



Impact Storytelling Guide

Stories are powerful.
Every nonprofit leader and board member needs to have a good story to tell that demonstrates the impact of your organization.

Why storytelling?

- Stories are memorable and easy to share.
- Stories are emotive and stir action. (giving, volunteering, etc.)
- Stories provide *proof* that your nonprofit is having an impact.

What makes a great impact story?

- Demonstrates transformative change (or need for it).
- Individual, real-life, characters we can relate to.
- Simple, emotive, and short stories are the kind that spread.

How do I tell a good story?

- Keep it concise!
- Make it personal.
- Tell a story about an individual, not a story about the organization.
- Make it relatable. Even if the character is hard to relate with, the emotions they experienced can be relatable. Share those emotions!
- Close the story with an invitation to give, get involved, or learn more.
- Practice telling the story (seriously, this makes a huge difference!)



Impact Story Finder

Use this worksheet to identify a few stories you can tell.

All-Time Favorites

Here are a few common (and great!) storylines that you might want to use too.

- The founding story - how it all began

- The why - the reason I first got involved...

- The tear-jerker - the heartbreaking story that drives us to make change

- The feel-good - that story that reminds us why we exist!

Stories of Impact & Transformation

Ok, now it's your turn! We've provided a few idea starters. Fill in the blanks with names and stories that demonstrate the need and impact of your organization.

Before/After Stories Demonstrating Our Impact:

- _____
- _____
- _____

Stories from Outside Our Org That Validate What We Do:

- _____
- _____
- _____

Stories of Board Members & Donors Who Have Been Impacted:

- _____
- _____
- _____

Other Stories You've Heard That Demonstrate Impact of the Org

- _____
- _____
- _____



The Story Arc

This classic story arc is used in most of our favorite movies, and is a great way to craft and map out an engaging impact story.



