



# TELL YOUR BEST STORY



Use these prompts to help you gather and organize the information you'll need in order to tell the best story that exemplifies your organization and engages your stakeholders.

## What's the best/your favorite/most inspiring story you have for your organization?

Describe the story briefly—who are the main characters, what happened, what was the turning point/moment of change, what's the end result?

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## What audiences need to hear this story?

What particular groups need to see it? What will they learn?  
Where do you connect to this audience?

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## How have you used this story before or how would you like to use this story?

Where has it been featured? How would you like it to be featured?

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## What can your audience learn from this story?

Does it show need? Does it walk us through your process?  
Showcase a particular differentiator? Put a face to your efficacy? Show the power of a major gift?

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## What do you want your audience to do as a result of this story?

This is also known as a call-to-action. Do you want them to donate money? Volunteer? Write a letter or add their signature?

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## What assets do you have for this story? What else do you need in order to best tell the story?

Video? Emails? Letters? Photos? Props? Location?

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## What is the best medium for this story?

Would it work well for a newsletter? An annual report?  
A video? Social media?

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## Are there other ways you could use this story?

Does it translate well to multiple platforms? For example, if you share it as a video, can you also include a quote or photo in an annual report?

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## How long will this story continue to be relevant?

Will this story become dated? Is it tied to a particular program or person? Does timeliness matter for the message?

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