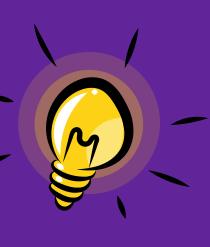# HOW TO GET ATTENTION FOR YOUR STORY

IF YOU'RE SHARING A STORY, IT'S BECAUSE IT DESERVES ATTENTION. RIGHT?

YOU PROBABLY HAVE A LESSON OR IDEA OR PROBLEM TO SHARE. WELL, IN A WORLD OVERLOADED WITH INFORMATION, YOU NEED TO ELICIT EMOTION <3 AND GIVE PEOPLE A REASON TO CARE ABOUT WHAT YOU ARE SHARING.

THESE 7 QUESTIONS WILL HELP YOU WRITE AN ATTENTION-GRABBING STORY:

1 WHO ARE YOU?

Describe yourself and the team. Share some details about your background and interests that paint a picture of who you are and why you're the right team for this project!

2 WHAT PROBLEM ARE YOU SOLVING?

If you have a project idea, it's because you've identified a **solution to a problem**. Don't assume people are familiar with the issue. Help readers understand and care about the issue you've identified.

3 WHAT'S YOUR MOTIVATION?

This is the exciting part! Explain **what motivates your team** to solve this problem. What excites you the most and **what impact will you have** in your community?

4 HOW WILL YOU DO IT?

Describe the end goal of the project and exactly **what steps you will follow** for success. If you expect people to donate, you should be as transparent as possible about the process.

5 WHEN WILL IT HAPPEN?

Be realistic about your **timeline.** Explain when the project will begin and end. Don't forget to consider the planning and evaluation phases before and after your community actions.

6 WHERE WILL IT HAPPEN?

Projects and donors can come from all over the world, so share a bit about **your community and country**.

7 READY FOR ACTION?

What action would you like the reader to take? This is your chance to **convince potential supporters to donate** to your project!

OKAY, GATHERED ALL OF THE INFO YOU NEED?

THEN YOU ARE READY TO SUBMIT YOUR PROJECT! GET STARTED AT DONATE.SCOUT.ORG

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