

# Telling your STORY

2



## TURN OF EVENTS

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

1



## TELL A STORY

Start out by telling a compelling story about your honored teammate or why you are fundraising.

3



## CREDIBLE

Make sure the 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 positive outcome of the turn of events and how LLS helped.

6



## HOW CAN THEY HELP?

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

5



## ENDING

They live happily ever after! (If this is a sad story, direct the audience to what they can do and how they can help and/or why we need continued funding and support.)

7



## CALL TO ACTION

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



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