Storytelling Fundraising Checklist

July: Invite Stories

- Use the GreatNonprofits email template and encourage your community - volunteers, beneficiaries, donors - to submit a story about their experience with you.

Nonprofits with at least 10 positive stories receive the Top-Rated Award.

- Identify people who have compelling stories to tell, send them a personalized note to ask for them to share their story.

August: Select Stories for Print

- Direct Mail: Select the most compelling stories to be featured in your direct mail
- If you received a Top-Rated award, add the Top-Rated Badge to your website or Direct Mail

September: Create Brand Awareness

- Post stories on your social media

October: Invite Stories

- Invite your last stories for the Top-Rated awards. Deadline is October 31st
- At your Volunteer Training, show/tell your volunteer stories
- After your volunteering event, ask for stories

November: Select and Promote your Stories

- Website: Add your most compelling stories to your homepage, as well as donation page
- Board Fundraising letter: Add your most compelling story
- Gala, holiday party, or end-of-year show: A client, volunteer or donor can speak and tell their story at the event. Include stories in program brochure, or slides being displayed.
- If you received a Top-Rated award, use the Press Release template and send out to the Press Contacts list provided.

December: Turn Your Stories Into Donations

- Tuesday, Dec X: Add stories to your Giving Tuesday social media posts, and emails
- Donor/Volunteer Email #1: Include a story from a donor, volunteer or beneficiary.
- Donor/Volunteer Email #2: Include a story from a donor, volunteer or beneficiary.
HAVE A GREAT FUNDRAISING CAMPAIGN!