

10 WORDS

Think about the person you are trying to help. What words come to mind? How do you feel? Write them below.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

A LOVE LETTER

Write a letter to the person you are trying to help. Your real thoughts and emotions might reveal insights that will motivate others to care as well.

Dear _____ ,

Love,

THE CHALLENGE

WHAT IS THE CHALLENGE?

What happened to your friend? How have they been impacted?

1 _____

2 _____

3 _____

4 _____

THE HERO

WHY IS YOUR FRIEND AWESOME?

Why are you motivated to tell their story? What makes them a hero?

1 _____

2 _____

3 _____

4 _____

THE NEED

WHAT KIND OF HELP DO THEY NEED?

What is your idea for a solution? What can others give to help?

1 _____

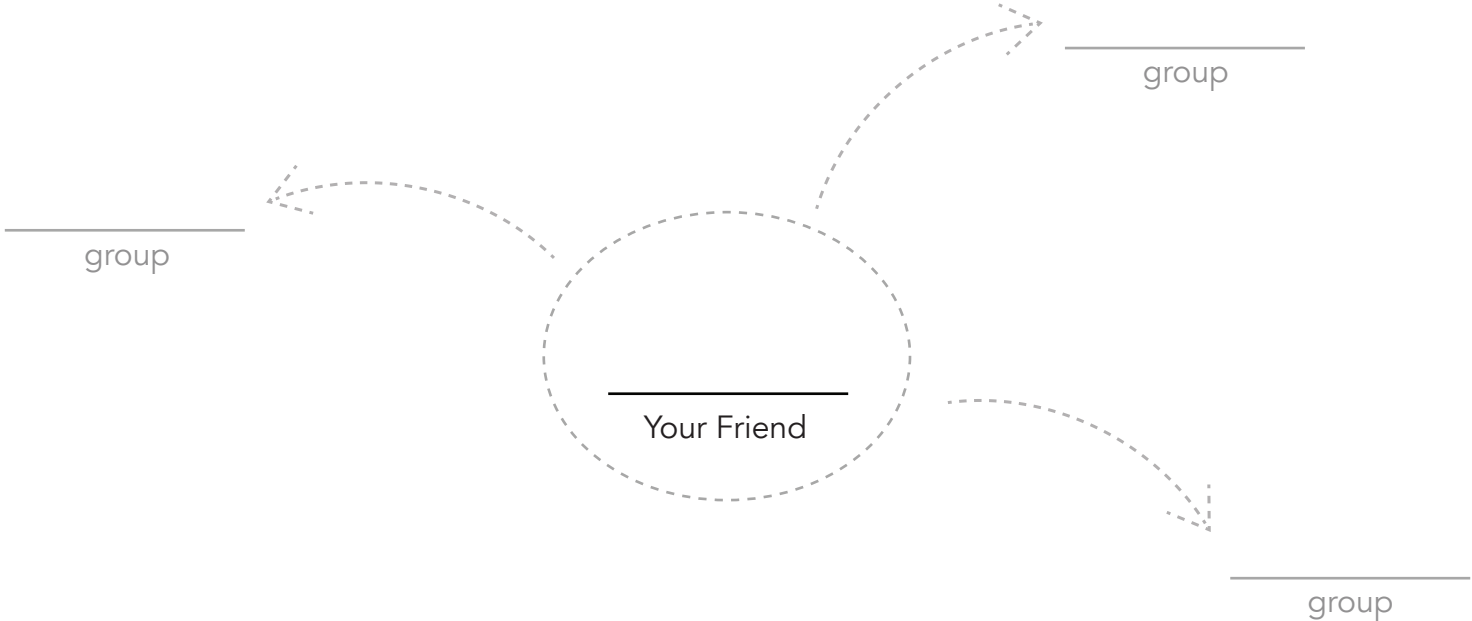
2 _____

3 _____

4 _____

MAP YOUR FRIEND'S WORLD

Draw a map of your friend's social and professional groups, colleagues, family and friends. Who are their communities? Who do they spend time with? What do they do?



WHO CAN HELP?

Look at the map you've drawn of your friend's world and identify some real people in their community. List them here.

The goal is to hold these real people in mind when you write your story. Speak directly to them. Keeping it real will help people relate to your campaign with more compassion.



Don't limit yourself to one degree of separation — you'll reach a bigger audience by considering a wider network.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

GET TO THE HEART OF THE MATTER

OK, let's pull some heartstrings.

First, let's get in touch the feelings that motivated you to start a campaign. 10 Words and A Love Letter are activities designed to help you get your emotions onto the page. Your honest feelings will help others genuinely connect with your campaign.

WHO ARE YOU HELPING?

What problem are you trying to solve? To enlist the help of others, you'll need to tell a compelling story, clearly and concisely. The following questions will help you sketch out the story you're trying to tell.

EVERYONE HAS A VILLAGE

Now it's time to think big and cast nets wide. Who can help with your campaign?

Each of our lives are shaped by community, friends and family, our daily activities and the people we spend time with. Think about the person you are trying to help. What networks shape their life?

ASSEMBLE YOUR STORY

Now that you've generated some content, it's time to organize the best of it into your story outline.

Let's assemble the "Who, What, Why and How" — the building blocks of any good story.

WHO, WHAT, WHY & HOW

Let's pull together the most compelling pieces of your story. First, introduce your friend to potential campaign supporters. Then carry forward your best descriptions of their challenge and the help they need from page 5.

1. WHO / INTRODUCE YOUR FRIEND

Help people recognize themselves in your friend's story. Include your friend's activities, communities and groups.

You may know _____ through _____, _____,
Your Friend

or _____. You may not have known that they _____.

2. WHAT / THE CHALLENGE

What is the challenge your friend faces? Add your best description of THE CHALLENGE from page 5.

3. WHY / THE HERO

Why should people help? Add your best description of why your friend is THE HERO from page 5.

4. HOW / THE NEED

How can people help? Add your best description of THE NEED from page 5.

I Care, You Care, We All Care — And Win — with Empathy

As a campaign creator, you already hold the answer to a successful campaign — your motivation and passion to help. The challenge is to ignite that compassion in others so they will be moved to help too. Empathy is the key.

Learn how to jumpstart your campaign — by connecting your motivation to people's natural desire to help.

TIME TO MAKE IT REAL

We hope you're no longer daunted by a blank page — and that the material you've generated in these activities leaves you feeling inspired and ready to begin telling a compelling story.

It's time to get typing. Good luck!



When you have your written story, the next step is to create a profile, upload images and your content.

If you need more help:
[Learn more about compassionate crowdfunding and how you can start your free fundraiser today.](#)