

Storytelling for Impact Worksheet

Craft compelling stories that elevate your mission, engage supporters,
and move people to action.

1. Identify the Core Message

What is the one takeaway you want your audience to remember after hearing this story?

2. Choose the Right Story

Who is the subject of your story? (Client, volunteer, staff, donor, etc.)

What makes their experience compelling or representative of your mission?

3. Build the Narrative

Beginning – Introduce the character and context:

Middle – Describe the challenge or change they experienced:

End – Show the transformation and result, and how your organization made a difference:

For more information, check out our [programs for our nonprofit clients](#).

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4. Make It Relatable

What emotions or themes does this story touch on? (e.g., hope, justice, resilience)

How can others see themselves in this story or be inspired to act?

5. Call to Action

What specific action do you want the listener/reader to take after hearing this story?

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