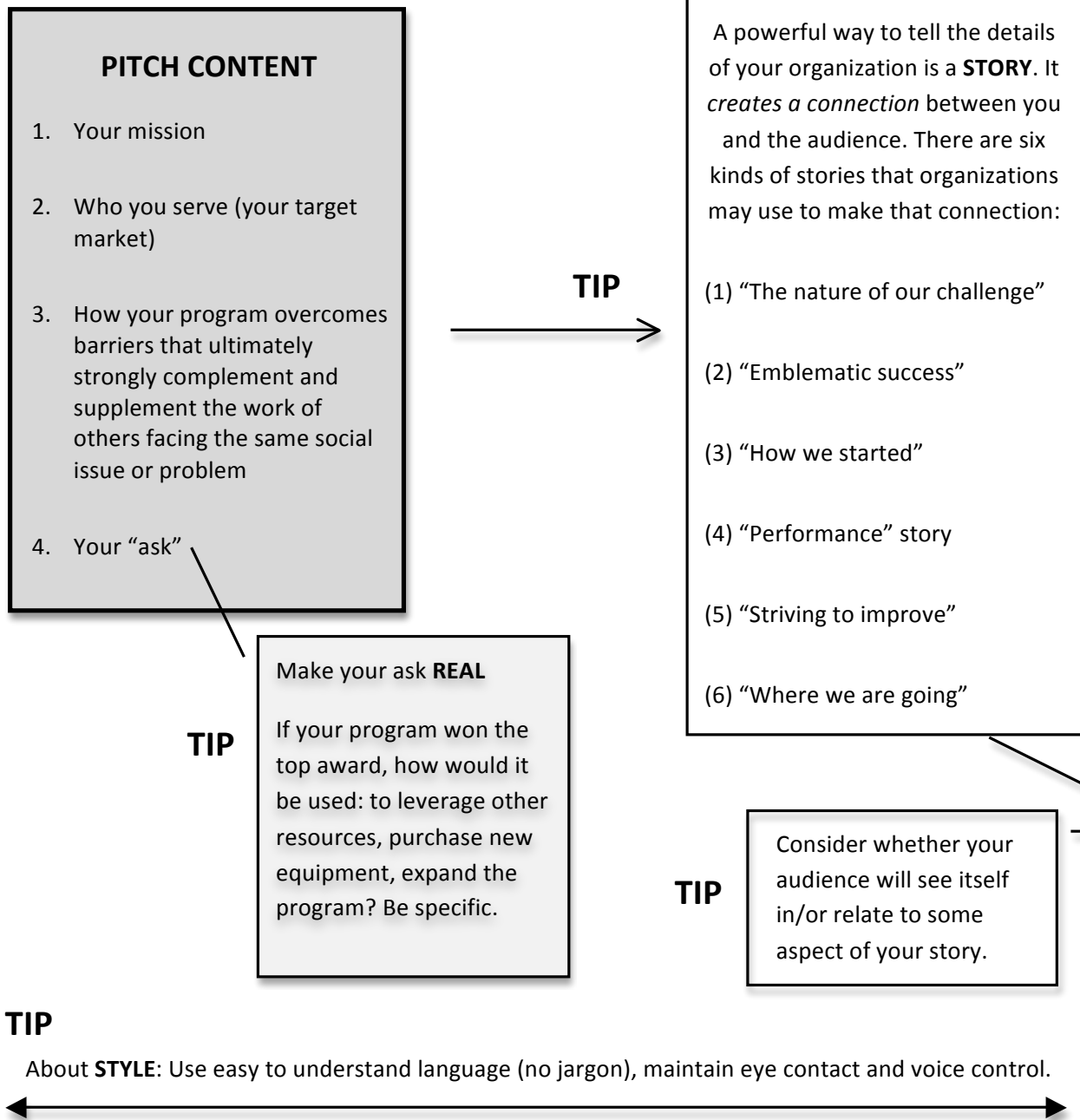


DEVELOPING A THREE-MINUTE PITCH

The “social distance” between an audience and the non-profit shrinks when the audience **CARES** about the non-profit and sees **HOPE** in the nonprofit’s ability to overcome barriers. Your goal in the pitch is to bridge the distance between you and the audience by enabling them to see themselves in or relate to some aspect of your program’s story. Care and hope lead to a greater willingness by the audience to **GIVE** time, money, or other resources. Here’s the process:



STORYTELLING

What Kinds of Stories Can a Nonprofit Tell?

According to acclaimed storyteller, Andy Goodman, there are six kinds of stories that give your audience a picture of your NONPROFIT'S IDENTITY AND CULTURE. *(They aren't silos though and sometimes overlap.)*

	TYPE OF STORY	KEY ELEMENTS
Your Nonprofit's Identity And Culture	The "Nature of our Challenge"	Why does your organization exist? Why does the world need you? This is a story about something (usually someone) clearly seen everyday that illustrates why your work is so necessary.
	"Emblematic Success"	These examples not only prove you make a difference, but also illustrate the special approach you bring to your issue. Often, these are told through client stories: "Brendan's Story"..."Emily's Tale."
	"How We Started"	This history is often a very personal story of a single founder or a highly motivated group of people. The moment of creation continues to inform work of the group. This should be the organization's "creation story."
	"Performance" Stories	These stories are about the remarkable people who work for you; they show that your people are living your core values.
	"Striving to Improve"	These stories tell about how you sometimes screwed up, but how you learned from it.
	"Where We Are Going"	Stories about what the world will look like if we keep at it and do a good job. Charlotte, NC wanted to envision a better future and a plan to get there. City leaders composed four possible stories about the city's future. Crossroads Charlotte is their continuing effort to ask the question, "what must we do now to get there?"

The following links provide more explanation and examples:

http://www.fundraising123.org/article/storytelling-first-best-thing#.UOT_qeRX0nk

"Storytelling As Best Practice," by Andy Goodman, a consultant for nonprofits. This 45-minute video is really worth viewing: <http://www.ustream.tv/recorded/15665748>