

## How to Write Your Organization's Impact Stories

Storytelling is important to your organization because it allows you an opportunity to highlight what your organization does by featuring the individuals who directly benefit from your work. It's a creative narrative that shares your organization's story in a compelling and purposeful way. Stories are useful in your donor solicitations and grant applications, but it is also helpful in your community outreach efforts.

Below are a few tips and suggestions to consider as you write your storytelling narratives.

1. **Human-centered.** Focus on people. Humanize your story as much as possible. (Remove any names that you don't want to be shared.) You can use more than one client in the story.
2. **Background.** Share the parts of your client's back story that will help provide context to their situation. Provide details about the client and their specific situation. Be as detailed as possible. It helps to show the progression of their situation.
3. **Your role.** Explain how this person/people became your client and how you/your organization got involved. Talk about the assistance and services provided. Be clear about what you/your organization did to help the client.
4. **Data.** While the client is the most integral part of the story, data helps too. Provide numbers, when you can, to help highlight the benefits of your program/services. (Ex. Since 2019, we have successfully moved 100 people through this program, and Client X is one of those people.)
5. **Resolution.** Describe the result and any ongoing assistance you will continue to provide to the client.
6. **Call to action.** When appropriate, include a call to action. It can be as simple as "Visit our website for more information."

### Other Helpful Tips

- Collect stories as often as possible.
- Use stories for purposes other than grantee applications (newsletters, social media, donor appeal letters, etc.).
- Consider the length of the story. If it's too short, you might not effectively convey the impact that you had on your client. If it's too long, you will lose the reader. It should be no more than 600 words.