



## Two Minute Story Workshop

### The goal

- Create your own, personal two-minute story to share how and why you are connected to The Haven. What is it about The Haven that you connect with?
- The story is not a fundraising ask or a pitch, but rather a quick introduction of The Haven or a starting point for a conversation.

### Elements of the two-minute story

- Short, concise, and moving. The story should move you as well as the listener.
- Compels the listener to want to learn more.
- Based on personal experience.
- Minimal but effective use of facts and statistics.
- Written, memorized, and practiced.

### Elements of your story

1. **BEFORE:** Frame the issue in the context of one individual's experience. Describe the need or give details about the adverse conditions that make your organization's intervention necessary.

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2. **INTERVENTION.** Describe how the organization brought intervention, change, or benefit to the person or situation.

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3. AFTER. Describe the results of the intervention. How was life or situation changed? What is happening now?

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4. BIG PICTURE. Bring it home for people that this story is just one example of a much larger problem or issue, and that your organization is the key to sustainable change.

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