

Six-Step Brainstorming Exercise

We designed this worksheet to use again and again. Whether you're writing a fundraising email, video script, or planning a series of social media posts, taking your ideal donors through this six-step series is always highly effective.

{INTRODUCTION}

Stories are incredibly powerful ways to elicit strong feelings and connections with your ideal donors. Having trouble getting started? Use one of our "52 Power Prompts" to write your introduction below. Depending on what you're writing, your introduction could be as short as a few words or much longer.

{INFORMATION}

This is your segue. How will you relate your introduction to your mission?

We've listed a few examples below and given you room to brainstorm your own.

"Why?"

"So why am I telling you this story?"

"I think it's important to tell you all of this because it shows_____."



{IMPLICATION}


This section is the “why” of whatever you are writing. This is where you focus on introducing your donor’s transformation. Go back to your customer interview notes here and write down some of their exact words and phrases. Then, use those phrases as you are writing this section.

{TESTIMONY}

Here is where you can brag humbly. By this I mean that you can say, “I was so proud when _____ (insert good things your donors have contributed to). Or better yet, use a direct testimonial from a satisfied donor about the difference they made.

{TREPIDATION}

This is where you make your reader feel a bit uneasy by bringing them back to the cognitive dissonance we discussed in this lesson. Remember, they are engaging with your organization to solve a problem that is bothering them and your job is to guide them to your solution.



Remind them of the problem they are trying to solve and the solution you are providing in this section.

{TRANSFORMATION}

This is the “close.” In this section you are going to first tell your reader (potential donor) exactly what action they can take, and when and where they can take that action. Then remind them of their transformation—how will they be helping you to change the world? Be sure to close with a phrase that illustrates a complete action. *(Example: “Thanks to you, another family got the assistance they needed to put dinner on the table tonight.”)*