



Everyone Has a Story Worth Telling. Do You Know How to Find It—and Tell It?

New Tools from ACS to Help You Collect and Share Stories with Confidence and Care

Every organization tells stories. In annual reports, in testimony, over coffee with a potential funder. The question isn't whether you're telling them—it's whether you're telling them in a compelling manner and on purpose.

Here's a distinction worth considering: there is a difference between **telling a story** and **storytelling**. Telling a story is something we do daily. It conveys facts—the standard who, what, when, where, and why. Storytelling ties those facts together into something emotionally compelling, memorable, and relevant. It gives the audience meaning, reveals a new perspective, and gives them the drive to think or act differently.

ACS has developed two new tools: one to help you collect stories, and one to help you tell a story yourself.

"Everything we believe comes from stories we've been told."

—Heather McGhee

Introducing Two New ACS Storytelling Tools

How to Collect & Share Stories

Collecting stories may sound straightforward—your organization likely knows dozens of individuals affected by the issues on which you work. But a few up-front decisions will save you time and energy and make sure the stories you gather reinforce your goals.



Before you do any outreach, this tool helps you answer four questions:

- **Who needs to hear this story?**
- **What story am I trying to tell?**
- **Who is the ideal storyteller?**
- **What is the ideal format and length?**

This tool also includes: a full interview guide template you can adapt, sample outreach script language, guidance on partnering with another organization to collect stories, tips for writing the story, and a start-to-finish checklist

[Download How to Collect & Share Stories](#)

The ACS Guide to Telling a Compelling Story

Testifying before a legislative committee. Speaking at a funder briefing. Presenting to your board. This tool walks you through four key steps with templates and sentence starters:

- Step 1: Figure out why *your* story matters.
- Step 2: Decide who needs to hear it.
- Step 3: Write the story.
- Step 4: Practice telling it.

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Download Both Tools

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