

***Graduating Grants 2011***  
**Instructions for Your Project Story**  
**DUE Tuesday, August 16, 2011**

**A story is one of the best ways to engage an audience in your work: illustrating what you do, why it's important and why they should care. Stories are vital for fundraising and engaging policymakers.**

*We look forward to posting a story from your "graduating" project on the LFP website.*

**Advice from master storyteller Andy Goodman:**

- Use plenty of **description** (of the scene, the client, the circumstances).
- Share the **voices** of the people in the story. Quotes make the story feel more real.
- The **main character** doesn't have to be a client. Consider a story about a volunteer, a staff member, a family member, a funder or a coalition partner.
- The main character must face **a real problem or challenge**.
- Once you present a person with a problem, don't rush to the end by saying "we fixed it." Include details that **show how your project made a difference**.
- Surprise endings can be happy or sad, success or defeat.
- No reports, no statistics: your facts are already in your one-page handout.

**Submitting your story:**

- Please e-mail it as a **Word document** to [dsolomon@localfundingpartnerships.org](mailto:dsolomon@localfundingpartnerships.org).
- Stories should be no more than 500-1,000 words, two pages at most.
- Every story should have a **title** and an **author**. ("Written by" or "As told to...")
- You always need fresh stories. Please send a new story that we have not posted.
- Your panel leader will talk with you about sharing your story at the annual meeting.

**Any tips?**

Go to Andy Goodman's site [www.agoodmanonline.com](http://www.agoodmanonline.com) and look under publications.

- His book *Storytelling as Best Practice*
- His newsletters *free range thinking*:
  - June 2010: "Building Stories with 7 Sentences"
  - April 2010: "Telling Tales in Tight Spaces"
  - November 2010: "The Too Much, Too Soon Problem in Storytelling"
  - & a personal favorite—October 2003: "7 Questions to Sharpen Your Stories"

**See examples** on the LFP website in the Annual Meeting section under "Information for Graduating Projects."

We will discuss your story along with your one-page summary and your talking points in a **webinar with Debbi on Wednesday, July 20, 2011 at 1:00 p.m. Eastern Daylight Time.**

Any questions or suggestions?

Please don't hesitate to contact Debbi Dunn Solomon, LFP director of media & public information, at (609) 275-4124 or [dsolomon@localfundingpartnerships.org](mailto:dsolomon@localfundingpartnerships.org).