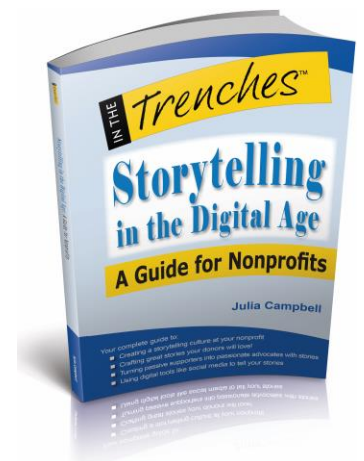


APPENDIX A – STORYTELLING CALENDAR TEMPLATE

Date	Event	Story to Tell	Person Responsible	Story to Collect	Person Responsible	Notes
May 15	Fundraising gala	Client impact story	Tom	Stories from the clients speaking at the gala	Gayle	Make sure to take video!
July 9	Networking event fundraiser	Board member story	Tom	Stories from longtime or new Board members about their involvement	Tom	See if you can take video, include photos
August 17	Volunteer Orientation	Client impact story/Volunteer story	Bonnie	Get a story from a client speaking at the orientation and a story from a volunteer	N/A	Maybe include a story of a volunteer and what they gained from their experience
September 5	Donor breakfast	Donor story	Bonnie	Have a donor tell a personal story about how and why they give	Bonnie	Get a photo, or shoot a short video



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