

# EXPONENTIAL FUNDRAISING

## WITH JENNIFER MCCREA

### WORKSHEET:

#### DEVELOPING YOUR STORY OF US

The purpose of the Story of US is to create a sense of community and invite your audience to join the community in taking action and making a difference. Your goal is to tell a story that:

1. evokes our shared values and what unites us,
2. shows the challenge we face that make action urgent,
3. gives us hope that we can make specific change, and
4. invites us to join the community in taking action now.

Use these questions to help you put together your Story of US:

Who is the US you want people to feel a part of? What common values do we share?  
What have we experienced through this training?

What is the challenge the US faces? Make the challenge real with images and stories, not facts.

What does the US hope for? Where does that hope come from? How do we know that

we can make change? What images of the future do you have that reflect how things could be different?