



## **TIPS FOR TELLING A GREAT STORY ABOUT YOUR VOLUNTEERS**

Storytelling has always been an important part of our history, identity and culture. Great storytelling is the best way to share information as people remember stories and use stories to draw similarities to their own lives. Stories influence people and help people feel connected. Our brains are wired for story!

Creating written stories or brief videos about the impact volunteers are having in your organization can increase the appeal of volunteering with your non-profit. It's also a great way to recognize your volunteers AND give them something to proudly share with their family and friends.

### **Story Crafting Tips**

- Make sure your story has a beginning, middle and end
- Use first names for every character, use pseudonyms if necessary
- Make the volunteer the hero of the story, not your organization
- Don't forget to include emotion (in tone or words)
- Include a picture if you can
- Don't worry about it being perfect. Have a first go and then edit
- Keep it brief. No more than half a page.
- Include a call to action

### **Happy Storytelling!**

Get going and start capturing the amazing work your volunteers are doing at your organization and don't forget to post your stories on SPARK Ontario: [www.findmyspark.ca](http://www.findmyspark.ca)