

Storytelling Checklist

Are you telling a compelling story on your website? On your donation form? Assess the quality of your stories here:

On your homepage, do you have a story or the start of a story?

Do you have a large picture with a face (it can be a person or an animal) that triggers emotion and ties to the story? Does it pique curiosity?

Does the story continue if you click on the image or homepage teaser?

Does the story lead to a place on your website with compelling stories that make a case for giving?

Do you have a call to action on your Donate page that relates to your story?

Does the story trigger emotion in people other than you?

Does it have a clear protagonist that is a real person and NOT your organization?

Is there something important at stake in the story?

Is there conflict?

Is the story unique and a little unpredictable?

Is there a lesson to the story?

Is that lesson connected to your organization?

Do you keep numbers and statistics to a minimum?

Score yourself:

10-13: You belong in Hollywood! You are spinning great tales.

7-10: You are at least telling stories, but they need some added spice.

0-7: You either aren't telling stories or they are bedtime, soporific fare.

Need help telling stories?

1. Attend a small group seminar on great donate pages: Register here:
<http://www.fundraising123.org/online-fundraising-teleconferences-webinars>
2. Read how to send great email: Free eBook here:
<http://web.networkforgood.org/email-fundraising-guide/>
3. Listen again to today's 911 call: Transcripts here:
<http://www.fundraising123.org/article/one-minute-storyteller-making-emotional-connections-supporters-and-potential-supporters>