

# Storytelling *for* ACTION

**What type of stories to tell  
and when to tell them**

*Are you Asking for a donation or  
Reporting back to donors?*



## Asking

*Story Type:*

### Story of Need

A problem that is unsolved  
A person that needs help  
A story that is not complete

*When to Tell:*

Appeal letters  
E-appeals  
Fundraising events  
1-to-1 Asks



## Reporting

*Story Type:*

### Story of Triumph

A solved problem  
A helped beneficiary  
A completed story

*When to Tell:*

Newsletter  
E-news  
Annual Report  
1-to-1 Reports to Major Donors

**[ Do not do both at the same time. You will raise less money. ]**