

Tell your story

Use this worksheet to brainstorm and outline an impact story for an appeal, a newsletter, or a blog. As you answer these questions, keep in mind that your overall goal is to showcase how your organization helps foster positive change.



DESCRIBE THE CHARACTER

How does your organization help the character? How can you and your audience work together to face the challenge?

What is the character's goal?



EXPLAIN THE CONFLICT

What obstacles are preventing your character from reaching their goal (e.g. environmental, cultural, economic)? Highlight obstacles that your organization will help overcome.

Will you portray one or more obstacles as a villain? What foe are you and the character fighting?



TAKE ACTION

What actions does your organization take to help the character, or how do you and the character work together to face the challenge?

What programs or initiatives specifically support this character?



END WITH IMPACT

What is the outcome for the character? Did they reach their goal or make progress? How is the character's life different now?



CONTINUE THE STORY

What is still left to be done? Are there other people like the main character that could use some help too? How is your organization changing their lives or the community as a whole?

How can donors and fundraisers help? Connect donations with concrete impact.

Congratulations, you're a storyteller!

Having answered these questions, you have laid out the important parts of your story and now you're ready to share it with your community. Impact stories are ideal for all kinds of donor communications: emails, blogs, videos, social media, and more.

The word "Classy" in a white, cursive script font, centered over a background of an open book with glowing particles.

Want to know more about storytelling?

Check out articles like [5 Beautiful Examples of Compelling Nonprofit Storytelling](#) and [Content Marketing 101 for the Modern Nonprofit](#) on the Classy Blog.