERVE (THEY ARE THE HERO)

Your organization's stories should use this **time-tested structure**:

#### BEGINNING

STORIES HAVE A BEGINNING AND A SETTING.

Describe the place in time and relatable struggles for your hero (those you serve). Be visual and clear in your details. Explain your hero's goals and aspirations. \*do not to exploit actual clients

#### RESOLUTION

THE HERO SHOULD EMERGE FROM THIS JOURNEY WITH A TRANSFORMATION, OR LESSON LEARNED. The outcome can be good or bad.

#### MIDDLE

HEROES FACE OBSTACLES OR VILLAINS TO OVERCOME

A hero may have to overcome internal or external forces. Describe this at an emotional level.

**CALL TO ACTION**

#### LINK THE STORY TO YOUR MISSION.

Explain why your organization creates better outcomes. Ask your audience to help the hero and others like them.

## STORYTELLING PRINCIPLES

Stories make our brains pay attention. We can repeat them and feel connected.

We can't tell the story of 5 million people suffering. So tell the story of one. It's more effective anyway.



Telling the story of trees or owls or abstract laws will not be as effective as those of people.

The most powerful messages are simple, unexpected, concrete, credible, emotional, and story-based.



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