

"Find Your Story" Mad Lib



Use this template to construct a quick and effective version of your organization's story. The first part may feel similar to your mission statement—and that's great! When crafting this version, make sure you are stripping away any professional jargon, instead prioritizing human connection and a conversational tone.

All told, your story has four components:

1. Statement about your organization and what you do
2. Supporting data point(s)
3. Connection to your audience's needs or interests
4. Specific ask

YOUR STORY

_____ exists / works to / inspires
[Organization] [Select one]

so that _____
[Impact/change]

_____ .
[Difference it makes]

We _____
[What we do]

to _____
[Human takeaways]

This is demonstrated by _____
[Data you have gathered]

The _____
[Actions you take]

contribute to / support / enhance _____,
[Element of community]

which _____
[Why that matters to your audience]

_____ .
[Specific ask]

EXAMPLE

Ye Olde Local History Museum inspires people to realize their potential to shape their own communities. We tell the story of our local community to illuminate the relationships between people, their livelihoods, and the landscapes they call home. The museum contributes to the local economy by attracting visitors, encouraging them to spend time and money in our town.

We are only open May through September, but each year 4,000 visitors, 70% of them from out of state, visit the museum. With so many towns in our area competing for the same visitors' attention, having a strong cultural destination makes a difference.

We'd love to be part of upcoming conversations around tourism and economic development.