

# HOW TO Tell a Story FOR NONPROFITS

## I t all starts with a character.

To tell your story, you must have a character to follow. This gives your audience someone to identify with and care about. This is who they hope for, fear for, and cheer for. So who is your character? Someone affected by your cause.

### GIVE THE AUDIENCE DETAILS

A character and story are more reliable when you include the little details. Give the audience something concrete to remember. Does the character have children or a pet? Do they have a favorite hobby or hangout?



### ESTABLISH THEIR GOALS

Your character has some kind of goal or desire; perhaps it is to provide for their family or become a doctor. Their efforts to get what they want are what moves the story forward.



## B ut any good story has conflict.

Now that you have a well-rounded character and know what they want, you have to show what is standing in their way. It may be poverty, a natural disaster, or a deadly disease.

### THE VILLAIN

A compelling way to present the obstacle in your character's way is to portray it as a villain. The villain doesn't have to be a person—it just needs to be an opponent your donors can rally to defeat.



## T ake action!

Now, with help from your organization, your character must face the challenges in front of them.

### EMPOWER DONORS TO BECOME PART OF THE STORY

Show how your organization helps the character reach a happy ending. This is the time to highlight how donors and your nonprofit work together to support the protagonist.



## E nd with impact.

As the story comes to a close, show what you have accomplished together. What progress has the character made toward their goal? How has this partnership changed lives for the better?



### CONTINUE THE STORY

If your story is meant to appeal for donations, the audience needs to know that the fight isn't over. You can convey this by showing how your organization is planning to help others and tackle new challenges. Invite your audience to become a part of the greater story by donating or creating a fundraising page.

