

Nonprofit: Origin Story



Step 1: The Heart & the Hook

Choose one founder as the leading character. Start with their desire and the why behind it. Then craft a Hook, the opening to your story which connects us to the Heart's desire.

The desire & the why behind it

The Hook



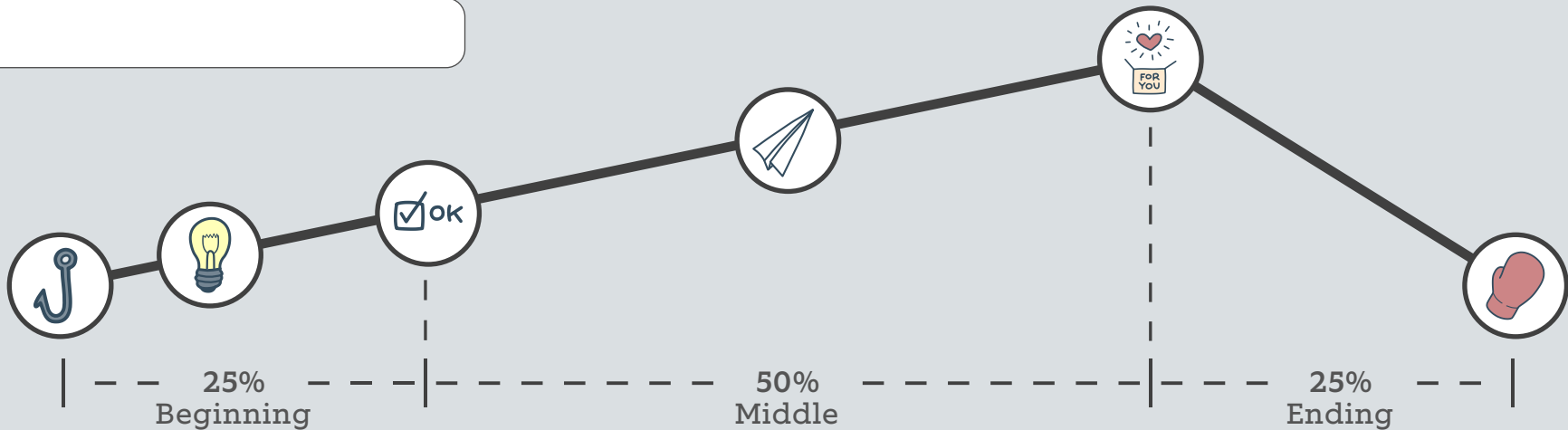
Step 2: The Ask

What is the moment where the Heart ran into a large problem and the idea for the nonprofit was born?



Step 3: The Acceptance

And now what is the moment when the Heart decided to try and overcome the problem?



Step 4: The Journey

List the three main events that happened on the journey to bring the nonprofit to life.



Step 5: The Answer

This is the reveal of the nonprofit itself and your opportunity to reference the top ways you make an impact.



Step 6: The Job

This is your closing and what you ask for. Make one clear request. In most cases, it will be to donate.