



IMPACT MADE EASY: **4** STEPS TO TELL BETTER STORIES

A REPEATABLE STRATEGY TO ENGAGE, INSPIRE & ACTIVATE YOUR DONORS

Shouldn't this be easier?

Donor communicators, I feel your pain. You're creating content round the clock, but something isn't clicking.

Your audiences believe in your mission, and they're behind your vision, but you're struggling to connect with them on a deeper level – one that moves the needle on your fundraising and engagement goals.

Trust me, you're not alone. I see nonprofit organizations fall victim to the same mistake over and over. Their work is more than admirable, it's inspiring, but they're telling the story all wrong.

Why? **Because they're making it all about them!**

As a communicator, it's your job to ensure that your donors understand the impact of their gifts. Your donors are your greatest champions and advocates, and their support is what makes your success possible in the first place.

If you aren't telling the stories that place impact at the forefront, how do you expect your donors to know how vital they are to your mission and vision for the future?

When you place impact storytelling on the back burner, your donors can't see themselves as valuable partners, which puts these vital relationships at risk.

I get it. Capturing real, human stories is hard work!

That's why I've created a repeatable process to bring your stories to life — again and again — allowing you to focus on cultivating stronger, more meaningful donor relationships.

This is the same process I turn to with my own nonprofit clients, helping organizations of all shapes discover their greatest (often untapped) resource: real, human stories.

So, let's get started!



Take the Work out of Impact Storytelling

The answers to these key questions will provide the framework for ANY impact story. The best part? It's as easy as 1, 2, 3....4 (jump to page 3 for a real example)!

WHAT DO I WANT MY READER TO KNOW?

Whether you're bringing attention to an urgent need, expressing gratitude, or simply sharing impact, your story is dead on arrival if you don't know where you're trying to end up. Have you answered the questions that will inform your next step? Great!

☑ **WRITE IT DOWN: THIS IS YOUR STORY'S GUIDING PURPOSE.**

HOW WILL THEY KNOW IT?

The human element of ANY story comes in right here at step two, "how will they know it?"

What real experiences or stories will illustrate the point you're trying to drive home? Who can tell that story?

☑ **NAME THEM: THESE ARE YOUR STORYTELLERS.**

WHAT DO I WANT MY READER TO DO?

Writing for impact is all about opportunity: to raise funds, to solve a problem, to join forces, or all of the above.

You've informed and inspired, so how do you close the loop and create a greater investment in your organization?

Step three is all about inspiring action. What do you want to achieve? How can your reader help?

☑ **SAY IT OUT LOUD: THIS IS YOUR ASK.**

HOW SHOULD THEY DO IT?

This is the final piece of the puzzle, one that should reinforce your "why," your "who," and your "how" by reminding your donor how crucial their support is to achieve your desired outcome. It also brings your framework full circle.

How will you know you've achieved your purpose?

☑ **DRIVE IT HOME: THIS IS YOUR CALL TO ACTION.**

The answers to these four questions provide the who, what, how, and why, helping translate an idea into a persuasive, emotive, compelling piece of storytelling content, thoughtfully designed for your donors.

Impact Made Easy: A Case Study

Now, let's apply this framework in real time.

Goal: Create awareness around the [Temple Education Scholars \(TES\) program](#) in a way that underscores the urgent need to support this vital program.

WHAT DO I WANT MY READER TO KNOW?

An already dire need for more teachers just got more complicated:

- ☑ The gap between educators and students of color is growing
- ☑ Fixing this problem is multi-faceted and requires leaders in education equipped to bring solutions to the table.
- ☑ New measures to ensure the long-term success of our schools is underway at Temple.

HOW WILL THEY KNOW IT?

First-hand accounts from those on the front lines:

- ☑ Jennifer Johnson, PhD
- ☑ Sydney Smith '23
- ☑ Ebony English
- ☑ Julie Curci

WHAT DO I WANT MY READER TO DO?

Be part of the solution: support the growth of this program so that it can have an even greater impact.

- ☑ Mentor and empower more future educators
- ☑ Increase its size, scope, and impact
- ☑ Enhance program offerings and scholarship opportunities

HOW SHOULD THEY DO IT?

Take action, today:

- ☑ Visit our website
- ☑ Learn more
- ☑ Make a gift
- ☑ Double your impact with a match

Impact Made Easy: Your Turn

Use this template to jump start your next brainstorming session. Apply these four steps to make impact even easier!

**WHAT DO I WANT MY READER
TO KNOW?**

HOW WILL THEY KNOW IT?

WHAT DO I WANT MY READER TO DO?

HOW SHOULD THEY DO IT?

Impact is Easier: Now What?

With a solid framework in place, you're ready to start telling the stories that matter.

But you might find you still need...

- ☑ Greater clarity around your organization's mission, vision, and the role your donors play
- ☑ A more robust bank of donor stories and testimonials
- ☑ Guidance on interview protocols and methods to create consistency in your messaging
- ☑ A stronger donor communications strategy to guide your storytelling efforts

That's why I work with my clients to tell the whole story by helping them identify, share, and leverage human stories that move the needle on their fundraising and engagement goals.

If you'd like to learn more about how to tell the right stories—ones that inspire your audiences to act as vocal, loyal, and generous champions—email me at meghan@onwordcom.com to set up a call!





About Meghan

I'm Meghan Goff, founder of Onword Communications. I work with advancement and development teams in higher education, healthcare, and community-focused organizations who want to acquire and retain loyal, engaged donors.

Storytelling isn't just what I do, it's who I am! When I entered the world of advancement and development as a writer and communicator, it provided an incredible opportunity to uncover stories, capture experiences, and define impact as more than just dollars and cents.

Today, I bring that same approach to my work, helping organizations develop content that creates connections and delivers results.



Want to learn more?

EMAIL ME TODAY TO SET UP A CALL:
MEGHAN@ONWORDCOM.COM

