

# Everyone loves a good story.

**Donor stories motivate others to give and often generate second time gifts.**

We all know this. The problem is, good donor stories take time. Time to interview, time to write, time to track down a photo. And time is one thing you don't have.

Solution: let us do it.

We'll handle the interviewing, writing, editing, and photo collecting. And we'll thank your donor in a way that makes her feel like a hero.

The result? Your donors and prospects will be inspired by a true story of a real person they can relate to. As a bonus, your storyteller will feel good about helping and become a more emotionally bonded donor. The story and photos will be posted to your VirtualGiving planned giving website. (Yes, we'll handle that, too.)

LEVEL  
1

## The Process Original Donor Stories

*\$1,495<sup>00</sup> Per Story*

Let your donor know that a friend of your organization (that's us) will be contacting them within the next week. Don't worry. If they'll be out of town, they'll let you know.

Tell us what name your donor goes by. (Robert or Bobby? Mrs. Smith or Ms. Smith? Dr. Miller or Mr. Miller? Skip?) Please tell us how to pronounce their name, if it's not obvious from the spelling.

Ask your donor if he or she prefers the first communication to schedule the interview to be by email or a call.

Provide us with the donor's contact information.

Once we get the green light from you, we will call your donor. After a few pleasantries, we'll begin the interview. We are experienced interviewers and know how to put people at ease. We will keep the interview friendly and conversational.

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## Donor Testimonial Services

We offer two levels of donor testimonial services:

1

**Original donor stories.**  
\$995 per story.

2

**Donor story rewrites.**  
\$475 per story.



**What's your story?**