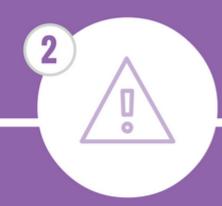
Telling your STORY



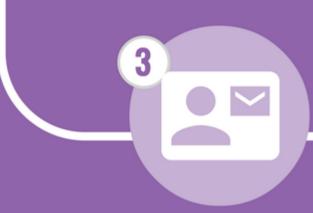
TURN OF EVENTS

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



TELL A STORY

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



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.



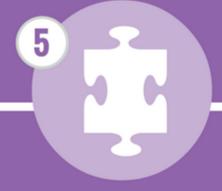
THANKFULLY

This is where you tell your donor the positive outcome of the turn of events and how LLS helped.



HOW CAN THEY HELP?

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



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.)



CALL TO ACTION

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





TEAM IN TRAINING® teaming up to make someday today