

4 STEPS TO NONPROFIT STORYTELLING TEMPLATE

Name:

Date:

Nonprofit Name:

Campaign / Focus Area:

What is it that we hope to achieve by sharing this story / campaign on social media?

What would success look like if we achieve our storytelling goals?

1. KNOW YOUR AUDIENCE

In your audience's words, what are the top 5 reasons that your supporters get involved?

What else do they care about besides your organization?

Looking at the profile of your audience and what they care about, write down a short list of story ideas they would interact with on your social media platforms?

What are some common obstacles to getting involved at your organization? (Misconceptions, Volunteer Training, Ease of Engagement)



4 STEPS TO NONPROFIT STORYTELLING TEMPLATE

What type of story are you collecting? (Client, volunteer, staff, other?)

Who is the lead on gathering and collecting the story?

Questions to ponder: What makes this story worth capturing? What barriers may you face by getting this story out publicly? What unique challenges may this person face / have faced that we need to be sensitive to?

2. WHAT'S YOUR STORY?



4 STEPS TO NONPROFIT STORYTELLING TEMPLATE

What questions can you ask to tease out the story? Here are some alternatives to "tell us your story?"

Alternatives

- What is your favorite memory?
- How has our organization made you feel?
- What has changed in your life since you became involved with us?
- What puts a smile on your face when you think about the work [NONPROFIT] has done for you?
- What is a reason you continue to support [NONPROFIT]?

Interview Notes

Who is the target audience for this story? (demographics, spheres of influence, potential donors or board members, prospective clients / recipients of your services)

-
-
-
-
-

3.CRAFT YOUR STORY



4 STEPS TO NONPROFIT STORYTELLING TEMPLATE

What is the hook of the story?

What visual element can we add to this story to grab the attention? (video, photo, graphic, livestream, Canva quote)

What emotions are we attempting to elicit from our audience (inspiration, aspiration, anger, sadness, hope, happiness, etc.)

List out any existing visual assets for this story

What is ONE call to action after viewing this story?
(Donate, volunteer, sign up, advocacy, etc.)

Name 5 stories that you can collect and share immediately

List out the channels you will use for distribution
(Website, email newsletter, blog, social media, etc.)

4.ACTIVATE YOUR STORY

