

Identifying Your Fundraising Core Stories

Instructions: For each of the 4 stories below, think about an event, or experience that illustrates the story category (Challenge & Founding, People & Results, Future, My Story). Jot down a few notes and details about the story and what happened.

What is my repertoire of core stories?

The nature of the challenge & your founding

- What was the significant event that created your founding?
- What challenge did you perceive and how did you address that challenge?
- Who do I represent and what are we about?

People & Results

Provide stories of 2-3 clients, organizations, or groups.

Tell about:

- Who you serve
- Who works for you
- How people have benefited from your work.

The Future

- What you are struggling to improve and where you are going?
- What is your vision for the future
- What other kinds of results do you want?

My Story

- Why am I involved?
- What is my passion?
- What is my commitment?
- Why do I care?

Core Stories Worksheet

