

Catalog Your Stories

Stories are the pillar of content. They are the foundation of connection with your audience. You have stories about people, stories about pets, stories about things (physical objects), and stories about events or moments in time. ALL of these stories are important.

Before you craft them, you need to catalog them. Use these themes and questions to jot down the notes you need to remind you of the details, but for now keep cataloging. Use the worksheet on the next page to catalog your story prompts.

People

Whether we're talking about your volunteers, your donors, or other people you come into contact with at some point in time, people make your rescue go round. These are stories about those people and these are just some of the prompts to help. Who else can you think of?

- Who was your first volunteer?
- Who is your youngest volunteer?
- Who is your oldest volunteer?
- Who is your most dedicated volunteer?
- Who is a donor that surprised you with their donation?

Pets

Pets are center of everything you do as a rescue. You have SO many stories about pets, and many of your fundraising stories will be about pets. These are just a couple prompts to help you think about all the stories you have about all the pets you have rescued. What other pets can you think of and what's their story?

- Who was the first pet you rescued?
- What pet touched your heart the most?
- What pet made you cry happy tears?
- Who was the pet that that went to a friend or family member and you still see?

Things

To rescue all the pets you rescue you use many different things. To run your organization you use many different things, tangible things or objects. Many of those objects have their own stories. What other objects can you think of that have their own story for your rescue?

- What did you use to rescue your first pet? (Think of anything from the vehicle to the leash to the carrier, etc.)
- What is something that you used in a creative way to rescue a pet?
- What was your first rescue vehicle?
- What is something that you will never be without when you are rescuing a pet?

Events

Events are moments in time that center around some sort of milestone. Sometimes where the milestone happens is most important and sometimes when it happens is most important. What other milestones can you think of?

- When was your first successful fundraiser?
- What was the last event or festival that you attended for your rescue?
- When did you first move into a physical space?
- When did you reach a goal number of fosters? Maybe it was 100, maybe it was 10. When did you reach that number and what was the number?

Story Catalog Worksheet

Use this worksheet to jot down your quick note about your stories while you watch the Story Cataloging video or while doing the exercise with another person.

People

Pets

Things

Events
