



## telling your story

a **compelling** set of ideas  
that moves the **teller**  
and the **listener**

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## telling your story

1-vision-1

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## telling your story



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## telling your story



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## telling your story

**need vs. vision**

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## telling your story



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## telling your story

a world where all children get a quality education  
a caring world where the elderly can lead their lives in dignity  
a world where the air we breathe is clean and healthy



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## telling your story

Worksheet #2  
Question

### features vs. benefits

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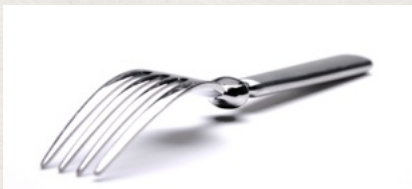
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## telling your story



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## telling your story

### features

3 residence quads  
multiple festival stages  
state of the art wet lab  
full range of programs for seniors



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## telling your story

### benefits

students can choose a living environment that best suits their academic and social needs, allowing them to have the best college experience possible.



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## telling your story

### impacts

students go out into the world prepared intellectually and socially to do great things, build stronger communities, and raise their families.



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# telling your story

## Mission Controller Fundraiser

"I'm so excited by our work at Allenville Senior Center, where we are directly addressing the issues of isolation and nutritional deficiency. We developed a program to identify at-risk seniors that includes home visits and checkups. We enroll them at Allenville and a registered nurse does an intake to record their feelings of isolation, their weight, and other vitals. We then provide them breakfast and lunch five days a week. Through our work 75% of seniors self-report significant decreases in their feelings of isolation, and our registered nurse reports an almost complete elimination of the insidious weight loss these seniors often face when they're responsible for their own meals.

One of our clients, Lucinda, self-reported that in the month she's been with us she has had significant decreases in her feelings of isolation, and she hasn't lost a single pound!"

asking  
matters

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# telling your story

## Worksheet #4 Question

### Rainmaker

"I'm so excited by our work with seniors at Allenville Senior Center. Our goal has been to decrease isolation and increase nutritional intake among seniors in our community so they have a better quality of life in their later years. By providing breakfast and lunch to seniors five days a week, we are impacting their lives in just a few weeks. Within a month of joining our Center, 75% of seniors self-report significant decreases in their feelings of isolation, and our registered nurse reports an almost complete elimination of the insidious weight loss these seniors often face when they're responsible for their own meals. One of our clients, Lucinda, self-reported that in the month she's been with us she has had significant decreases in her feelings of isolation, and she hasn't lost a single pound!"

### Mission Controller

"I'm so excited by our work at Allenville Senior Center, where we are directly addressing the issues of isolation and nutritional deficiency. We developed a program to identify at-risk seniors that includes home visits and checkups. We enroll them at Allenville and a registered nurse does an intake to record their feelings of isolation, their weight, and other vitals. We then provide them breakfast and lunch five days a week. Through our work 75% of seniors self-report significant decreases in their feelings of isolation, and our registered nurse reports an almost complete elimination of the insidious weight loss these seniors often face when they're responsible for their own meals. One of our clients, Lucinda, self-reported that in the month she's been with us she has had significant decreases in her feelings of isolation, and she hasn't lost a single pound!"

### Kindred Spirit

"I'm so excited by our work at Allenville Senior Center and I'd like to share a story. Lucinda joined our senior center a month ago. When she first came, she was feeling completely isolated due to very limited human contact, and she was depressed that her life was so solitary. Living by herself, we also found she had been losing weight because she wasn't cooking well for herself and had regularly skipped meals. Obviously, her depression added to her lack of desire to eat. This is a story we hear time and again, and it breaks my heart to think these seniors - people's parents and grandparents - are in such dire straits. Since coming to Allenville, Lucinda has self-reported significant decreases in her feelings of isolation, and she hasn't lost a single pound. And this is true for the hundreds of seniors we serve every day."

"I'm so excited by our work at Allenville Senior Center, where we are directly addressing the issues of isolation and nutritional deficiency. We developed a program to identify at-risk seniors that includes home visits and checkups. We enroll them at Allenville and a registered nurse does an intake to record their feelings of isolation, their weight, and other vitals. We then provide them breakfast and lunch five days a week. Through our work 75% of seniors self-report significant decreases in their feelings of isolation, and our registered nurse reports an almost complete elimination of the insidious weight loss these seniors often face when they're responsible for their own meals. One of our clients, Lucinda, self-reported that in the month she's been with us she has had significant decreases in her feelings of isolation, and she hasn't lost a single pound!"

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# telling your story

## Ask As You'd Be Asked

Ask a group member to read aloud the story to the group.

Read the story to the group. Ask the group to identify the main message of the story.

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## Finding Your Own Words Exercise

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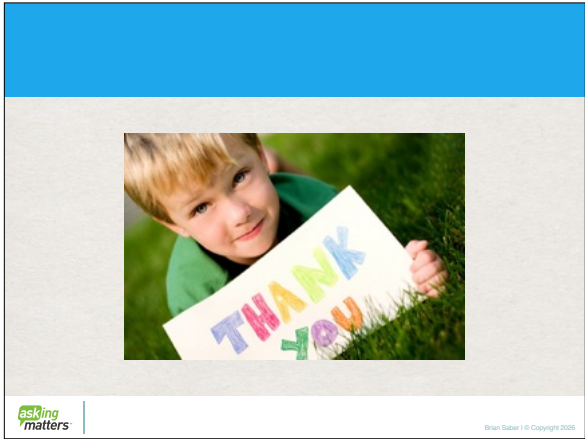
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