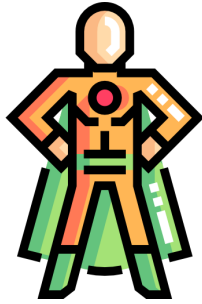


The Storytelling Formula

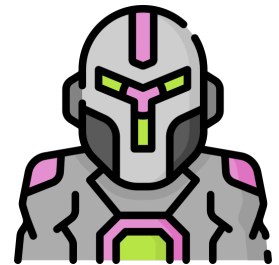
In every compelling story you have a hero, a villain, and a sherpa. This is a guide on how to use this method to win over your audience.



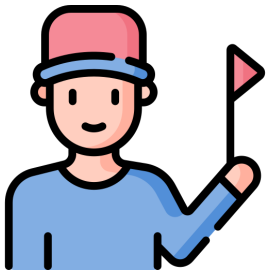
Hero

Your donors are the heroes. Your job is to help them understand how their donation is having a positive impact on your cause. You can do this by talking about how your nonprofit's projects have changed lives. Describe what the donation enabled your organization to do.

The barrier to achieving your mission is the villain. In most cases the barrier is funding. In other cases the barrier may be access to people, equipment, government, or knowledge. Discuss how additional funding can overcome these barriers.



Villain



Sherpa

Your nonprofit is the sherpa. In every story there is a guide who helps the hero overcome the villain. You are this guide. Show your donor how they can be the hero in the story of your cause.

Stories become more powerful when using the hero + villain + sherpa formula. This leads to the **“happily ever after”** where the hero (your donor) has saved the day by alleviating the challenges brought on by the villain.



Happily
Ever After