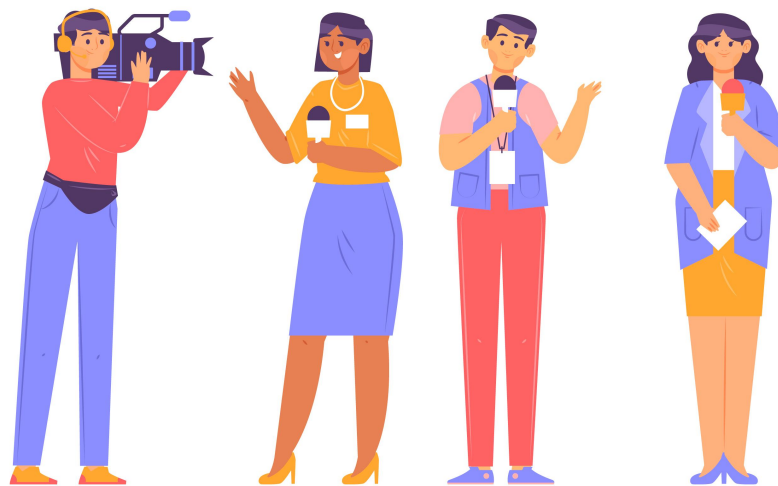


# Storytelling That Inspires Giving Downloads

## Storytelling Framework Template Tools & Systems for Charity Storytelling

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# STORYTELLING FRAMEWORK TEMPLATE

Follow these simple guidelines to writing compelling storytelling content to engage your audience.

## 1. Headline / Story Title

A short, compelling headline that summarises the story.

**Example:** *"How Peter Found Hope During a Difficult Winter"*

## 2. Who is the Story About?

Identify the main person or group (with consent).

- Name (real or changed)
- Basic context
- Relationship with your charity

**Prompt:** Who is affected and why does their story matter?

## 3. The Challenge / Situation

Describe the difficulty they faced before your charity became involved.

- What was life like?
- What barriers or struggles existed?
- How did they feel at that point?

Keep this section respectful and dignified. Avoid exaggeration.

## 4. Your Charity's Role

Explain clearly how your charity helped.

- What support was provided?
- Who delivered it?
- What made your approach effective?

**Prompt:** How did you help them move from difficulty to hope?

## 5. The Positive Change (Outcome)

Show the transformation created.

- How is their situation better now?
- What difference has the support made to their life?
- How do they feel today?

This is the emotional heart of the story.

## 6. Impact Broader Than the Individual (Optional)

Highlight wider effects if relevant.

- Family impact
- Community benefit
- Reduced isolation, improved confidence, etc.

## 7. Direct Quote (If Possible)

A short, powerful quote in the person's own words.

**Example:**

“Without the support I received, I wouldn't have got through that winter.”

Quotes make the story authentic and human.

## 8. Ethical Considerations Checklist

- ✓ Consent obtained (written if possible)
- ✓ Story told with dignity
- ✓ No stereotypes or negative framing
- ✓ Person anonymised if required
- ✓ Sensitive details handled respectfully

## 9. Call to Action

Explain how supporters can help more stories like this happen.

Examples:

- “Help us support more families this winter – donate today.”
- “Join our volunteer team and change lives in your community.”
- “Share this story to raise awareness of our work.”

## 10. Optional Visuals

Attach or note the ideal visual to accompany the story:

- Photo of the person (with consent)
- Representative photo
- Illustration or graphic
- Before/after scenario

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## Quick Story Template (Fill-In Version)

**[Name]** was facing **[challenge]**. They came to us because **[reason]**.

We supported them by **[intervention]**, which meant they could **[positive change]**.

Today, **[name or anonymous label]** feels **[emotion/outcome]**.

**Call to Action:** [What you want the reader to do]

# Tools & Systems for Charity Storytelling

## 1. Story Collection & Consent Tools

### • Google Forms (Free)

Simple way to collect stories, quotes and permissions from staff, volunteers, and beneficiaries.

Link: <https://forms.google.com>

### • Microsoft Forms (Free with Office 365 licences)

Useful if your charity already uses Microsoft 365.

Link: <https://forms.office.com>

### • Typeform (Free & Paid)

More engaging, conversational forms for story collection or supporter feedback.

Link: <https://www.typeform.com>

### • Jotform (Free & Paid)

Includes ready-made consent form templates, useful for safeguarding.

Link: <https://www.jotform.com>

## 2. Secure Storage & Organisation of Stories

### • Google Drive (Free & Paid)

Easy folder system for story drafts, photos, releases.

Link: <https://www.google.com/drive>

### • Microsoft SharePoint / OneDrive (Paid via Microsoft 365, charity discount)

Structured, permission-controlled storage for larger charities.

Link: <https://www.microsoft.com/en-gb/microsoft-365/sharepoint/collaboration>

### • Dropbox (Free & Paid)

Good for storing videos, photos and transcripts.

Link: <https://www.dropbox.com>

## 3. Photo, Video & Audio Story Capture

### • Canva (Free & Paid – charity version available)

Create story graphics, quote tiles, short videos.

Link: <https://www.canva.com>

### • Adobe Express (Free & Paid)

Quick online video and image editing for storytelling.

Link: <https://www.adobe.com/express>

### • CapCut (Free)

Brilliant for editing short social videos on desktop or mobile.

Link: <https://www.capcut.com>

- **Loom (Free & Paid)**

Capture quick beneficiary or volunteer interviews on video.

Link: <https://www.loom.com>

- **Otter.ai (Free & Paid)**

Automatically transcribes interviews or phone conversations into text.

Link: <https://otter.ai>

## 4. Writing & Editing Tools

- **Grammarly (Free & Paid)**

Proofreads stories and improves clarity.

Link: <https://www.grammarly.com>

- **Hemingway Editor (Free)**

Helps simplify and strengthen emotional writing.

Link: <https://hemingwayapp.com>

- **ChatGPT (Free & Paid)**

Helps refine stories into multiple formats (case study, quote, video script).

Link: <https://chat.openai.com>

## 5. Content Management & Publishing

- **WordPress (Free & Paid)**

Ideal for hosting written stories, blogs and impact updates.

Link: <https://wordpress.org>

- **Wix (Free & Paid)**

Drag-and-drop website builder for showcasing stories visually.

Link: <https://www.wix.com>

- **Mailchimp (Free & Paid – charity discounts)**

Share stories through newsletters and automated supporter journeys.

Link: <https://mailchimp.com>

## 6. Storytelling & Impact Platforms (Charity-Focused)

- **Lightful (Paid – UK social good platform)**

Helps charities tell stories through social media planning and brand building.

Link: <https://lightful.com>

- **Enthuse (Paid – UK fundraising platform)**

Story-driven fundraising pages for appeals and campaigns.

Link: <https://www.enthuse.com>

- **JustGiving (Paid – fee structure)**

Supporters can tell their own fundraising stories; charities can showcase impact.

Link: <https://www.justgiving.com>

- **Beacon CRM (Paid – charity CRM, UK)**

Allows you to store notes, stories, and supporter impact records.

Link: <https://www.beaconcrm.org>

- **Donorfy (Free & Paid – UK charity CRM)**

Track supporter stories, interactions, and outcomes.

Link: <https://donorfy.com>

## 7. Consent & Safeguarding (UK-Appropriate Tools)

- **Consent Kit (Paid – built for ethical story collection)**

Designed specifically to help charities collect and manage informed consent.

Link: <https://www.consentkit.com>

- **The Information Commissioner's Office (ICO) – Free Guidance**

Ensures your storytelling follows UK GDPR.

Link: <https://ico.org.uk>

## 8. Project & Workflow Management

- **Trello (Free & Paid)**

Create a “Story Pipeline” board to track ideas → drafts → approvals.

Link: <https://trello.com>

- **Asana (Free & Paid)**

More sophisticated task management for content teams.

Link: <https://asana.com>

- **Notion (Free & Paid)**

Database-style story bank + templates for capturing story elements.

Link: <https://www.notion.so>

## 9. Tools for Impact Reporting & Funders

- **Canva Reports (Free & Paid)**

Design one-page impact stories for annual reports or funder summaries.

Link: <https://www.canva.com>

- **Flourish (Free & Paid – UK-based)**

Turn stats into simple, beautiful visuals to support your stories.

Link: <https://flourish.studio>

- **Power BI (Free & Paid, charity discounts)**

Showcase stats alongside stories for trustees and funders.

Link: <https://powerbi.microsoft.com>