

Outreach/Awareness: Tell Your Story

Your story can have a huge impact! Don't hide it from the world -- get it out there. This worksheet can help you flesh out the story of your organization and the people who built it. You can use this to gain media coverage, motivate new changemakers or secure new donors. Oh, the places your story will take you!

1. Start small

People relate to people. Use yourself or someone connected to your organization to help describe who you aim to serve.

2. What's the big deal?

What was the problem you ran into that you're trying to solve? How many people does it impact?

3. Don't underestimate the data

Add in some statistics that show there is a problem that needs fixing.

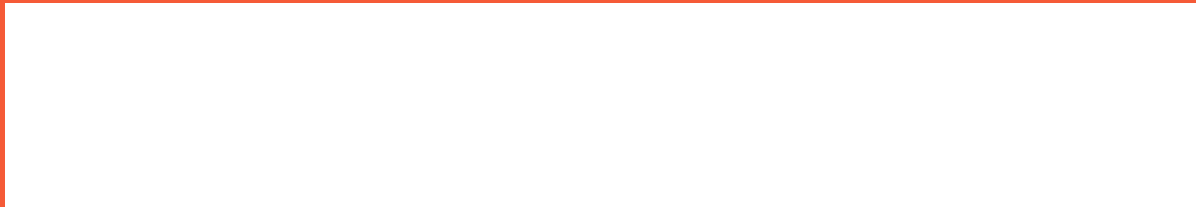
4. Why you?

What makes you unique? What makes you ready to solve this problem in a way that no one has done before?



5. Before you go

Tell people how they can help. Make it simple. Make it feel like this action will help them change the world ... because it will.



Voila! You've now got a story that will help make sh*t happen. Start by testing it on a few people who don't know anything about what you're working on. Does it bring them to tears? Make them want to jump out of their seats and do something?

Once you feel good about it, you're ready to start telling it.