**Structuring Your Story Worksheet**

Use this worksheet to help you communicate your unique and compelling story that can be included in your organization’s communications and on your GG project page.

A study conducted by one of our GlobalGiving staff members investigated which points of view people find most emotionally compelling. READ HERE: <http://tools.blog.globalgiving.org/2014/05/09/tell-your-story-from-a-better-point-of-view-theirs/>

**TIP: using a “mixed” perspective in when telling your story and communicating with donors in general experiences the highest rate of donor retention and raises more money.**

What is a “mixed” perspective? **WE (your organization) + I (your beneficiaries) + YOU (your donors)**

1. **Sum it up.**

* Explain who you are (your organization), your mission and your vision

**Here’s an example:**

*Our mission is to inspire and educate underprivileged children to care for their environment, through the medium of a wildlife orphanage, while creating awareness about environmental job opportunities.*

**Write yours here:**

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1. **Set the stage.**

* Describe the problem

**Here’s an example:**

*The Limpopo province has a very high unemployment rate, and also a very big problem with poaching. The schools are badly equipped and overcrowded which causes poor education and leads to unemployment, poverty and poaching. It is a vicious circle that can only be stopped by educating the younger generation and helping them to make South Africa a better place.*

**Write yours here:**

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1. **What’s your solution?**

* Explain how your project plans on helping the problem

**Here’s an example:**

*We give local children the chance to experience their environment which is their heritage. We inspire these children to protect their ecosystems and introduce them to ecotourism jobs. We supplement the local school curriculum with one on one lessons and increase the children's self-confidence while diminishing the stigma of apartheid through working with international volunteers. We care for orphaned and injured wildlife and use them to teach the children responsibility and respect for animals.*

**Write yours here:**

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1. **What long term impact are you hoping to have?**

* How is your project sustainable?

**Here’s an example:**

*After spending a week of environmental education at Daktari, the children become aware of the importance of their environment. They now act as role models and encourage their communities to protect nature. Our educational program has also stimulated passions within lots of children who are now considering working in the ecotourism industry.*

**Write yours here:**

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**ADDITIONAL TIPS:**

* Include positive project photos (View the “Great Project Photos” Tutorial for more!)
* Make your story easy for your audience to relate to
* Explain why your donors are so important
* Include a call to action

**Related video: Watch “Ways to Communicate with Donors Effectively” here:** [**http://www.globalgiving.org/getting-started-challenge/**](http://www.globalgiving.org/getting-started-challenge/)