



Show, Don't Tell

A Workshop to Tell Better Donor Stories

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DATE

A story about some boxes...

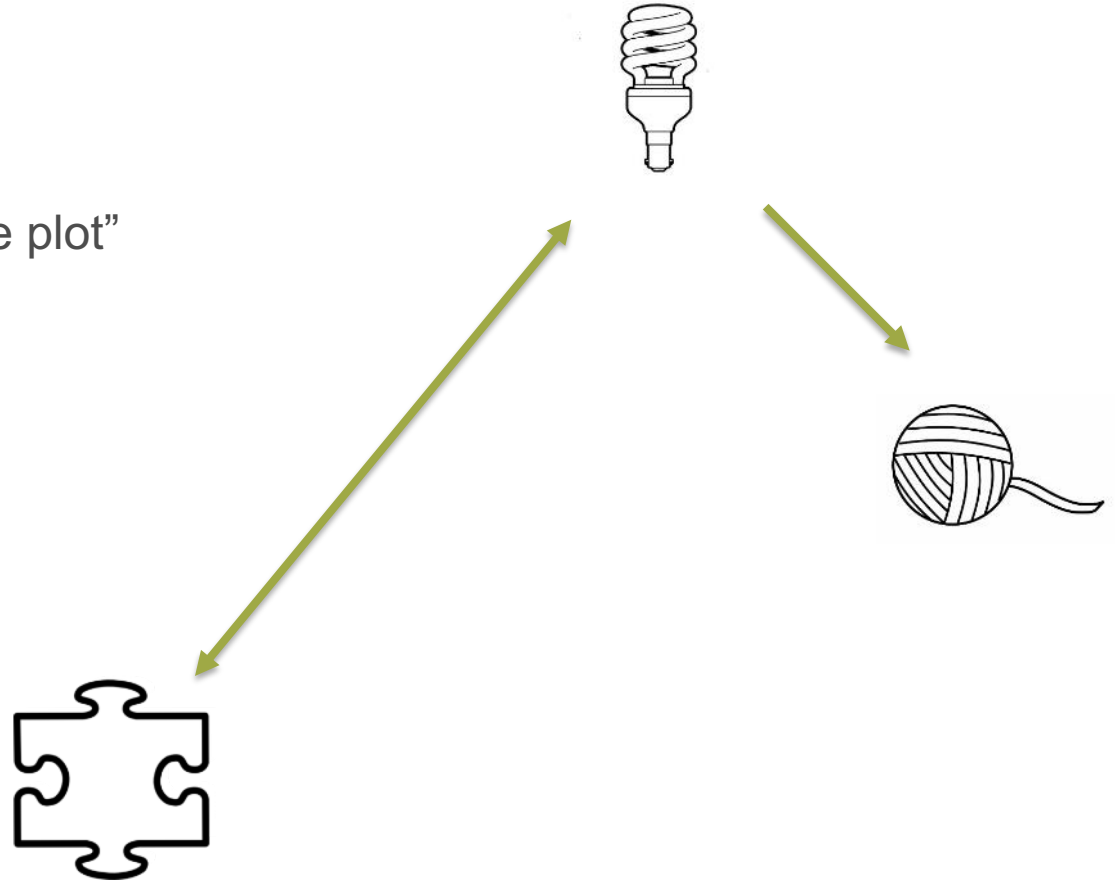


In the Next Hour:

- Elements of a story
- Some writerly tips
- Planned Giving application
- Editing your own stories
- Practice!
- Wrap Up

Elements of a Story

- Problem
- Rising action (tension)
- Peak/epiphany/realization
- Denouement
 - AKA “the unraveling of the plot”

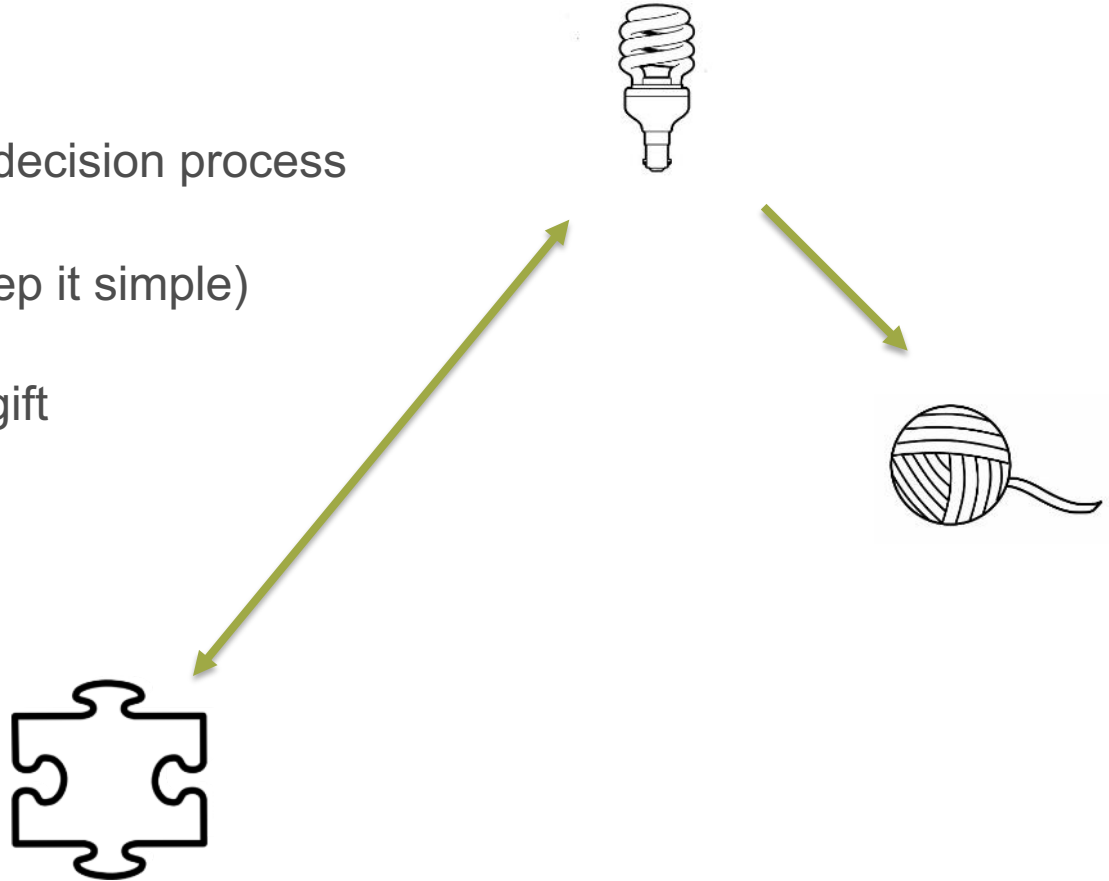


Writerly Tips

- Show Don't Tell
 - Opportunity to talk about mission
 - What is donor passionate about?
- Include specific details (but not too many)
 - Focus of donors and decisions
- Relatable characters
- Remember your audience
- What is your point of view?

Elements of a Story: The PG Version

- Problem
 - “I wish I could give but...”
- Rising action (tension)
 - Keep focus on the donor decision process
- Peak/epiphany
 - Solution: PG moment (keep it simple)
- Denouement
 - *SHOW* the impact of the gift



Edit, Edit, Edit (and sometime just leave well enough alone)




- Change the beginning or entry point
- Make your story shorter (or longer)
- It's OK to modify the facts
 - Individual vs. couple
 - Stock vs. property
 - CGA vs. CRT
- Be careful with names and identifying features
- Your story should sound like you

Practice Makes ~~Perfect~~

Pretty Good

- Groups of 3-4
- Stories should be about 2 minutes each
- Teller/Timer/Listeners
- Write down:
 - Type of Gift
 - Donor
 - Story
- Have fun!

Wrap Up

- Start with a problem 
- Show how the donor arrived at a solution 
- Show the impact of the gift 
- Include some memorable details
- Take some creative liberties
- Practice, practice, practice

Thank You!

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