

Activity 1: What, So What, Now What?

Give yourself 5-10 minutes to answer the following questions about your nonprofit. Go ahead and provide as much detail as you can within that time frame.

1. What is the problem your nonprofit was created to solve? _____

2. Who is impacted by this problem and how do you help? _____

3. What's next for your nonprofit? _____

Now, for each question, read through what you've written and edit it down to the most compelling few sentences.

1. What's the problem? (1-2 sentences) _____

2. Who is impacted and how do you help? (1-2 sentences) _____

3. What's next for your nonprofit? (1-2 sentences) _____

Finally, personalize the story. Why are you drawn to this work? How do you relate to people impacted by this problem? What inspires you about your work?

1. What? _____

2. So what? _____

3. Now what? _____