

The 60-Second Board Member Story Template

Transform Your Passion Into Powerful Conversations

From WilsonClark Associates



Why Your Story Matters

As a nonprofit board member, you're often the best ambassador for your organization. But many board members struggle with how to naturally and confidently talk about their cause. This template helps you craft a compelling personal narrative that connects with potential supporters.

The Three-Part Story Framework

Part 1: Personal Connection

How did you first encounter this organization?

Complete this sentence: “I first got involved with [Organization Name] when....”

Examples to spark your thinking:

- A family member was served by the organization
- You witnessed a community problem the organization addresses
- A friend introduced you to the mission
- You attended an event and were moved by what you saw
- Your professional background aligned with the cause

Your Personal Connection:

The Three-Part Story Framework

Part 2: Community Impact

What have you witnessed this organization accomplish?

Complete this sentence: “What I’ve seen [Organization Name] do is....”

Examples to spark your thinking:

- Specific people or families helped
- Community problems solved or addressed
- Programs that made a measurable difference
- Partnerships that strengthened the community
- Innovative solutions your organization pioneered

Community Impact You’ve Witnessed:

The Three-Part Story Framework

Part 3: Future Vision

What excites you about this organization's potential?

Complete this sentence: "What excites me most about [Organization Name] is...."

Examples to spark your thinking:

- Expansion plans that could help more people
- New programs being developed
- Growing community recognition and support
- The potential to solve a persistent community challenge
- The next generation of people who could be served

Your Future Vision:

Putting It All Together

Your Complete 60-Second Story

"I support [Organization Name] because [Personal Connection]. What I've seen them do is [Community Impact]. What excites me most is [Future Vision]."

Practice Space - Write your full story here:

Tips for Sharing Your Story

Make it Natural

- Practice until it feels conversational, not rehearsed
- Adapt the length based on the situation
- Use your own words and speaking style

Make it Specific

- Practice until it feels conversational, not rehearsed
- Adapt the length based on the situation
- Use your own words and speaking style

Make it Personal

- Keep the focus on why YOU care
- Don't worry about covering everything the organization does
- Let your genuine passion show through

Make it Actionable

- End with a natural invitation: "Would you like to learn more?"
- Be prepared with next steps: website, upcoming events, coffee meetings
- Always follow up if someone expresses interest

Common Conversation Starters

When someone asks what you do for fun:

“One thing I’m really passionate about is [cause area]. I serve on the board of [Organization Name]...”

When discussing community issues:

“That’s exactly why I got involved with [Organization Name]. They’re doing incredible work to address that problem...”

When someone mentions wanting to give back:

“Have you heard of [Organization Name]? They might be exactly what you’re looking for...”

At networking events:

“Beyond my work in [profession], I’m really passionate about [cause]. I volunteer with [Organization Name]...”

Your Action Plan

This Week:

- ☐ Complete your story template
- ☐ Practice your story out loud 3 times
- ☐ Share your story with 1 person

This Month:

- ☐ Identify 5 people who might be interested in your cause
- ☐ Have 3 conversations where you naturally share your story
- ☐ Invite 1 person to learn more about your organization

Remember:

The goal isn't to ask for money in every conversation. The goal is to share your passion authentically and help others discover how they might connect with your cause.

Need More Support?

This template is just the beginning. If your nonprofit board is ready to turn every member into a confident ambassador, our “From Networks to New Donors” workshop provides training in:

- Identifying prospects in your personal networks
- Creating meaningful engagement opportunities
- Building long-term supporter relationships
- Turning conversations into lasting connections

Contact us to learn more about board development workshops tailored to your organization.

This template is part of a comprehensive board development system. For more resources and training opportunities, visit <https://wilsonclark.net>