

A close-up photograph of a dog and a cat resting together. The dog, a beagle mix with brown and white fur, is lying down with its head resting on the cat's head. The cat is a ginger and white tabby, also lying down. The background is softly blurred, showing what appears to be a window or a bright light source. The entire image has a warm, reddish-orange tint.

STORYTELLING For Fundraising

What makes a great story?

- Emotions
- Relating
- Details
- Closure

“People have forgotten how to tell a story. Stories don’t have a middle or an end anymore. They usually have a beginning that never stops beginning.”

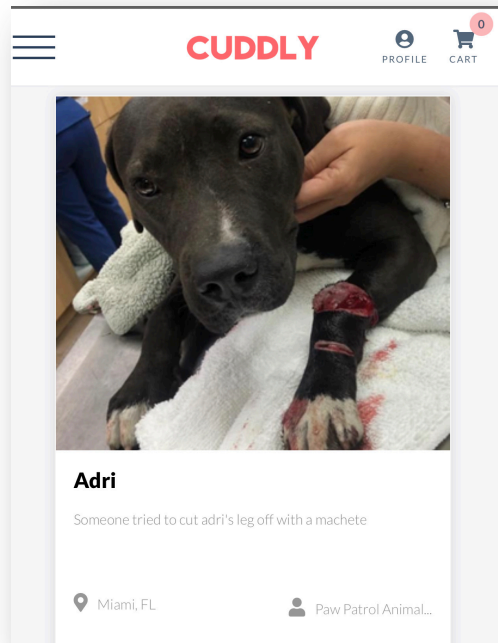
~ *Steven Spielberg*



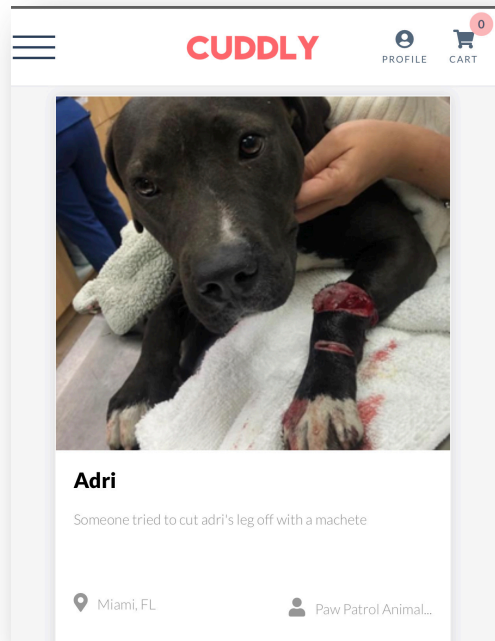
Great Story Examples



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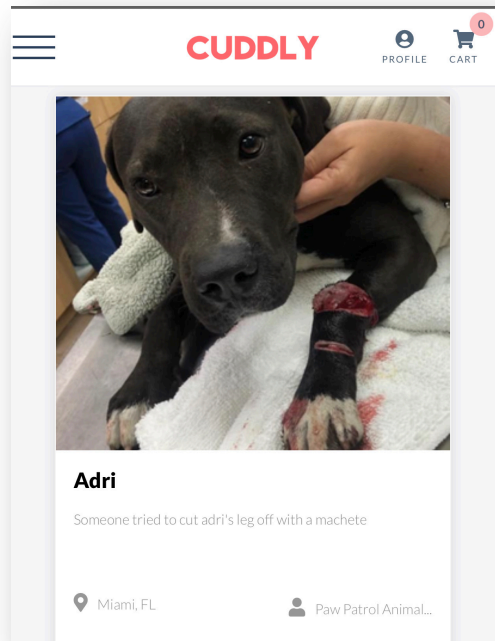
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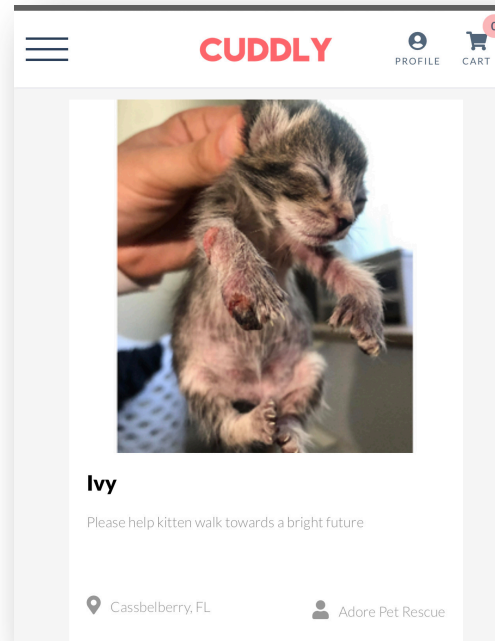
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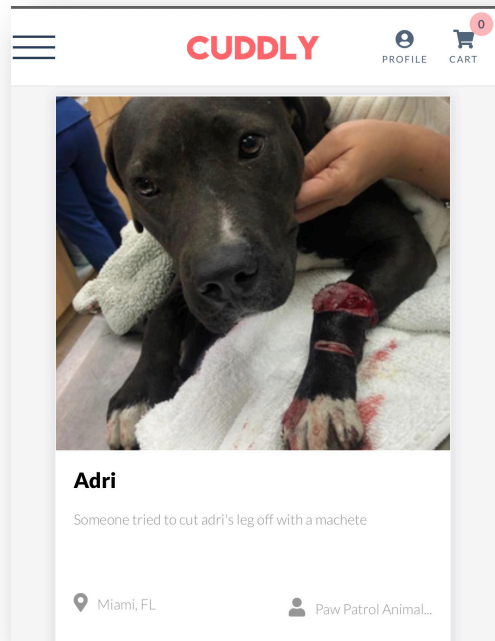
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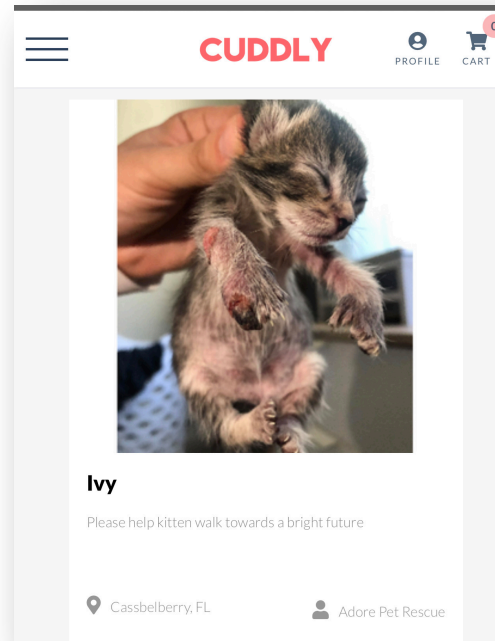
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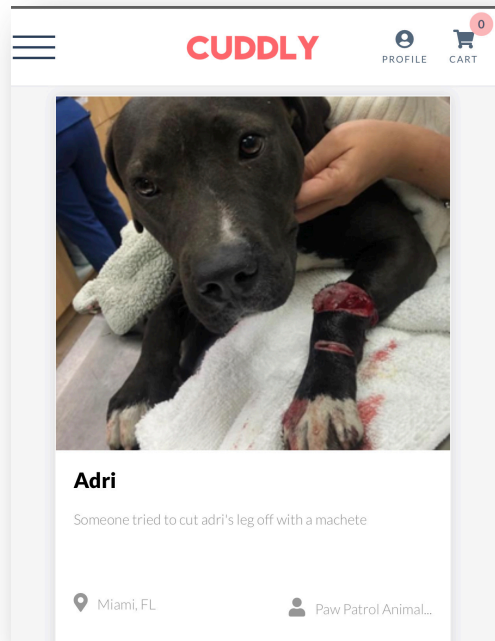
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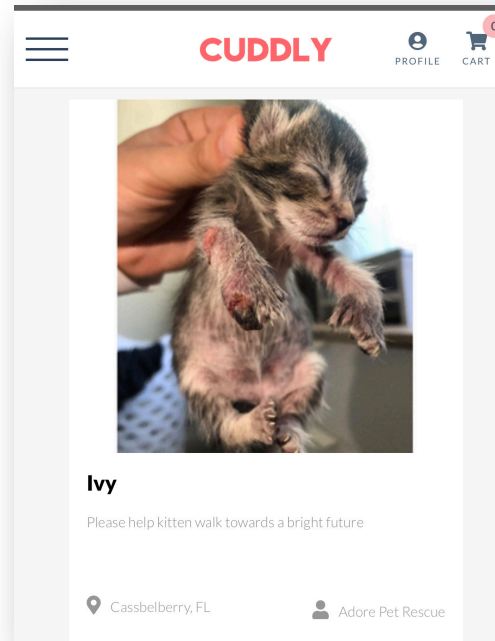
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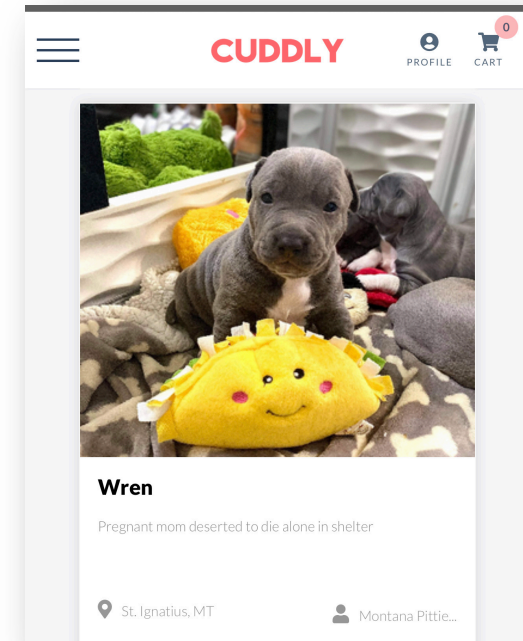
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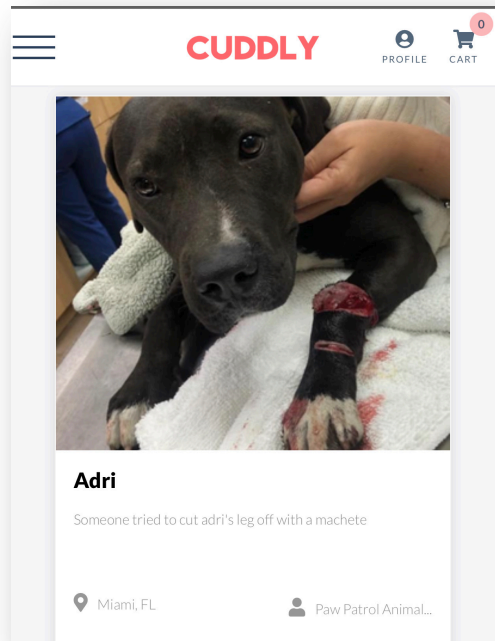
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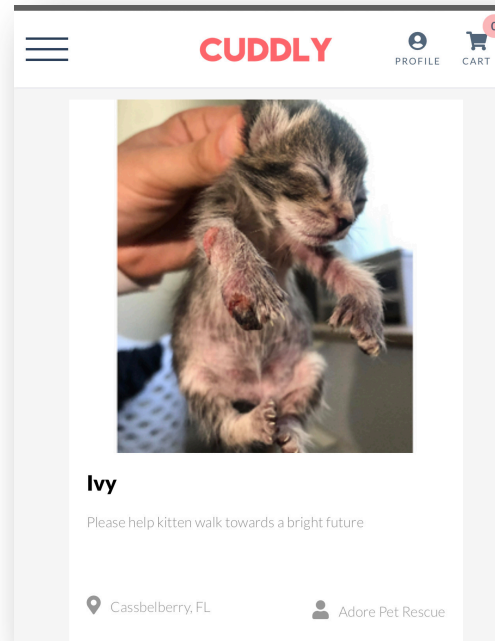
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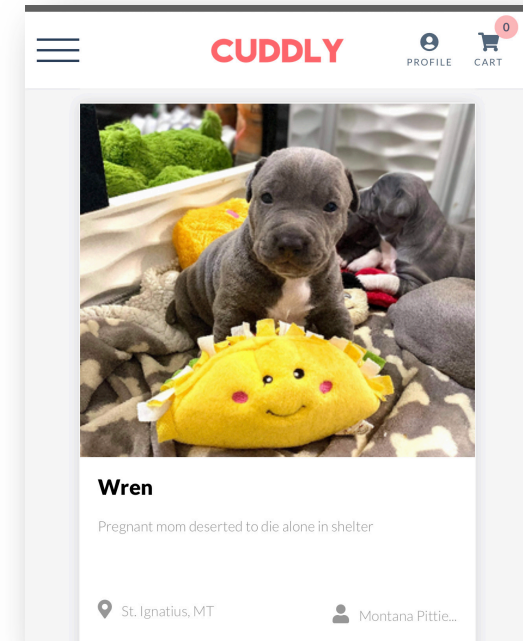
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Put a takeaway here



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The STORY SPINE

THE STORY SPINE

THE SIMPLE FOUNDATIONS OF MANY STORIES

BEGINNING

- 1 ONCE UPON A TIME...
- 2 EVERY DAY...

THE EVENT

- 3 BUT, ONE DAY...

MIDDLE

- 4 BECAUSE OF THAT...
- 5 BECAUSE OF THAT...
- 6 BECAUSE OF THAT...

THE CLIMAX

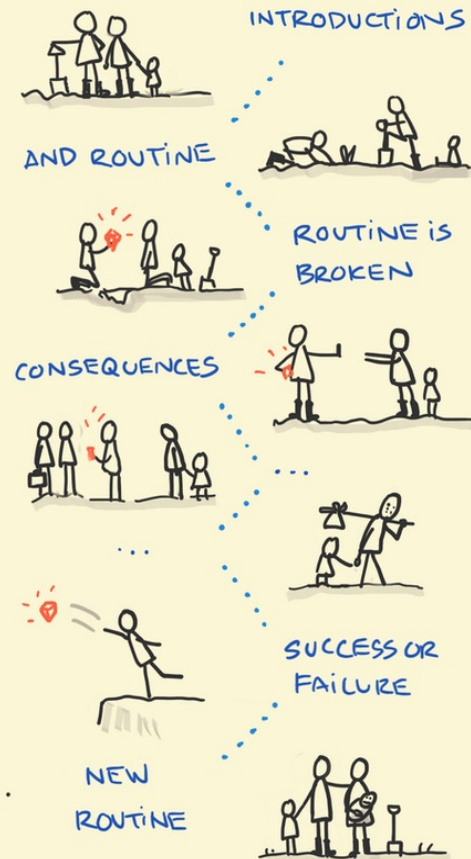
- 7 UNTIL FINALLY...

END

- 8 AND, EVER SINCE THEN...

OPTIONAL

AND, THE MORAL OF THE STORY IS...



FUNDRAISING STORY SPINE

- Once upon a time...
- What we know...
- What we found...
- What that means... (repeat)
- What we need...
- Why we need it...TBC

WHAT ABOUT IMAGES?

- Show the truth, with caution
- Eye contact
- Emotion
- Less is more
- Hope is important





QUICK TIPS

- Use short sentences.
- Use short paragraphs.
- Read it out loud.
- Ask someone else to read it once, and then ask them what they remember.
- Edit the flow if needed.
- Read it out loud again.
- Share with your CUDDLY Rep!
- Don't forget updates and closure.

Q&A

“A good storyteller knows how to get attention, inject a little suspense, exhibit a little of his character’s character, and dangle a carrot. On paper, at least. The facts are not enough. They never are.”

– *Art Spikol*