

How It Works: A Sample “Donor Story Plan”



ORGANIZATION: American Chemical Society (ACS)
DONOR: John W.
FILMING LOCATION: ACS Green Roof (Washington, D.C.)

| STORY IDEA | KEY MESSAGES | INTERVIEW QUESTIONS | PHOTOS & B-ROLL |
|--|---|--|---|
| <p>John’s father and U.S. government scholarships in the 1960s opened doors that led to John’s outstanding chemistry career. With a legacy gift in honor of his father, John aims to open doors for the next generation.</p> | <p>1. It’s meaningful to use a gift to honor someone important to you.</p> | <p>How do you view your involvement in ACS philanthropic programs in terms of “opening doors” for others?</p> | <p>Father coming to U.S.; distillery labels father brought from Germany; John and his father</p> |
| | <p>2. ACS is a highly respected institution that will be a reliable long-term steward of your gift.</p> | <p>What are important criteria in how programs and organizations are managed in terms of your giving? How does ACS excel in this area?</p> | <p>ACS Conference showing institutional strength; young people engaged in chemistry</p> |
| | <p>3. It’s natural to give to both your academic institution and ACS.</p> | <p>Do you give to your university and ACS and, if so, why both? Do you have any message to others considering including ACS philanthropic programs in their wills?</p> | <p>John graduating from college in the 1960s and as faculty leader at Cornell and Florida Atlantic Universities</p> |



A Donor Story Tool: Bringing Your Donor Stories To Life

WHY? Authentic donor stories appeal to the heart, are fun to watch and easy to understand, are especially effective in planned giving, and trigger others to consider gifts.

HOW? Identify donors who have compelling personal stories. Use the chart to connect each donor story with key messages your organization wants to share. Then develop interview questions and b-roll ideas. **See a sample plan on the reverse.**

| Donor: | | Filming Location: | |
|------------|--------------|---------------------|-----------------------|
| STORY IDEA | KEY MESSAGES | INTERVIEW QUESTIONS | PHOTOS & B-ROLL IDEAS |
| | 1. | | |
| | 2. | | |
| | 3. | | |

NEXT STEPS? Film your donors, collect supporting photos, and start editing the story. Videos can be a catalyst for donors and for their relationship with your organization.