Storytelling Through Email

Turn your stories into support! When building a new email program, use this worksheet to identify simple yet effective ways to incorporate stories into your email messages.

1. Identifying the Story

Someone at your organization has a story to tell. Ask your staff members, volunteers, and donors why they choose to give their time or talents or dollars to your organization. Let them know you would like to tell their stories to inspire others to get involved with your cause. People love to share—especially when it can make a difference.

Story name: _____

Who or what is it about: _____

What are the three most important points?

1. _____
2. _____
3. _____

Why is the story important? _____
_____

Do we have pictures? YES/NO

Do we have a quote? YES/NO

If yes, what is it and who said it? _____
_____

2. Applying the Story to Email

Create a 4–5 sentence summary of the story. Make sure to hit on the three main points you listed above. Include photos or direct quotes whenever you can.

_____
_____
_____
_____
_____

Continued…

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3. Creating an Open-Worthy Subject Line

Just like you, your donors are bombarded with emails every day. It's important that your subject line makes them want to open the email and read your story. Brainstorm a list of five exciting subject lines below. Use A/B tests to see which types of subject lines generate higher open rates for your supporter base.

Subject line 1: _____

Subject line 2: _____

Subject line 3: _____

Subject line 4: _____

Subject line 5: _____

4. Targeting the Right People

Did donations you received in the past few months allow you to start a new program, reach a milestone, or have a direct impact on someone's life? Pull a targeted email list to share this message with an audience who will appreciate it. This is great for donor retention.

Audience: _____

_____

_____

_____

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