Storytelling and fundraising go hand in hand, but sometimes the path from a great story to actual donations can seem a little fuzzy. We’re breaking the storytelling process down into a step-by-step path to fundraising success.

**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.

**INVITE STORIES**

*Use the Following Templates*

If you love our work then tell the world! You have an opportunity to help us make an even bigger difference in our community. GreatNonprofits — the #1 Source of Nonprofit Stories and Feedback — is honoring highly regarded nonprofits with their 2020 Top-Rated List.

Won’t you help us boost visibility for our work by posting a brief personal story of your experience with us? All content will be visible to potential donors and volunteers. It’s easy and only takes 3 minutes! Go to [INSERT YOUR PROFILE URL] to get started!

If you love our work, then tell the world! Take 3 min & share your story @GreatNonprofits to help us get Top-Rated [INSERT YOUR PROFILE URL]

If you love our work, then tell the world! Please take 3 min to help us get Top-Rated status at GreatNonprofits by sharing your story. It’s quick, easy & really helps us out. [INSERT YOUR PROFILE URL]
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. The 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 your 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 your program brochure, or slides being displayed.

- If you received a Top-Rated award, use the Press Release template and send it 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!