

7 Steps to an Opportunity Story that Inspires

Partner with your development professional to use this checklist in crafting your Opportunity Story that inspires donors.

Societal

- ☐ About people
- ☐ Defines the human cost

Forward-Looking

- ☐ Describes what the situation will look like when corrected
- ☐ Shows a positive impact on people
- ☐ Provides opportunity for people to join the team

Action-Oriented

- ☐ Defines 3–5 broad elements necessary to accomplish the promise
- ☐ Builds confidence
- ☐ Presents the opportunity to participate

Credibility-Building

- ☐ Demonstrates relevant track record of success
- ☐ Positions organization as best people and place to achieve the promise

Relevant

- ☐ Is easily understood
- ☐ Relates to the listener's personal experience

Impactful

- ☐ Elicits an emotional response
- ☐ Conveys the speaker's own passion
- ☐ Changes the listener's behavior or opinion

Succinct

- ☐ Gets to the point quickly and concisely
- ☐ Uses language the listener understands

