

# TELLING YOUR STORY

2

## TURN OF EVENTS

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

1

## TELL A STORY

Start out by telling a compelling story about why you are fundraising.

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.

6

## HOW CAN THEY HELP?

Tell the donor how they can help and how their donation will make a difference.

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.

7

## CALL TO ACTION

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

