

Worksheet 5: Developing a Compelling Story*

Remember that the elements of a good story are: A small story related to a significant saga; a cast of relatable characters; a single goal or desire; a conflict; and a magical element. The worksheet below will help lead you through these elements and help you develop content you can use for successful fundraising efforts.

1. My main character is

What is interesting about this character is

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2. My character's goal is

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3. Standing in the way of my character's achieving his/her goal is/are

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4. My character attempts to overcome these obstacles by

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5. What happens in the end?

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6. What do we learn (the "significant saga")?

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* Mark Rovner and Alia McKee, *Effective Storytelling Training*, Sea Change Strategies.

Worksheet 5: Developing a Compelling Story–Notes

A series of horizontal dotted lines for writing notes, spanning the width of the page.

