TELLING YOUR STORY

1. TELL A STORY
   Start out by telling a compelling story about why you are fundraising.

2. TURN OF EVENTS
   Did something happen? Let your donors know. (ex: cancer diagnosis, relapse, financial burden, etc).

3. CREDIBLE
   Make sure your story is rooted in concrete facts: if you are telling someone else’s story, make sure you mention their name often and provide credible facts.

4. THANKFULLY
   This is where you tell your donor the outcome of the turn of events and how LLS helps.

5. ENDING
   Make sure to inform your donor of the end result. Direct audience to what they can do and how they can help and/or why we need continued funding & support.

6. HOW CAN THEY HELP?
   Tell the donor how they can help and how their donation will make a difference.

7. CALL TO ACTION
   Make sure the donor knows what to do next and how they can help or get involved.