

Writing Your Fundraising Story

(aka Website Copy)



The best fundraising campaigns create a connection with the donor through storytelling that fully explains your needs and provides specific details. Compelling stories take courage and honesty.

When creating your website's fundraising story, focus on answering the "why" questions that donors naturally think to themselves: *Why should I give money to this fundraiser (over others causes)? Why are you raising money? Why do you need money now? Why is this urgent? Why should I care?*

Captivating stories all share a common structure. Here is a basic template you can use to craft your fundraising story:

Beginning – Paint a picture of the realities of your current world

- **Set-up** - Introduce your child/family. Create a positive first impression that makes your child and family relatable and gives the audience a reason to root for you.
- **Turning Point** – Transition into what makes your child/family different to create intrigue for the reader.
- **Complication** – Describe how your child and family have been impacted by their diagnosis. What is life like for your child and family? What have you done to help to help up to this point?
- **Call to Adventure** – Rouse your audience by re-counting the inciting incident that made you seek out this new solution (i.e.: an informative news story, a stranger's hurtful comment, an inspiring Facebook post, etc.).

Middle – Present the big idea of what could be

- **Resolution** – Contrast your current situation by what the future could be for your child and family. Detail the ways a service dog can help your child and family. Share your excitement and hope for what the future has in store now that you are on this new journey.
- **Call to action** – Clearly define how the audience can take action (donate to your fundraiser). Secondary actions may include sharing your fundraiser, getting corporate matching, etc.

End – Show your audience that the reward will be worth their efforts

- **Ending** – End with a sincere message of gratitude. Your donor is the hero of this story and it's their generosity that is creating a brighter future for your child and family.

Check out our [Good Dog! Family Fundraisers](#) to see how other families have shared and structured their personal stories on their fundraising websites. Then, use the following questionnaire to help you craft your fundraising story.

Good Dog! Fundraising Story Questionnaire



What are your child's strengths and positive qualities?

What are your child's interests and favorite activities?

How does your child's diagnosis impact their everyday life?

How has your child's diagnosis impacted your family?

How have you attempted to overcome your child/family's challenges?



How may a service dog help your child?

Why have you decided to get your child a service dog?

Was there a particular event that led you to act in getting your child a service dog?

What is your child/family most excited about in receiving a service dog?

Why did you choose Good Dog! Service Canines over other organization?

Is there additional information you would like to share on your child's fundraising website?