Story Builder: Bring it Home

BRING IT HOME

The one sentence that will change your storytelling forever

We *donor and organization together* help *beneficiary* + *benefit* + *feature.*

Write your story

Using your Story Builder interview data, combined with the above sentence here's the space and a checklist (✓) to make sure your story is memorable and connects your audience to your mission:

Sensory Details ___ Emotions or feeling your participants feel (that are universal) ___ Pivot or Change Moment ___
What Changed ___ Journey ___ Donors/Volunteer/Participant role ___ Beneficiary ___ Benefit ___ Feature ___
No longer than 70 seconds ___

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