

## Simple Template for Moving Your Story from Boring 2 Brilliant

Let me tell you about:

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*(Fill in their name, age, and a few descriptive details about them.)*

His/her life was:

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*(Share specific details about how they felt about their choices, unasked for situation, health issue, etc. You get the idea.) Special note: Stay away from jargon and “grant-writer” speak.*

[NAME] \_\_\_\_\_ made his/her way to us because:

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*(Share how the person found you or your programs. Be specific. A helicopter didn't drop them off. Maybe ten other homeless shelters turned them down or their doctor or landlord referred them to you.)*



## Simple Template for Moving Your Story from Boring 2 Brilliant (continued)

Here's how our organization helped:

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*(Be specific here. As you share examples of your work or the impact your staff has had be sure to choose engaging language and share what the person in your story felt about your support/work/program.)*

Because of our work: \_\_\_\_\_ is now: \_\_\_\_\_

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*(What are the exact results AND transformations your main character is experiencing? Remember: even if you are serving the environment or an advocacy organization you are still talking about one person whose life is different because of your work.)*

This is just one of thousands of stories I could share with you about how we:

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*(Explain briefly how you save or change lives.)*

**Count how many “feeling and descriptive” words were used in this story.  
Do your stories paint a clear picture for your listeners or readers?**

