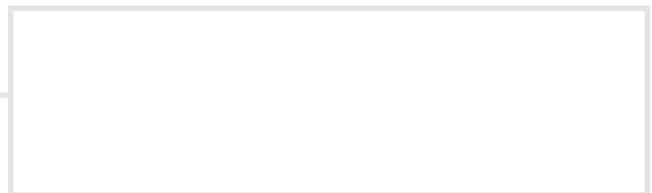


Back to Basics: Storytelling 101

Every nonprofit has multiple stories to tell, from your mission and organizational history to the story of the community you serve. A story that motivates your audience to take action is the foundation of your success as a nonprofit leader.

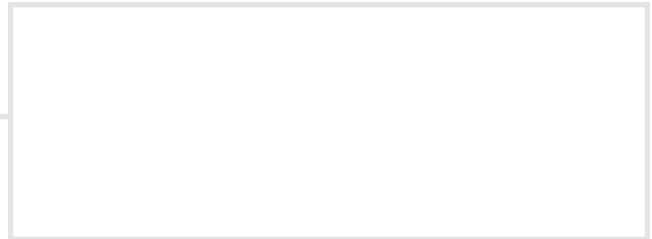
INTRO

Set the scene. What is your current situation or status quo?



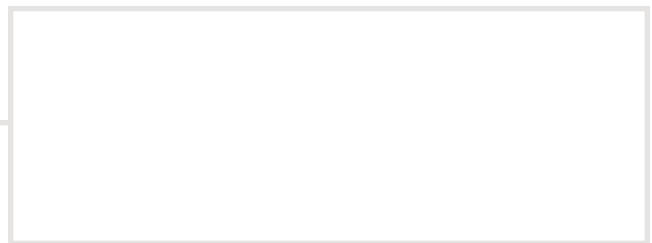
INCITING INCIDENT

What inspired you to take action?



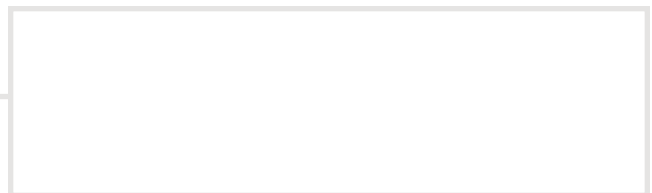
RISING ACTION

What obstacles did you face along the way and how did you overcome them?



CLIMAX

What was the peak, or turning point, of your story?



FALLING ACTION/RESOLUTION

How did the climax impact you and your community? What action do you want your reader to take?

