HEAL Stories of Impact
Crafting Effective Stories
A story can be a...

Tweet

Long interactive narrative

...and anything in between
A GUIDE TO STRATEGIC AND SUSTAINABLE NONPROFIT STORYTELLING
Building Blocks
An Effective Character
Building Blocks
Authenticity
Building Blocks
Emotions
Building Blocks
A Hook
Stories & Data
Activity

Identify an audience
Select a strategy
Layout a one-pager
<table>
<thead>
<tr>
<th>Title</th>
<th>Evidence (data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accomplishments/Changes/Impact</td>
<td>A Story</td>
</tr>
<tr>
<td></td>
<td>Building Blocks</td>
</tr>
<tr>
<td></td>
<td>An Effective Character</td>
</tr>
<tr>
<td></td>
<td>Trajectory</td>
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<tr>
<td></td>
<td>Authenticity</td>
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<td>Emotions</td>
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<td>A Hook</td>
</tr>
</tbody>
</table>