



# STORYTELLING *Framework*

## Identify the Hero

Who is this story about? (Donor, volunteer, beneficiary, or supporter)

Write one sentence: This story is about...

## Define the Conflict

What specific problem are they facing?

Why should your audience care?

Write one sentence: They faced the challenge of...

## Resolution

*The Bridge*

How does your organization (or the donor's gift/volunteer action) help solve the problem?

Write one sentence: Here's how the hero overcame the conflict...



## Transformation

*The After Picture*

What changed because of this action?

How is the world, family, or person better now?

Write one sentence: Because of this, life looks like...

## Call to Action

What is the next step for your audience (donate, volunteer, advocate)?

Write one sentence: You can be part of the next chapter by...

## Storytelling Tips to Remember

- Lead with people, not programs. A face and a name connect faster than a statistic.
- Use “you” more than “we.” Center the donor or volunteer as the hero of the story.
- Keep it simple. One hero, one conflict, one resolution, one transformation.
- Show contrast. Before vs after is what makes impact feel real.
- Evoke feeling. Decide what emotion you want the audience to feel (hope, urgency, pride) and write toward it.
- Repurpose everywhere. One strong story can fuel your email, social, video, and landing page.
- End with action. Every story should point to the next chapter — what your audience can do now.