10 Things About Great Stories

1. Great stories feel true. They aren’t just factually true, they are consistent and authentic.
2. Great stories make a promise. The promise is bold and audacious or it’s just not worth listening to.
3. Great stories are told by trusted voices, otherwise, it’s just marketing.
4. Great stories are subtle. Rather than filling in all the details, great stories leave much to the imagination.
5. Great stories happen fast and match the worldview of the listener.
6. Great stories appeal less to logic than they do to our senses.
7. Great stories are rarely aimed at everyone. If you water down your story to appeal to everyone it will appeal to no one.
8. Great stories don’t contradict themselves.
9. Great stories agree with our worldview. The best stories don’t teach us anything new.
10. Great stories appeal to wants, not needs.

Question or comment? Email Major Gifts Fundraiser’s Chief Fundraising Coach Clark Vandeventer at [clark@majorgiftsfundraiser.com](mailto:clark@majorgiftsfundraiser.com). For more fundraising tips, listen to the Major Gifts Fundraiser podcast on your favorite podcast platform. Just search “Major Gifts Fundraiser.”