**Major Donor Storytelling Worksheet**

Donor/Spouse/Partner Name: \_\_\_\_Chris & Stephanie Davenport\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Previous Giving: \_\_\_\_$750,000\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Donor’s Values & Preferences**

What this donor most cares about that causes them to donate:

Chris and Steph are true believers in the Rock Orphanage mission. They’re committed to the preservation of the rocks’ ancestral homes. They even have taken it upon themselves to rescue rocks in their own community. They also believe the biggest threat to rocks is Big Mining.

**Major Donor Reporting Framework – Story of Triumph**

Important Note: the values & preferences from above should become the basis for your offer. For instance, if the donor cares most about “Helping feeding people who are hungry” include that idea (people are hungry) in the “before” section.

What was life like BEFORE the donor made the gift?

A hillside rich in limestone was about to be strip-mined. The limestone would be stripped from the ground, crushed, turned into powder and used to make industrial products. The landscape would be ruined. The community surrounding the hill would lose a beautiful landmark and the wildlife would lose their home and refuge.

What is the outcome the donor created with their gift?

The Rock Orphanage lobbying campaign was successful – the hill was protected and saved from being strip-mined.

What was life like AFTER the donor made their gift?

The local community had their hill preserved for the rest of time. The air remained pure and the landscape intact. Wildlife will thrive and Rock Orphanage secured another win against Big Mining.

Key Kudos Phrases

Your generosity preserved this hill as Mother Nature intended – intact and a refuge for wildlife.

None of this would have been possible without you.

Your gift was the difference between the limestone deposit being ripped out of the hill and being preserved and protected.

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**Major Donor Offer Framework – Story Of Need**

Important Note: the values & preferences from above should become the basis for your offer. For instance, if the donor cares most about “Helping feeding people who are hungry” include that idea (people are hungry) in the “problem” section.

Problem (what’s happening that needs to be changed):

There are 250 rocks that have been rescued but who have no home to return to. Their ancestral homes have been destroyed by developers and their families have been scattered across the country, used in driveways and retaining walls.

Solution (how the donor can provide the solution)

Your gift will build a new, state of the art Orphanage for these rocks. They’ll be together with other orphaned rocks, and will live out their days in comfort and peace – as nature intended.

Value (impact the donor’s gift will have)

This is a $1,000,000 project and will change the way Rock Orphanage is able to protect the rocks and preserve a natural home for them. Your gift will be a signal to other donors how important this project is. And it will help Rock Orphanage meet the funding requirements for a state grant to preserve land along the Kishwaukee River.

Urgency (deadline, consequences of inaction)

Your gift is needed by December 15, so that we can include it in our grant application that is due on December 31. Without your gift, Rock Orphanage will have to wait until next year to apply for the state funding.

**For help pinpointing the exact amount to ask your major donors for visit:**

[www.MajorDonorMagicFormula.com](http://www.MajorDonorMagicFormula.com)

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