

EXPONENTIAL FUNDRAISING

WITH JENNIFER MCCREA

WORKSHEET:

DEVELOPING YOUR STORY OF „WHY NOW“

Use the grid below to help you to put together your story of „why now“ or. Draw images rather than just using words to help you create a vivid, detailed story.

CHALLENGE: Why is it urgent to take action now? What stories or images can you convey to make the challenge real for your listeners?

OUTCOME: What will the future look like if we fail to act? What could the future look like if we do act? Paint pictures with vivid details. Include the „nightmare“ and the „dream“.

CHOICE: What choice are you asking people to make? What form will their commitments take? Is it believable that it can help lead to the vivid image of an outcome you painted?