



BRANDING:

Sell Your Story



One of the best ways to make your mission compelling to your supporters is to make a story out of it. Why? Because good stories are memorable, relatable, and easy to understand. And most of all, good stories are meant to be shared with others.

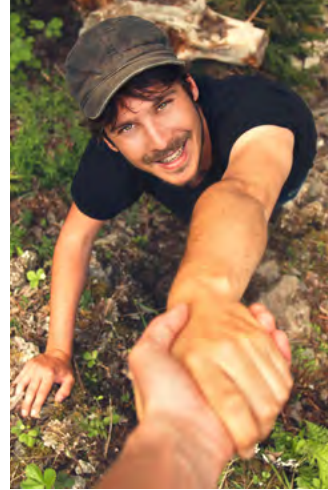
So how do you convert your mission into a good story?

*Almost every story in existence
follows this basic outline:*



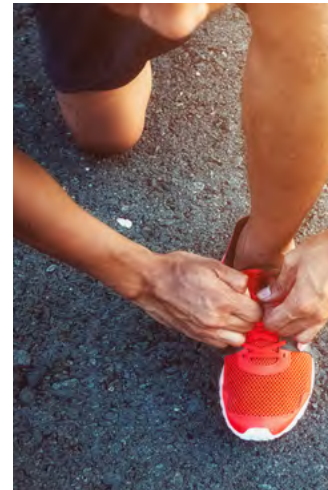
We start with Hero

Who usually has a
Problem of some
kind



Then, a Guide comes
along with a plan
to solve the Hero's
problem.

The guide calls the
Hero to Action



The Hero Responds
by either failing or
succeeding.

If you think about the last movie you've seen, this pattern will sound familiar. If done properly, it pulls the audience into the story ... it impacts their emotions ... and it draws them to want to take action.



So what does this mean for your organization?

- Think of your audience as the Heroes of the story.
- Establish the Problem. If your nonprofit helps find homes for abandoned animals, then you need to convince your audience about current problem facing animals in your community.
- You take the role of the Guide — with a proven plan to help them save our furry friends.
- Call the Heroes to Action — by showing them how they are the hope for abandoned animals in their city.
- Reinforce that when they respond by supporting your organization’s proven method—you’ll succeed together in finding loving homes for all the abandoned pets.



The most important part is to communicate to your audience that they are the hero and you are the best guide to help them solve the big problems. This involves a clear and easy-to-understand plan of action that your audience can participate in, whether it's as a volunteer, donor, staff member, etc.

And remember, good stories are meant to be shared. Tell your story in a way that encourages your audience to share it with their friends!





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