

# Five Questions

(for non-profits) to ask to get the story

Storytelling is the cornerstone of any blog post, article, podcast, video or social media post. It doesn't matter how many words – or characters – you have to work with. You need to hook your audience and get them curious to keep on listening, reading or watching. The key to writing a good story? Think like a journalist and ask good questions.

Whether interviewing a client about how your agency has improved their life or speaking with a donor or volunteer about the impact of their giving, good questions will allow you to gather key facts while tapping into the emotional appeal of their story.

**Here are my five key questions to get the conversation going:**

1. How did you get engaged with (agency name)?

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2. Why did you feel compelled or inspired to get involved?

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3. How has your life changed or what is the impact?

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4. What programs or people have made the difference?

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5. What is one thing you would like people to know about (agency name)?

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