



Your Organization's Riveting Story:: How to Write So People Will Read, Remember and Rspnd (CAN-DO Reports) (Volume 1)

Dr. Richard Hoefler, Shannon Graves

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Too many nonprofit, human services, and social work organizations have reports that are boring. The goal of this report is to help you write an original, expressive, and downright riveting story about your organization. A riveting report will be read, remembered and responded to, with greater involvement and donations. But why? The truth is that stories sell! Advertisers spend billions of dollars on their “brand” - essentially, a story about how their product makes you feel. Lexus inspires luxury and elegance. Apple recalls youth and tech savvy living. Dove Chocolates make us feel like we deserve some decadence. Consumers and donors have something in common. We all want to invest in things that make us feel good! If you aren’t telling a story that elicits powerful feelings about what your organization can do in your community, donors will open their purse strings to someone else who is. There are millions of stories out there, but we’ll teach you how to make yours stand out above the rest! This report is part of a series written by Dr. Rick Hoefler, Shannon Graves and other staff members of CAN-DO, the Center for Advocacy, Nonprofit and Donor Organizations at the School of Social Work, University of Texas at Arlington, Arlington, TX 76019. You can access additional materials produced by this dynamic team at www.uta.edu/can-do.

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