

THE LEADERSHIP LAB: TELLING YOUR STORY WORKSHEET



practice

CHOOSE ONE REAL STORY FROM YOUR ORGANIZATION (PROGRAM, PARTICIPANT, VOLUNTEER, DONOR, OR STAFF). FILL IN THE BLANKS:

- PROTAGONIST (WHO IS THE STORY ABOUT?):
- CHALLENGE OR NEED:
- YOUR ORGANIZATION'S ROLE:
- OUTCOME / CHANGE:
- WHY THIS STORY MATTERS NOW:

MATCH THE STORY TO ITS INTENDED AUDIENCE AND GOAL.

- PRIMARY AUDIENCE:
 DONORS VOLUNTEERS COMMUNITY BOARD GENERAL PUBLIC
 - PRIMARY GOAL:
 AWARENESS FUNDRAISING RECRUITMENT ADVOCACY TRUST-BUILDING
- ONE SENTENCE CTA (CALL TO ACTION):

WHERE WILL THIS STORY LIVE?

- WEBSITE
- EMAIL NEWSLETTER
- SOCIAL MEDIA (SHORT-FORM)
- VIDEO
- EVENT/PRESENTATION

WHY THIS FORMAT WORKS:

QUICK CHECK BEFORE SHARING: THIS STORY...

- CENTERS REAL PEOPLE
- USES PLAIN, HUMAN LANGUAGE
- SHOWS CHANGE, NOT JUST NEED
- RESPECTS DIGNITY AND CONSENT
- CONNECTS CLEARLY TO MISSION

action

ONE STORYTELLING ACTION I WILL TAKE IN THE NEXT 7 DAYS: