

● MYM 401

# WRITING YOUR STORY TO MOVE THE CROWD

Writing your story to move the crowd.



**This is important.  
It's time to rally your courage  
and open your heart.**

An open conversation from the heart is what it will take to connect with and move the crowd. You won't be authentic if you let fear and doubt consume your thoughts. So let go of them... Reject them and decide you are going to believe. Speak it to help. "I believe in my campaign...It's the right thing to do".

# You don't have to be perfect.

Know this...you don't have to be perfect. Just be real and transparent. People want to hear about the real and honest you. Hey, you are worthy. You are important. So let it out. Maybe go check out other campaigns that have been successful that are similar to yours. See how they did it, and how they updated and communicated with their donors. Now, let's write your story...

Imagine a group of people sitting in your living room with smiling faces (imagine a friendly crowd). They are there to hear your story. They want to hear it. People feel you before they understand you. So share simple and honest words from your heart. Don't just throw volume at the crowd.

Get honest about how you feel right now in your current situation. Share what is really going on and what you are feeling - pain, anger, sadness or maybe happy and inspired. Whatever the real emotions are...Own them and let it out.

Now visualize how you want it to be. How it will be when your fundraiser is successful. See it, feel it, and share this openly.

**These last few points are key  
to a strong initial campaign  
story.**

You have a lot on your heart..

## **So, if this is a big story, break it down into episodes.**

Don't write a novel. Use the update feature to write the next episode. Updates are best for filling in details and sharing about the journey. It's never one and done. You will need to add more than the original story. Updates are vital for success.

## **Campaigns that update often (every 5 days) raise 200% plus more funds.**



## Own Your Emotions

Fun, happy, inspired or mad, sad, and hurt. Whatever they are and choose a “Great Title” that describes your situation. A great title can influence people and help with more support.

## Start with how it is right now.

Describe the situation, set the stage. Help people see and feel what is going on.



## Make the ask.

Ask people to donate to your campaign. Ask for their help.

# Tell what the money will be used for?

Be specific and transparent. Share the hope this will bring.



# Share about the Victory.

How it will be with all the money raised. What it will mean. What the impact will be.

# Write updates every 5-7 days.

Share more details that maybe you didn't put in the campaign story. Also share about the happenings along the way. Especially what the money is doing if you have begun to use it.





**You've got this!**

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MYM 501**

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