

SEVEN STORY TYPES TO INCLUDE IN YOUR FUNDRAISING EFFORTS

StratusLIVE



OVERCOMING THE MONSTER

The protagonist embarks on a journey to beat the antagonist.

Tip: Frame your donors' contributions as helping eliminate environmental, social, and economic injustices in the world.

To engage your donors and share your impact, write stories to provide context to your work and humanize your cause.

Christopher Booker, author of *The Seven Basic Plots*, outlines seven basic plots to tell the story of your organization's mission.



TRAGEDY

The protagonist has a weakness in his or her personality or makes a mistake which leads to destruction.

Tip: Use this paradigm delicately as it risks desensitizing the donor.



COMEDY

This story includes a lighthearted character with a joyful ending. The central theme is the victory over adversity. Booker emphasizes that comedy is about the ever-increasing complexity of a problem with a sudden rush of clarity.

Tip: Take caution when utilizing this story type. You do not want to diminish the severity of the stories of any of your constituents.



VOYAGE & RETURN

The protagonist ventures to a bizarre place, defeats any evil, and returns with this experience.

Example: Your organization schedules a march or demonstration, and you request funds to host this event to advocate for your cause. After the march, your supporters return energized and committed to continue your work.



THE QUEST

The protagonist and his or her comrades leave to secure an important object or arrive at a particular place. Their journey is filled with difficulties along the way.

Tip: Share the struggles your organization faces as you attempt to accomplish your mission. Your supporters will rally even further around your cause when they understand the pressures and challenges.

REBIRTH

The main character becomes a new person as he or she must change his or her ways after an incident.

Example: Interview one of the recipients of your services who may have initially made poor choices in life. After working with your organization, he or she is on a better path.



RAGS TO RICHES

The impoverished protagonist gains riches, influence, and maybe a companion to squander it all and regain it. He or she develops as a person as a result of this journey.

Example: After receiving permission from one of your constituents, share his or her story of despair and triumph. This personal story demonstrates the effectiveness of your organization's programs.