

## Campaign Story Writing Worksheet

<p><b>Opening line: an agreeable statement or rhetorical question.</b> Something simple, eye-catching, and will make the reader think, “YUP!”.</p> <p>A favourite example is from a campaign helping children with anxiety over the pandemic:</p> <p style="padding-left: 40px;"><i>Over the past year, the mental health of each-and-every one of us has been challenged.</i></p>	
<p><b>Problem statement.</b> Clearly outline the problem your organization is trying to solve.</p>	
<p><b>Solution.</b> What products/services does your organization provide as solutions to the problem?</p>	
<p><b>Identify the gap between problem and solution.</b> Try to think beyond the funds. For example, “Dogs need to be groomed and see a vet before they can be adopted.” Or perhaps there’s a specific number of individuals you are looking to help (“Our problem is homelessness, our solution is a new shelter and beds, but the gap is we have dozens of people we have to turn away each night because we only have 100 of beds, currently”).</p>	
<p><b>Make donors the hero, utilizing “Units of Impact”</b> (one new bed = \$1000; provide a cell phone for a homeless individual for \$75; \$100 is a counselling session for a teen with mental health concerns, etc.)</p>	
<p><b>Quid pro quo – What will you give in return for a donation?</b> Note: if you have physical items to use as rewards, great! But what is more important is updates. What are some things you could update your donors with to continue the story?</p>	

**\*At the end should ALWAYS be the Call to Action = you are not only asking for donations, you are also asking for the SHARE. Make sure your donors know they can help you further by sharing your campaign!**