ADVOCACY ACADEMY · CAMPAIGN8

Fundraising as Advocacy Worksheet

Draft one donor ask using the Story Map turned toward a donor archetype, with the donor as the hero and a specific ask.

Pick your donor archetype

Name a specific donor or funder type and which archetype fits: the Rescuer (saves something in peril), the Builder (creates something lasting), the Belonger (joins a community), or the Steward (invests in proven impact).

The Story Map, for this donor

The scene

Tell the problem through a specific person or scene — transportation, identification, emotion.

The stakes

What's at risk if nothing changes?

The donor as hero

Position the donor as the one whose gift changes the ending — not "help us," but what their specific gift does.

The specific ask

Exact amount, and exactly what it does.

Self-check

- ☐ The donor is the hero of the story, not the organization
- ☐ The scene, the animal, or the family in the story is true and unembellished
- ☐ The ask is a specific amount tied to a specific outcome, not a vague appeal
- ☐ The lead matches the archetype — urgency for the Rescuer, legacy for the Builder, community for the Belonger, results for the Steward