

IMPACT STORY JOURNALING*

DESCRIPTION

Start each board meeting with an experience or an Impact Story, told, if possible, by the person who benefitted.

Try journaling these stories so that you can capture, remember, and convey in your own words the impact each gift makes.

ACTIVITY: Impact Story Journaling

1. List one of your nonprofit's programs you care about (example: summer camp).

2. Describe one person (or animal) whose life was changed for the better. Age? Coloring? Build? Situation that brought them to your nonprofit? If you don't know, ask. If staff can't tell you, sit in on a program and learn for yourself. Imagine you're a reporter.

3. Now describe the setting. What time was it? Light or dark? Moist or dry? Indoor or out? Describe any textures, colors, sounds, and smells.

4. What changed? "An elderly woman got three computer literacy lessons" is good. That's called an output. Try describing *impact*: "She'd never even gotten a card from her grandson. She sent her first email, and he replied in minutes. She was so thrilled she almost cried. She's less lonely and safer because now she's more connected to her friends and family."

Once you've captured the experience, you can work backward to figure out the cost, and thus the gift level that made that impact possible.

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* From *Nonprofit Hero, Five Easy Steps to Successful Board Fundraising* ©

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