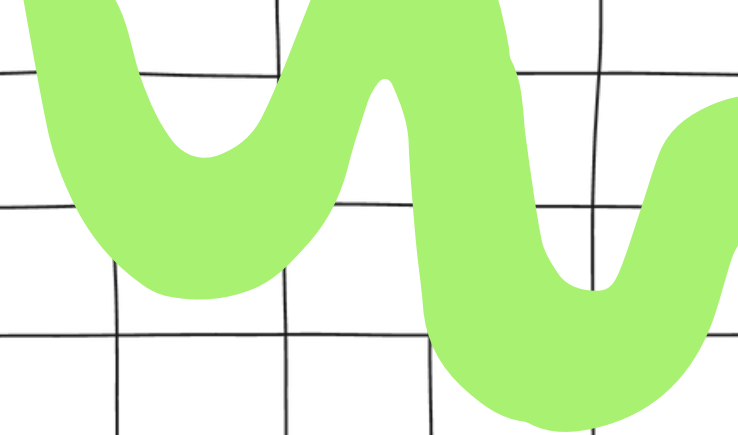
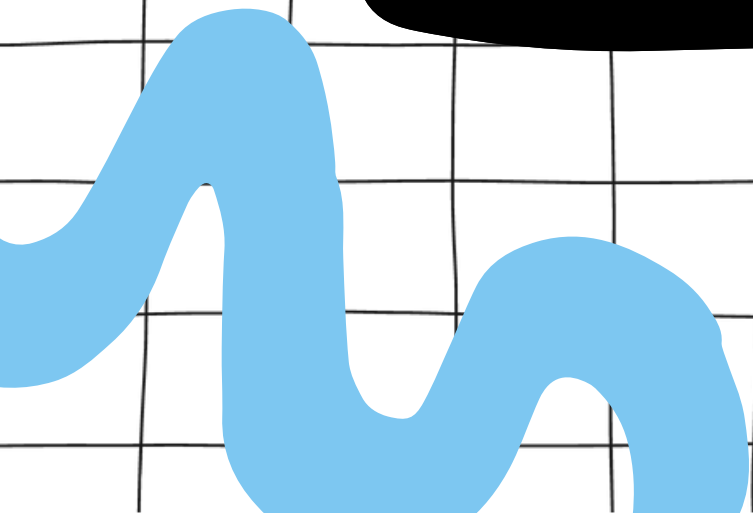




# **Writing**

# **Impact Stories**

For marketing and development purposes





# Introduction

Every day, all across So What Else we're doing incredible work. However, we also have to make it a priority to capture those stories to share with supporters, donors, and members of the press.

Impact stories are short, written blurbs that narrate a particularly inspiring story you come across in your every day work. They can even be submitted in bulleted lists, so as long as they are captured.

# Examples



**Volunteer groups  
and events**



**Impactful  
donations**



**Heartwarming  
client stories**



**Stories tied to  
current events**

# Example Story:

What are some things you notice about this story?

Months ago our team in North Bethesda received a large donation unlike any other. While the team is used to receiving miscellaneous items and unrecognizable food items, they'd never imagined they'd be asked to take in hundreds of thousands of surgical gowns from Blessed in Tech Ministries. Never one to pass up a donation they accepted, though at the time they were unsure when or who they'd give them away to. For months they sat in our warehouse while we searched for someone to take them. But On Monday, July 24th, with the help of FC Group, we were able to send all 253,972lbs of surgical gowns where they will be needed most: the frontlines of Ukraine.

It's moments like we're humbled by the scale of our work, and the global impact we're able to have during exchanges such as these. Thank you to FC Group for facilitating this exchange and sending these gowns to a good home.



# Where impact stories get used:

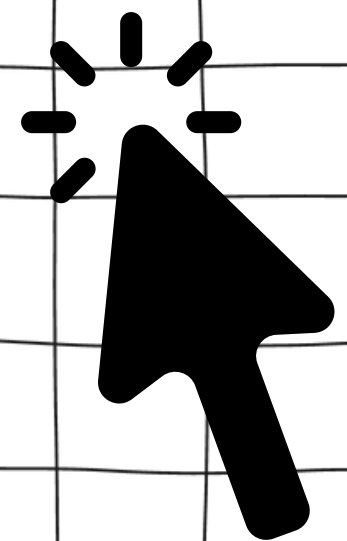
**Grant Reports**

**Social Media**

**Press Releases**

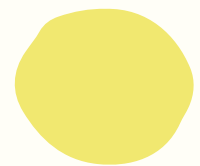
**Donor Outreach**

**News-letters**

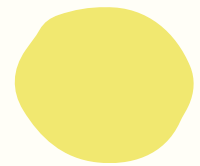


# Picking a story

Here's some things to keep in mind...



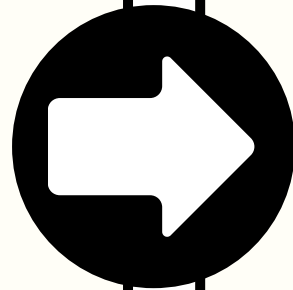
What makes this story special? How is this different from the work you do everyday? What makes this example in particular extraordinary?



Does this story have compelling details? Do you have numbers or firsthand accounts you can include? Is it related to a timely event in the news?



How might this story highlight our mission? What is this story saying about So What Else and the work we do?



Some sort of  
feel good /  
inspirational  
element

Compelling  
numbers, first  
hand accounts  
and/or relation  
to a current  
event

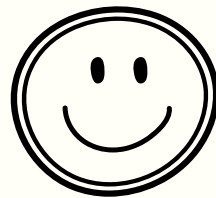
## Key Elements

Ties back to a  
core So What  
Else mission,  
flattering our  
work

Sets us apart  
from other  
organizations  
and work in  
some way

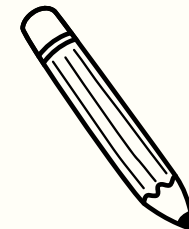
# Writing your story

## It doesn't have to be perfect!



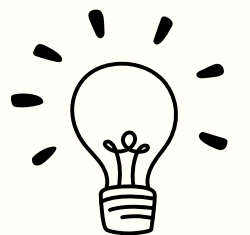
- Don't worry about having the perfect wording
- You can even send a story in a bulleted list if you struggle with writing
- Biggest priority is that you're doing them

## Keep it simple



- These stories should be concise and to the point
- Focus on the "why" and biggest details
- Don't overcomplicate with irrelevant info

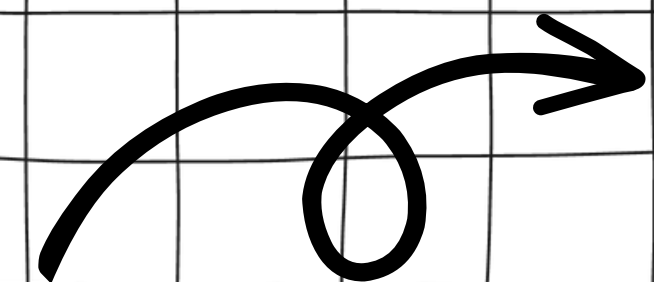
## Know your audience



- Keep in mind who will be reading this and why
- What will a donor / supporter / member of the press want to know about this story?



**Things to stay away from when writing impact stories...**



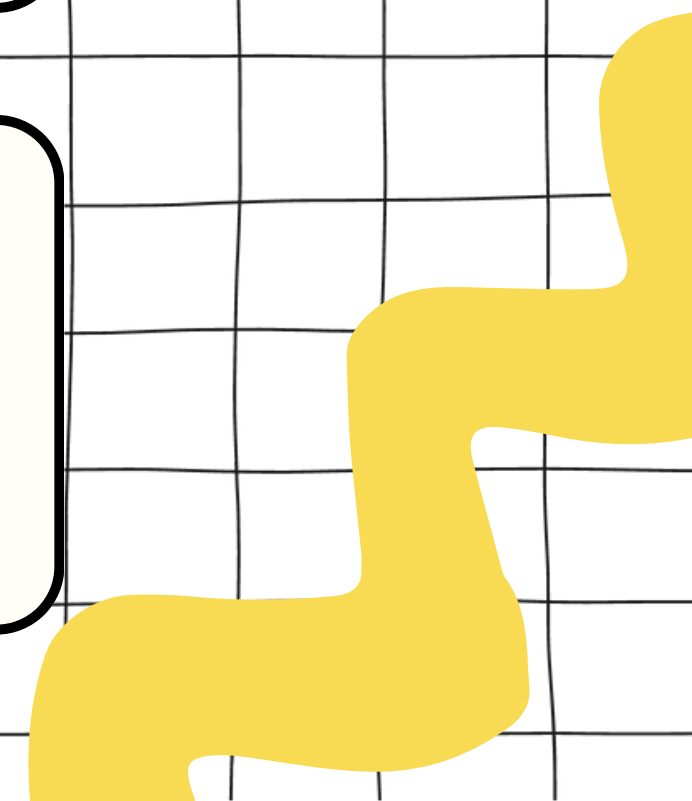
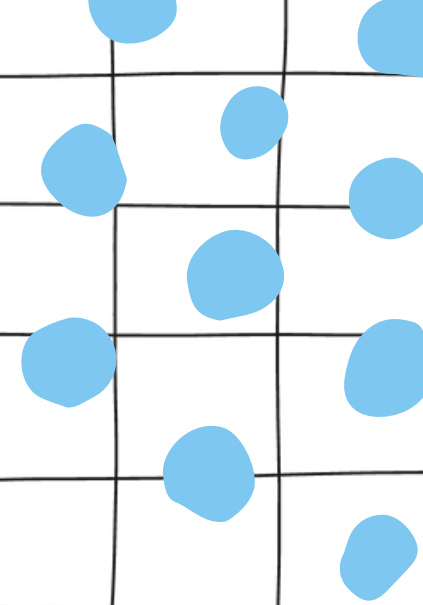
**Making your story too vague or too long**



**Failing to tie it back to the "why" and our mission**



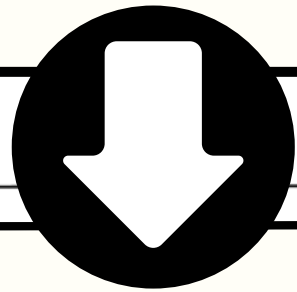
**Forgetting to include big, important details like data or quotes**



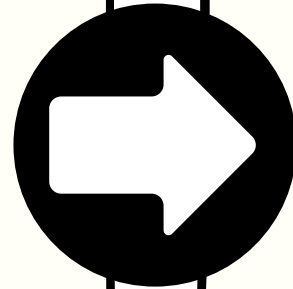


# If you need help

You can always read through impact stories in the "Content Folder" of our google drive, or ask Tori to send you examples



You can also email a story to Tori to get input, make edits, or ask for help writing a story. I'm always just a text or email away



You can also send over the bulleted details of a story and have me put one together for you (just make sure you have all the facts, photos and quotes prepared ahead of time)



**Just make sure  
you're capturing  
these stories when  
they occur!**