

Wednesday, May 18<sup>th</sup>, 2022, 2:15 – 3:30 pm  
Crafting Compelling Narratives for Fundraising  
**Activity hand-out**

Session Objectives:

1. Why storytelling in fundraising matters.
2. How to craft your story to appeal to funders.
3. Staying nimble. How to craft your story for easy adaptation.

Session Activity: As a table, develop a strategic narrative around one of the below three challenges.

1. Legacy donors – Amidst staff/ leadership turnover at your organization, how do you reengage with your legacy donors and maintain their support?
2. New exhibit – your Board has asked you to produce a new exhibit that highlights a specific local industry. How do you tell the story of this new exhibit to potential sponsors while keeping to the mission and values of your organization?
3. Cultivating new donors – children’s museums can sometimes be revolving doors when it comes to individual donors; visitors’ children grow up and the families move on to support the next phase of their children’s life. What impact narrative can be used to attract and retain individual donors given this reality?

**Presenters:**

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