



THE GREATNONPROFITS FUNDRAISING CHECKLIST

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.



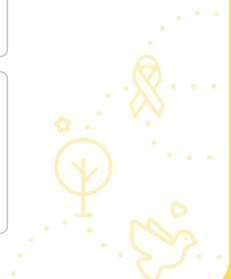
Won't you help us boost visibility for our work by posting a brief personal story of your experience with us? All content will be visible to potential donors and volunteers. It's easy and only takes 3 minutes! Go to [\[INSERT YOUR PROFILE URL \]](#) to get started!



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!