

The Art of Cause Storytelling

Handout #3

THOUGHT STARTERS

- Refer to Handout #1.
- How do you compare to things in the commercial world which everyone knows?
- How are you different?
- How do your clients start and finish with your program or services?

THE BIG IDEA

 List words, visuals/pictures, statistics, metaphors, movies, or stories that connect with your mission/programs. List synonyms. 				

PARTNER COMMENTS/SUGGESTION	ONS		
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